

Thinking Pink!

Maybe I'm wrong but it just seems so much harder to know right from wrong in the average business day now. Used to be "take care of your customer, take care of the employees, and be a good neighbor in your town" was all you really had to remember to do "the right thing". Just so much more difficult to keep those things straight now. Buy at the best price or the best value? Ask your employees to work more overtime so they can earn more or give them more time to spend with their families? Provide better health insurance at insane costs and risk upsetting the whole applecart. When did it become this complicated? Will it ever go back to the good old days?

Well, it can. At least in a little corner of our world. Earlier this year we had several sizeable orders that made it necessary for us to buy new molding tools for the JW 42 egg tray and the JW 36 egg tray. To be honest, we never really paid much attention to those trays before. We had quite a few orders from the vaccine industry but we just bought the trays from existing sources. Same story with the 42. But these were really big orders so we took a good look at the trays on the market. To be blunt, we knew we could make a much better tray than anything that was available so we went out and bought the molds.

The orders we needed those molds for have been delivered. The folks with

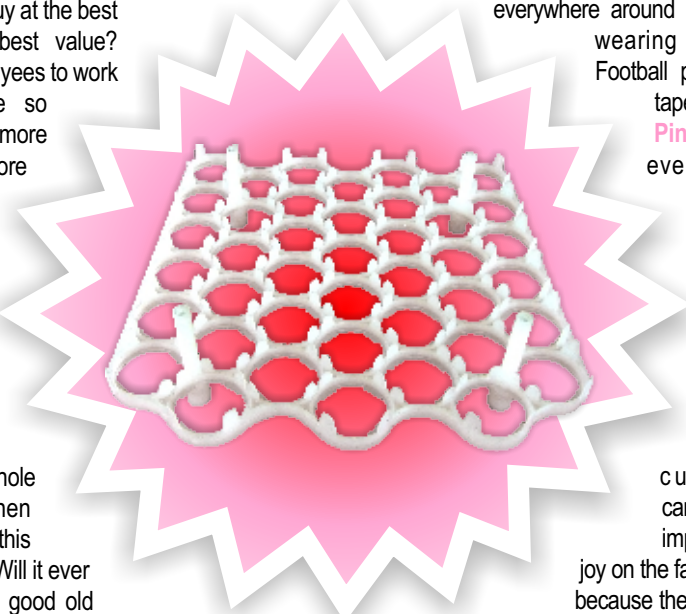
the 42 tray ordered 18,000 more trays as soon as they got the first shipment. Yep—they were that impressed. The folks with the 36 have described it as "by far the best tray we've ever had." So we decided we should offer these improved trays to the market. Simple enough. Just so happens that a few days later

I was at a high school football game and everywhere around me people were wearing pink ribbons. Football players had pink tape on their cleats.

Pink, pink, pink, everywhere there was pink. Even I realized that the entire school was 100% in support of the effort to raise funds for research into curing breast cancer. I was so impressed with the joy on the faces of these kids because they were doing this for no reason other than the fact that they knew it was "the right thing to do".

So, we're going to get darned close to doing the right thing as well. Yes, we want to sell trays and over the course of time we would even like to do so at a profit. But for the next few months—at least until the end of January—we're going to donate 10 U.S. cents to research into a cure for breast cancer for every JW 36 and every JW 42 tray we sell. It may not be much, but it sure seems like "the right thing to do"

Please try our trays if you need to buy any JW 36's or JW 42's. At least until the end of January I can assure you that it is for a very good cause. Maybe we can both feel really, really good about our day again.



10 cents will be donated to breast cancer charities for every tray sold

To Our Hatchery Friends:

Chick Master is growing. Over the next few weeks you will be receiving several e-News issues highlighting some significant developments that will make Chick Master even more industry integrated to give you the complete service that you need.

In this issue we are focusing mainly on our two great new trays that are proving such a success where they have been trialed.

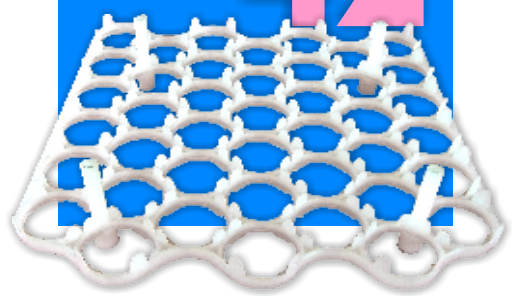
The NEW Chick Master JW 36 Egg Tray

36



The NEW Chick Master JW 42 Egg Tray

42



CMaestro



You need a Maestro to get all your chicks in tune. Watch this space for more news.

CHICK MASTER OPENS NORTH AMERICAN SALES OFFICE

Chick Master is pleased to announce our new North American Sales office in Cumming, Georgia. This new office will offer better support and service to our large base of customers in the United States and Canada. This office will be managed by Lou Sharp, Vice President of North America Sales, it will be the center of activity for sales in these two important territories.

With an office located in the heart of the poultry production markets, Chick Master expects to grow this operation to better service the needs of our customers in terms of new incubation equipment, ventilation systems, replacement parts sales, and equipment upgrades. "We decided we can better support our large installed base in the USA and Canada with an office closer to the center of the poultry industry in the USA. We also expect to expand the services of this office by adding people with hatchery management

experience to the Chick Master team" said Lou Sharp.

Chick Master operates its main manufacturing and engineering complex in Medina, Ohio. In addition, it has a Latin American sales office in Englewood, New Jersey, a manufacturing and distribution facility in Bridgwater, England, and a Hatchery Ventilation Group in Cricket Malherbie, England. All operations work together to support Chick Master customers around the world with innovative products that make Chick Master customers more successful in today's demanding business environment.

"As we continue to grow globally, we find it better to have local offices closer to our customers," said Robert Holzer, President of Chick Master. "Whether it be via a company office or through a local representative, our objective is to build long-term relationships with our customers around the world. By being closer to our customers, the new Georgia office meets these goals."



The Chick Master, GA team: (left to right) Cynthia Rodriguez, Helen O'Reggio, Humberto Hernandez, Robert Bowen and Lou Sharp

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For Service and Parts Sales: Chick Master Incubator Company

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See us at:

IPE 2012, Atlanta
24 to 26 January 2012
Hall B, Booth #4915

Please come and visit us on our booth at IPE 2012 in Atlanta, GA. You can be sure of some good hospitality and learn about a wealth of new products and services that will give you **More Chicks, Better Chicks, Lower Costs and a Greener Environment.**

Don't miss the opportunity to improve your hatchery whatever your incubation system!



Please contact us for any product or support information you may require



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FUN TIME

Farmer John once lived on a quiet rural highway but as time went by, the traffic slowly built up and eventually got so heavy and so fast that his free range chickens were being run over, at a rate of three to six a week.

So Farmer John called the local police station to complain, "You've got to do something about all these people driving so fast and killing all my chickens" he said to the local police officer.

"What do you want me to do?" asked the policeman. "I don't care, just do something about those crazy drivers!" So the next day the policeman had the Council erect a sign that said:

SLOW: SCHOOL CROSSING

Three days later Farmer John called the policeman and said, "You've still got to do something about these drivers. The school crossing' sign seems to make them go even faster!" So again, the policeman phoned the Council, and they put up a new sign:

SLOW: CHILDREN AT PLAY

That really sped them up. So Farmer John called and called and called every day for three weeks until he finally said to the policeman "Your signs are no good. Can I put up my own sign?" The policeman (in order to get him off his back) said, "Sure. Put up your own sign"

The phone calls to the Police Station stopped, but curiosity got the better of the Officer, so he called Farmer John. How's the problem with the speeding drivers. Did you put up your sign?"

"Oh, I sure did, replied Farmer John, and not one chicken has been killed since then. I've got to go. I'm very busy.." and he hung up.

The policeman was really curious and thought he'd better go out and take a look at the sign. He also thought the sign might be something the Police could use elsewhere, to slow drivers down..

So he drove out to Farmer John's house. His jaw dropped the moment he saw the sign.

It was spray painted on a sheet of plywood....

'Nudist Colony'

'Slow down and watch out for chicks!'

Visit our on-line parts shop at

www.chickmaster.com

and start earning points today

