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Hotsy Gets Its Milk Mustache

What does Hotsy and Dairy Farmers of America have in common?

A new partnership that positions Hotsy as the premier provider of cleaning equipment and detergents to the dairy industry.

Dairy Farmers of America is a leading milk marketing cooperative in the US, with over 15,000 members (including both dairy farmers and milk haulers). DFA provides more than just a milk check to its members. They provide services that meet the needs of their businesses, and offer expertise and resources for what they need to produce quality milk. DFA has many divisions to provide these resources, one of which is DFA Farm Supplies, where members can purchase products and services using their milk checks. DFA Farm Supplies strives to provide real value to their members by offering the highest quality products at low prices.



This is where Hotsy steps in...we have developed a comprehensive dairy sanitation program. Hotsy's knowledgeable dealer network, quality equipment, and our new line of dairy hygiene products bring the real value DFA Farm Supplies has been looking for.

We are introducing new Hotsy branded dairy sanitation & hygiene products, which include manure treatment, teat dips, foot baths, dry cow sealant, VitalOxide disinfectant and even laundry detergent. Combined with the new dispensing equipment from Lafferty, Hotsy clearly has a comprehensive solution to offer the dairy farmer.

Program Implementation

We've been testing the DFA program with six dealers since late September, in an effort to alleviate any issues and ensure a seamless introduction. Early results indicate that dairy farmers are very excited about the new products.

The new chemical and hygiene products are ONLY available currently to DFA members and must be ordered through DFA. We hope to open them up to everyone in the near future. Watch for a DFA Announcement which will have much more detailed information about the ordering process. Tom Sherwood is our DFA team leader and will be coordinating all orders.

Advertising & Training Support

DFA Farm Supplies has an extensive marketing program in place to alert members of the products and services available to them. These consist of regional emails and monthly newsletters, as well as a full color magazine called *The Leader* sent quarterly. Hotsy will also be placing our own ads in 2016 to support the partnership.

We have developed an 8-page brochure that outlines the Dairy Hygiene and Bio-Security products for dairy farmers. It can be ordered using PN 9.807-704.0.

Kurt Reichold has developed a training guide and will hold webinars in the coming weeks to provide more information on this exciting new program. If you have any questions, don't hesitate to reach out to your RSM. 



PN: 9.807-704.0

For every 1500 head of dairy cows, the average dairy farmer spends over \$100,000 annually on chemicals!

SMART IDEAS

Crate Washer

**Watts Steam Store
Ogden, UT**


Watts Steam Store in Utah literally takes solving problems to the next level. One of their customers, a pallet company, asked for a solution to wash pallets where they could contain or recycle the wash water. A good



pallet is worth \$1.00 when dirty, but when they are clean and look like new, they are worth \$7.00!

Tracy Watts approached a local company which manufactures dumpsters, and asked them produce a dumpster where the front side was only a foot high. This allows the pallets to be placed in the washing area from the front, where they are able to wash ten at a time.

The dumpster was positioned near a 1455N. Tracy's team added a wash rack in the base and valves which allows the user to collect the water for reuse. Since many of the pallets are used in meat packing and food processing plants, bacteria is a concern, so they wash with Hotsy Carbochlor.

This is a nifty idea for those of you who have pallet recyclers in your area. Thanks for sharing Tracy! 




**Call Rail
Hotsy Equipment Co.
Cincinnati, OH**

Looking for an innovative way to track the effectiveness of marketing materials? Bryson Cox, VP of Sales and Operations for Hotsy Equipment Company in Cincinnati, OH suggests Call Rail.

Bryson has been using Call Rail for several months to track the return on investment for marketing campaigns. Essentially, Call Rail allows you to create several "masked" phone numbers for tracking purposes, which still reach your same phone line when dialed.

Using Hotsy's Hotshots marketing program, Bryson has assigned a unique phone number to be used only on all direct mail pieces, another number to be used in their online banner ads, and a third specifically for their website. He is also testing a number on Craigslist ads and has discovered opportunities to improve sales techniques. It's a low cost investment providing him with valuable insight.

If you'd like to learn more about Call Rail, visit their website at www.callrail.com.

An interesting feature that Call Rail offers is that all incoming phone calls are recorded digitally, to be accessed later. "Our managers and owners can listen to each sales or service call and lend more targeted coaching to the staff," says Bryson. "The best part is how fast it pays for itself. The sale of one machine would pay for the whole year." 

**Beck's Hybrid
Loyalty Program**

**Action Equipment Sales
Indianapolis, IN**

Hotsy's Dealer Network is always looking for new ways to partner with local businesses in order to provide the best options for the end-user. Herb Coffey, owner of Action Equipment Sales discovered an opportunity to participate in a loyalty program that would prove to be lucrative for both the dealer network and Action's customers.

"Beck's Hybrids," a large seed producer in the region, "has been a long term customer of ours" is how Herb described the relationship. After several years of providing cleaning solutions for this seed manufacturer, Action discovered a unique loyalty program that they provide to their customers.

Essentially, Beck's Hybrids has a catalog of free items and rebates which customers qualify for when they reach a threshold of seed purchases. Beck's is purchasing Hotsy pressure washers from Action Equipment and in turn, offers them as one of the free items in their catalog that the customer can select, once they qualify. If a customer outside of Herb's territory chooses a machine, then he'll award the local dealer the standard 10% out of territory commission.

Herb Coffey has been pleased with the results of this new partnership and encourages his fellow dealers to look for new ways to provide equipment to the end user. "There are always opportunities out there to reach the customers in a new way, so don't be afraid to try new things!" 

ADVICE
Sell the problem
you solve,
not the product.




OPENINGS AND EXPANSIONS

New OK Home
Hotsy of Oklahoma, Enid, OK

Business is booming at Hotsy of Oklahoma, and after more than 40 years they are getting a bigger facility. This dealership was established in 1973 by Robert Skaggs and has been providing excellent cleaning solutions to its customers ever since.

“Our growth is attributed to our excellent customer service with devoted employees that have expertise in these areas,” said Billy Menasco, vice president of Hotsy of Oklahoma. “Our service can be done at the customer location or at our office, we put the customer’s needs first and that is where we credit our success.”



The new location is 4500 square feet larger than the old one standing at a whopping 7500 sq ft. The showroom has tripled and both the parts room and shop have doubled in size. Hotsy of Oklahoma now has a great conference room and has more than tripled the office space that



HOTSY OF OKLAHOMA

is available to conduct business. On top of all of this, there is a designated soap mixing area.

The process of expanding has not been easy according to Menasco, “Sometimes it felt like organized chaos, especially with the construction portion.” However, despite all of the moving pieces, they pulled it together and have opened a brand new home for the Hotsy of Oklahoma team.

“We hope our larger store can provide service to more customers and continue a positive relationship with consumers across Oklahoma,” said Menasco. 🚧

New Digs for Water Blast
Hotsy Water Blast, Grande Prairie, AB

Hotsy Water Blast moved into a new building in July 2015 after being in their previous location for about 20 years. The new 6,000



HOTSY WATER BLAST, GRAND PRAIRIE

sqft store provides a lot more showroom space to showcase Hotsy products. This new store is also strategically located in an area which allows people to conveniently access from three major directions in the city. “It’s a new beginning” said John Majeran, Branch Manager. 🚧

Old Business, New Face
Hotsy Equipment Co., Bismarck, ND

Hotsy Equipment Company – Bismarck, ND has moved into a new building! They are scheduled to move into a brand new 9,000 sqft., 3-bay building located at 2805 Morrison Avenue, Bismarck, ND 58504. Hotsy Equipment Company was founded by Dallas Sailer in 1980, as Dallas Sailer Enterprises. Hotsy Equipment Company is now part of the Hotsy Water Blast family of Hotsy distributors, and like their Canadian cousins, they are always seeking improvement and opportunities to expand the Hotsy presence in North Dakota.

The new Bismarck location will give the old business a new face and a great, new and exciting environment to present Hotsy products. Included is an expansive new service area and a tailor-made service shop for performing work on Hotsy’s full line-up of



THE HOTSY WATER BLAST TEAM: [Above, L to R] Rodger Wallace, Steve Hiscock, Cam Ness, Chance Rycroft, John Majeran and Christina Christensen.

machines of all makes. The new showroom, parts room and parts counter will feature a bright and welcoming entrance with the new EcoDigital In-Store Media Player and a Hotsy logo laid into a polished concrete floor. Everyone at Hotsy Bismarck is proud of their new digs and invite you to stop by next time you’re in Bismarck. 🚧

Lowery Adds Location
Lowery Distributing, Plainview, TX

Recently the long-time Hotsy dealer in Plainview, TX, Lowery Distributing, has opened up a new location.



After working out of a small parts room with one full-time sales person who also worked on servicing machines, they have moved to a larger establishment. Now Lowery Distributing is proud to have a storefront, a show room, and a workshop as well as adding new employees to support the service side of the business. 🚧




BISMARCK TEAM: [L to R] Michael Babel, Ken Brooks, Matt Martin, Jeanna Reis, Russell Baker, Robert Jamieson and Scott Simes

DEALERS PHONE HOME

Batting Clean-Up
Hotsy Unlimited, O'Fallon, MO

Since 1993, Hotsy Unlimited of O'Fallon, MO had partnered with the in-house cleaning team of the beloved St. Louis Cardinals. Approximately five years ago, the team decided to start contracting their cleanup to national companies. **Chris Boyd**, Hotsy Unlimited's sales representative, began to wonder which company was currently taking that on.

After doing some digging, Boyd was able to discover that Knight Facilities Management was the new cleaning crew for the Cardinals. The very generic "Contact Us" form was his only option, so he sent in an email explaining the pre-existing relationship with little hope of hearing back. "Like an hour later, we got a call!" Chris said with some incredulity.

Not only did the contractors purchase a 1280SS, but they got two custom-built trailer systems with the cold water BD-373539. The once fading relationship between the St. Louis Cardinals and this Hotsy dealer has now been restored with just a little tenacity! 



BUSCH STADIUM AND ITS CLEAN-UP GEAR

Clydesdale Spa Day
Hotsy Cleaning Systems, Missoula, MT


Wayne Smith reports that one of his customers raises some of the best Clydesdale horses (think Budweiser commercials) in the country. Wayne tells us that the horses really enjoy their spa day and his client uses a Hotsy Model 555SS.



ONE LAST THING



Hotsy Monster Truck 2016
New Look, Even Tougher

The Hotsy Monster truck is getting a face-lift for 2016. Hotsy has had a relationship with Hall Brothers Racing and Monster Jam for nearly 10 years. The 2016 racing schedule is being finalized. You can learn more at www.raminator.com. 

Ideas, Questions, Comments, Suggestions, Etc.

The Hotsy Marketeer wants to hear from you. Your ideas help the entire network and in return strengthens all of us. If you have a best practice that you want to share, a complaint, or ways that you have found to sell smarter send them to:

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