



Snyder Scoop

MARCH/APRIL 2011

How to Beat a Recession

In This Issue:

- How to Beat a Recession
- Employee Profile
Samantha Zeschmann
- In-Stock Specials
- Snyder Staff News
- Convention/Trade
Show Schedule

*Snyder
welcomes
84 new
clients since
our last
newsletter.*

*Our goal is
to provide
superior
products
with
friendly
and prompt
assistance
to all our
clients!*

Here are some facts that you can use to pass on to your staff and your clients:

Prior to the current recession, there have been 9 recessions since WWII. The most recent one lasted 8 months from March 2001 through November 2001. The longest one went for 22 months from January 1980 through November 1982.

Technically the word recession means: "A slow down in consumer demand for goods and services, and a corresponding slow down in the production of goods and services."

It does not mean people do not have money. It CAN mean that people are more cautious about their money and what they spend it on, especially when they are being told they need something they did not know they needed (like surgeries for their animals, or unexpected boarding expenses, etc).

Some of our clients have been listening to the news, and they are being careful about what they spend money on, too. Some are thinking they should cut back on external marketing, and some have stopped their internal (referral based) marketing because they are afraid they may offend some clients! Ouch!

Among the many studies directed at the results of increased marketing during a recession, McGraw-Hill Research analyzed 468 industrial companies for the 1974 (oil crisis) recession and 600 industrial companies for the 1980-82 recession. Their findings revealed:

Sales statistics of companies that maintained or increased advertising during the 1974 recession showed a 132% growth. Marketing-driven sales growth occurred during each recession and for three to five years after the recession.

Then there are the stellar examples of gains obtained by aggressive marketing during some of the recessionary periods over the past 20 years:

Kraft salad dressings and Jiff peanut butter increased their marketing budgets during the last recession and increased sales by 70% and 57%, respectively. Pizza Hut increased its marketing budget and increased sales by 61%. Taco Bell increased their sales 40% by increasing their advertising expenditures.

Cont'd on page 2



Employee Profile – Samantha Zeschmann

Samantha has been employed at Snyder Mfg. Co. since September of 2006. During this time she has been the receptionist and is more than likely the person you speak with if you call the Denver facility.

Samantha's interests include snowboarding in the beautiful mountains of Colorado and spending time with family and friends. In addition, she is working towards her associate's degree in Physical Therapy.

One of the most rewarding aspects of Samantha's job is knowing that our products help the pet industry, as she is a huge animal lover herself.

How to Beat a Recession (Cont'd from page 1)

If those statistics still leave you unconvinced, a 1980 article from the *Harvard Business Review* entitled "Advertising as an anti-recession tool" brings the solution to a recession economy into focus:

"The rationale that a company can afford a cutback in advertising because everybody else is cutting back [is fallacious]. Rather than wait for business to return to normal, top executives should cash in on the opportunity that the rival companies are creating for them. The company, courageous enough to stay in the fight when everyone else is playing safe, can bring about a dramatic change in market position."

And finally, an article by American Business Media entitled "Making a Recession Work for You" states it simply:

"When times are good, you should advertise. When times are bad, you must advertise."

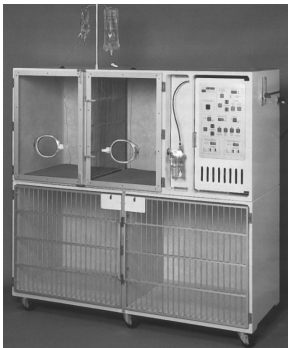
We hope this helps you to increase your promotion, and in turn your business profitability and expansion if things have leveled off or gone down hill for you during the current recession!

In-Stock Specials

CALL US FOR NEW SPECIAL DISCOUNTS ON CURRENT IN-STOCK CAGES 800/422-1932

There are 2 categories of in-stock product, NEW and USED. New in-stock is just that, new product in our shops ready to ship. It has our full warranty and is priced as new. New in-stock often includes dryers and ICU's. Used in-stock product has seen some use, usually as exhibits at our trade shows. This product is priced at a discount.

All in-stock products are available NOW and ready to ship as soon as shipping and payment arrangements can be made.

***Snyder Birthdays*****Chris Whitt****March 3rd****Scott Montgomery****April 10th****Terry Trask****March 16th****Mike Smith****April 18th****Samantha Zeschmann****March 22nd****Stephen Wyatt****April 22nd****Vicki Thornton****March 26th****Allan Kelley****April 28th****Adam Montgomery****April 3rd*****Snyder Anniversaries*****James Gross****4 years****Paul Floistad****30 years – CONGRATULATIONS PAUL!!!!!!****Gary Tolles****4 years****Words of Wisdom**

"Even a Mistake may turn out to be the one thing necessary to create a worthwhile Achievement".

-Henry Ford



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We're on the Web

See us at

www.snydermfg.com

2011 CONVENTION/TRADE SHOW SCHEDULE

Atlanta Pet Fair

Hilton Atlanta Airport
Atlanta, GA
March 4th – 6th
Booth 24

Pet Industry Spring

Atlantic City Conv. Ctr.
Atlantic City, NJ
April 13th – 15th

Florida Vet Med Assn

Buena Vista Palace
Orlando, FL
April 29th – 30th

Animal Care Expo

Disney's Coronado Springs
Orlando, FL
May 5th – 7th

CVC-EAST

Gaylord Natl. Conv. Ctr.
Washington, DC
May 5th – 9th

Groom Classic

Holiday Inn SE/WaterPark
Kansas City, MO
May 20th – 22nd

ACVIM

Colorado Convention Center
Denver, CO
June 15th – 18th

CVC-CENTRAL

Kansas City Conv. Ctr.
Kansas City, MO
August 27th – 30th

Groom Expo 2011

Hershey Lodge & Conv. Ctr.
Hershey, PA
September 9th – 11th