

**Hale Pet Door™**  
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## Featured Furball



Meet Tuxlina with Yolo County SPCA in California, a new Rescue Rewards partner. Tuxlina was found at Travis Air Force Base, taking care of a group of kittens much smaller than her.

# INS AND OUTS

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## Installer/Dealer Program Is Taking Off

### FEATURED DEALER



***Eric Baldwin of Desert Star Pet Doors in Arizona is our featured installer/dealer. Eric has worked exclusively with Hale Pet Door for 12 years and is an expert in all installation options. Go to [desertstarpetdoors.com](http://desertstarpetdoors.com).***

Hale Pet Door has kicked off a new program of independent installer/dealers who are trained, certified and approved by our company.

If you are interested in becoming an installer/dealer, let's hear from you. We are actively seeking competent, responsible, focused people around the country who would like to join our team. Any person with a working knowledge of power tools and basic home construction is a good candidate for being an installer/dealer.

Selling and installing Hale Pet Doors is a great opportunity in today's economy. Best of all, you can be your own boss with the knowledge that the Hale company stands behind you with a cohesive marketing strategy, training and a quarter-century of pet door experience.

Our ideal candidates are folks who are construction savvy, hard-working "go getters" with good customer service skills. Once approved, the preferred installer/dealer will receive support from Hale corporate, including construction and maintenance of an individual website, training and support, and SEO marketing expertise.

Are you a customer ready to have your new pet door installed? You can go to the Installation section of our website to find help near you. We are also happy to assist customers find an installer in their area if we don't have one listed on our website. Give us a call at 800-646-4773.

## Pet Doors Made for Your 'Home Away from Home'

No road trip or snowbird winter in the West is complete without your dog to keep you company. Do your dog a favor and install a Hale Pet Door into the door of your RV or trailer. We can manufacture a custom size door to your specifications, if one of our standard sizes is not quite right. When placing an order for a custom door, you can provide us with the measurements for any size rough opening. We will manufacture a pet door to those exact measurements.



## From The Desk of Bill Hale



**WELCOME  
INSTALLER/DEALERS**

It's people that make the difference. Our growing team of Hale preferred installer/dealers are making a positive impact on our 26-year-old company.

The installer/dealer program is actually something new to Hale Pet Door. It is our objective to serve customers in the most professional and efficient way possible. Having a skilled and knowledgeable installer — who has been trained, certified and supported by Hale corporate — is our goal in your town.

As of the publication of this newsletter, we have Hale-preferred and certified installer/dealers in just a handful of cities. This new program is taking off and we expect to have many more around the country as word spreads.

**Opportunities abound!**

All my best,

*Bill Hale*

## Security Barriers Give Peace of Mind



***This version of our wooden Security Barrier includes a slant roof. Other options are a flat roof or a peaked roof. (Ramps ordered separately.)***

The Hale Wooden Security Barrier™ provides an attractive way to protect your home from unwanted intrusion by people and animals.

It is designed to be installed directly in front of wall model pet doors. The barrier provides security in two ways. First, it works as camouflage of sorts by hiding your pet door. Our barriers are built to look like dog houses and planters. Their primary purpose is to block human access to your home. Your dog enters from the side on the open end and must turn to use the pet door. An animal can wind its way through but the limited space and angle of entry make it extremely difficult if not impossible for a human to access the pet door.

When combined with the Hale Cat Guardian™, the barrier also deters unwanted cats or wild animals from entering the house through the pet door.

There are three models of the wooden Security Barrier: peaked roof, flat roof and slant roof. Take a look at all three and read more about this ingenious solution on our website's "Products" section.

## Upcoming Events October - December 2010

October 1-3, Maricopa County Home and Landscape Show , Arizona State Fairgrounds, 1826 West McDowell Road , Phoenix, Ariz., Booth # 116 & 118

October 8-10, SAHBA Home Show , Tucson Convention Center, 260 South Church, Tucson, Ariz., Booth # 212

October 22-24, Las Vegas Fall Home Show, Cashman Field Center, 850 Las Vegas Blvd , Las Vegas, Nev., Booth # 432

*Plan Ahead! Hope to See You There!*

January 7-9, Arizona State Home Show, Tucson Convention Center, 260 South Church, Tucson, Ariz., Booth #127 & 129

January 14-16, Maricopa County Home and Landscape Show, Arizona State Fairgrounds, 1826 West McDowell Road, Phoenix, AZ, Booth #152 & 154

### Rescue Rewards: Texas Hearing and Service Dogs

Hale Pet Door is proud to welcome Texas Hearing and Service Dogs to our group of Rescue Rewards partners.

Founded in 1988 by attorney Sheri Soltes, THSD is a non-profit organization that trains Service Dogs and Hearing Dogs to assist people with disabilities.

Hearing Dogs are trained to alert their deaf owners by touch and lead them to everyday sounds, such as a door knock, smoke alarm or telephone.

Service Dogs assist individuals with physical disabilities by opening doors, fetching wheelchairs, retrieving dropped items, operating light switches, moving paralyzed limbs and getting help.

THSD adopts all of their dogs from animal shelters and rescue leagues. Utilizing positive reinforcement, they train the dogs, pair them with their new partners and then train them as teams - all free of charge to the recipients.

For more information, please go to their website at [www.servicedogs.org](http://www.servicedogs.org).



Dogs trained by THSD make a huge difference in the lives of their owners, like Great Dane Isis and owner Gary (right) and Golden Retriever Colt and owner Mary (above). Mary wrote in the group's newsletter: "Colt raises my spirits and gives me unconditional love. No matter how many times I need his help, he does it without reservation ... Many people have seen specials or have read about Service Dogs. They see them in public but may not understand how much they add to our independence. When I have Colt with me, I am treated differently. Colt's ability to know when I do not feel good and give me that special attention is indescribable."





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Making Pets Happy Around the World  
Since 1985™



## In Our Next Issue



**BABY, IT'S COLD OUTSIDE:** Cold weather is coming. Learn what makes our pet doors weatherproof and energy-efficient to keep your electric bills low.

**INSTALLER/DEALERS:** Meet another member of our preferred Hale Installer/Dealer Team.

**RESCUE REWARDS:** We mail out donations weekly to deserving groups.