

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



Meet Maggie, a long-haired German shepherd with Central Arizona Animal Rescue. CAAR is a Hale Rescue Rewards partner. To see more of their dogs and cats seeking homes, go to [caaronline.org](http://caaronline.org).

# INS AND OUTS

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## Dog Doors by David Serving Greater Austin

Our featured dealer/installer is Dog Doors by David of the Greater Austin, Texas, area. This family-owned and operated business can help with pet doors, human doors, custom dog houses and more.

David and son Matt Peschel of Dog Doors by David have done a superb job installing Hale Pet Doors. We have received glowing comments from customers about these hard-working craftsmen.

“Our mission is to help provide you and your pet with daily comfort, freedom from messy accidents, and the peace of mind that comes from knowing that you have provided your furry kids with a safer and better lifestyle,” says David.

Dog Doors by David installs pet doors through walls, exterior and interior doors, sliding glass doors and windows. “We can give you an estimate for a standard installation or we can meet in your home to collaborate on a custom design and provide you with a professional drawing,” said Matt.



*Matt took this photo of dad David Peschel and his darling dog Dundee.*

For contact information and to see examples of their work, go to their website at [www.dogdoorsbydavid.com](http://www.dogdoorsbydavid.com).

## Let's Stay in Touch with Facebook

Our Facebook page is a great place to read the most updated news about Hale Pet Door. Find out what trade shows and pet expos we will be at; what shelter just became a Rescue Rewards partner; or connect with our dealer/installers. Our customers and FB friends can submit photos of their pets for us to include. We also welcome your comments and questions about Hale Pet Door. Don't miss out! Become a Hale FB friend today by clicking on the link on our website's homepage, [www.halepetdoor.com](http://www.halepetdoor.com).

*Lewis and Clark, 'grandsons' of our office mascot Spirit, paid a visit to our Colorado corporate office a few months ago. They can be seen on our FB photo page.*



## From The Desk of Bill Hale



**BETTER TO GIVE**

You know the old adage, “It’s better to give than to receive”? I can personally attest to this. In 2010 our company showed a record year in donations to rescue groups and shelters through our Rescue Rewards Program. Hale Pet Door sent out checks to our 500-plus Rescue Rewards partners totaling over \$20,000.

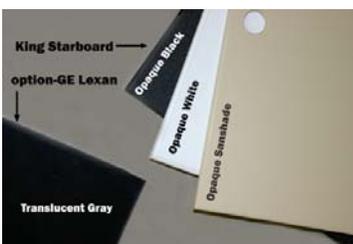
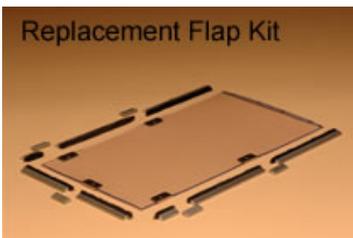
Customers benefit too. When our customers let us know that they adopted their pet, they get a discount of 10 percent off their Hale pet door. We then are

delighted to make a donation matching that 10 percent amount to the rescue group that our customers adopted from.

Granted, we want to spread the word about Hale Pet Door. But it goes beyond that. We want to help homeless pets and the good folks who help them.

All my best,

## Polar Flaps Keep the Cold Outside



Winter’s chill won’t be nearly as harsh if you have a Hale Pet Door. Designed to keep out the cold, our “polar flaps” are made of pliable vinyl and can withstand an enormous amount of wear and tear.

Our flaps are held in place magnetically, and the perimeter of the passage opening is lined with nylon weatherstripping. This combination creates a seal that keeps out drafts, cold spots or hot spots near your pet door. This tight seal also ensures that a Hale Pet Door will not be a route for insects.

We recommend that customers order double-flap models whenever possible, as the air trapped between the two flaps serves as an insulator too.

Regular cleaning can greatly extend the life of the flaps. We recommend customers use a gentle cleaner such as Simple Green. Products containing ammonia, such as glass cleaners, should never be used. Applying a coat of car wax periodically can also keep flaps in good shape.

***It’s the little things that make the difference. Our pet doors are the best insulated and most energy efficient on the market today. Our pet doors seal securely and keep out winter’s cold (and summer heat) thanks to the vinyl “polar” flaps which are sealed snugly with “alnico” magnets and nylon weatherstripping. When you need to lock your pet door, our security cover – which comes in either polymer starboard or else Lexan – helps with insulative properties as well.***

## Upcoming Events January to April 2011

**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**

**Feb. 25-27, Spring Home Expo, Cashman Convention Center, Las Vegas, Nev., Booth # TBA**

**March 4-6, Spring Maricopa Home and Garden Show, University of Phoenix Stadium, Phoenix, Ariz., Booth # 327 & 329**

**March 18-20, SAHBA Home Show, Denver Home Show, National Western Complex, Denver, Colo., Booth # 1135**

**April 29-May 1, Maricopa County Home and Landscape Show, Arizona State Fairgrounds, Phoenix, Ariz., Booth # 119-121**

### Rescue Rewards Had Record Year in 2010

Okay, folks. Hold onto your hats and collars. We have a grand announcement to make:

In 2010 we donated \$20,728 to rescues and shelters all over the country through our Rescue Rewards program! This is huge for us, and we are very proud. We hope every single dollar donated will help dogs and cats in shelters find adoptive homes — and maybe even Hale Pet Doors— of their very own someday.

In 2010 we signed up 309 new rescue groups. That more than doubled the number of pet rescues in the entire program since it was founded several years ago.

As of the writing of this article, we have 560 Rescue Rewards partners. When we reached our 500th group just before Thanksgiving, we donated a gift certificate worth \$500 for a Hale Pet Door to a group chosen at random. The lucky winner was the Humane Society of Calvert County in Prince Frederick, Maryland. Calvert County Humane tells us that our gift certificate will be a welcome feature at a spring fundraiser/silent auction.

We can't wait for the next milestone and having 1,000 Rescue Rewards partners!



#### Celebrating a 'Golden' Moment

*In late November we celebrated signing up our 500th Rescue Rewards partner by having a drawing. To make it a fair and even chance for everyone, we let Spirit, our Golden Retriever "co-worker/mascot" pick for us. Using our database of rescues that are each numbered, we wrote groups of numbers on slips of paper and put dog bones on top. Whichever one Spirit happened to pick was the winner for that group. We narrowed it down from groups of 100 to 25 to 5 and finally to 1. Spirit chose the paper with number 276 on it and that correlated to the Calvert County Humane Society.*



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Making Pets Happy Around the World  
Since 1985™



## In Our Next Issue



**YOU'RE SO TRANSPARENT:** Our In-Glass Pet Doors can go directly into your glass door and patio glass door, giving your pet access to the outdoors without depleting the entry space.

**HELP ME HELP YOU:** Advice on how to properly encourage your hesitant pet to use a pet door.

**RESCUE ME:** Read about our next featured organization.