



# The Bird Feeder



*"Amish Farm to Backyard Feeder"*

## WELCOME TO THE BIRDFEEDER

Hello, Seedy People! (We're working with a Marketing Consultant and that title is still a work in progress) Let's see what is new under the sun now that the taxman is in the rear view mirror

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### **Rob is Thinking 'Bout...taking a free ride!**

Do you know a nice person with a good idea for a great product for the birding world? Maybe you have a great idea for a feeder.

Well, MJ is standing by in our workshop, (Like Santa's loneliest little elf.) ready to build you a demo. If you've got a good idea for a product, then we want to take you for a ride.

Here's the deal. One of the largest problems that small manufacturers struggle with is finding a distributor that won't completely destroy their margins. But guess what we are? Right. Did the trucks that show up every week give it away?

Lizzie Mae drives all over the place to deliver our seed and goods. We'd be happy to throw some of your stuff on the truck as well and sell it for you. Seriously.

## Rob is Thinking 'Bout...taking a free ride! (cont'd)

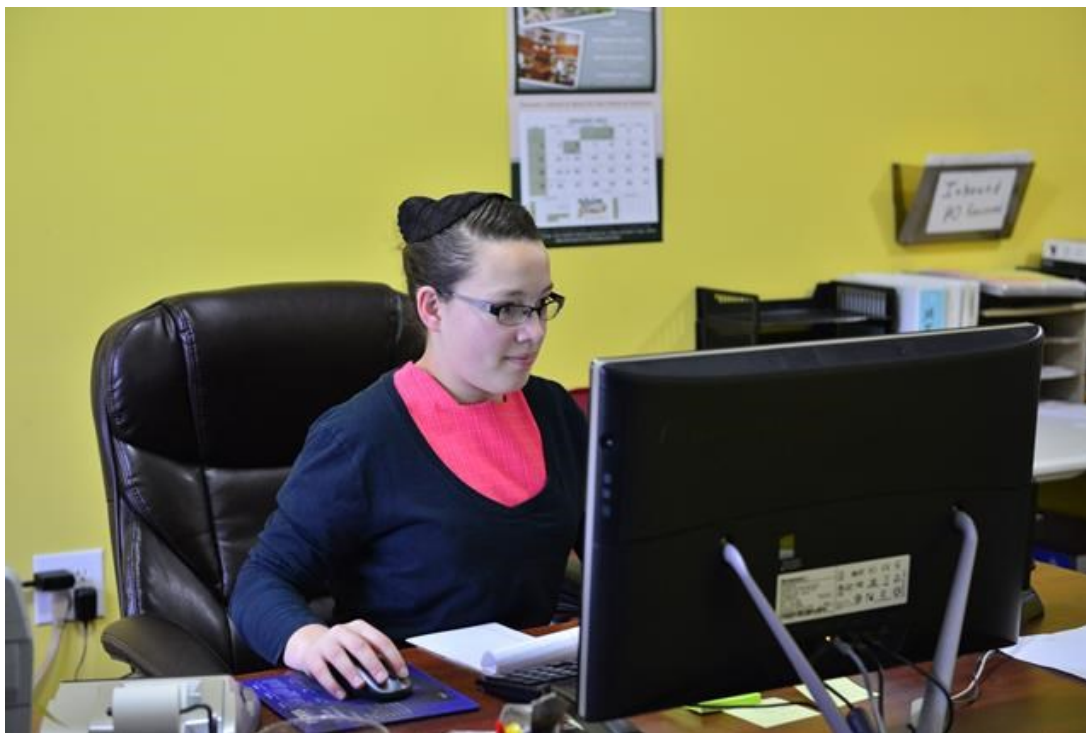
Here's more to think about:

1. We have the trucks/lift gates and see 200 active retail stores.
2. We have space in our warehouse. (Mahlon had to ebay his sneakers to buy a timeshare in Boca.)
3. We can back haul product from Maine to Florida to St Louis.

Interested in one small business helping another small business? Then we should talk. Call Rob and get taken for a ride. (Wait, that last part didn't sound quite right.)

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## Who is Anna Kay?



All the great philosophers will say that one should never sweat the small stuff. They obviously don't know much about the logistics of transporting Lizzie Mae seed from our farm to your store to your customers' backyard feeders.

## **Who is Anna Kay? (cont'd)**

No detail is too small for us to sweat! It's like sweat is our middle name. (That's kinda gross.) We just know that sweating the details is what great customer service is all about.

We used to assign the "small stuff sweating" to a couple of the guys in the barn. But they did too good a job around mid-August if you know what I mean. Now Anna Kaye stays cool and calm while taking care of every detail. Let's meet Anna Kaye...

### What are your job responsibilities for Lizzie Mae?

My work includes letting customers know what day their delivery will be. Running the Credit Cards. Helping enter the orders. Getting the paperwork ready for the drivers & getting the orders to the warehouse guys that do the loading. I also help package the seed cakes we make. (Editor's Note: This is when my hand cramped up from writing all this down. She does a lot!)

### How did you happen to end up working at Lizzie Mae?

Well I started out putting labels on bags here at Stony Hill, and then it got to where I entered orders for Lizzie Mae on Wednesdays. Then I went to the office full time & started to do a lot more things for the business-side of the business.

### What is the best part about your job?

I like to enter the orders. I like to see what the customers order and it starts the whole process. After the orders are entered, it leads to entering the weights on the load sheet and getting the invoices ready for the guys to pick up the orders. And then there's getting the paperwork ready for the drivers...

## Who is Anna Kay? (cont'd)

What was the strangest thing that ever happened to you while working?

One time I brought in cookies for the gang and put them on my desk. But I got a phone call and it was a lady from a store in Fresno asking if we have some strange feed for yellow-bellied sapsuckers. So that meant I had to walk back into the deepest darkest parts of the warehouse to see if we had this product. But when I get to my desk, she's hung up and the cookies were gone!

Umm... did she sound like a man trying to sound like a woman?

Now that you mention it, she did sound rather... I want to be nice here... largish

Do you work with any stores in Fresno?

No. Maybe that should have been a clue.

By chance, was Rob in the office that day?

Yes, and what made that day even more strange was when he didn't order his typical second desert at lunch. Mystery solved!

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## Take us for a Free Ride

Spring is quickly giving way to summer. Men of a certain size (that's me) will soon be looking for a shady place to nap the hot day away and avoid yard work. It's called a reverse hibernation and it happens naturally. Don't judge.