

The Blue Line

The Foust Marketing, Inc. Newsletter

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The Wehrli Family



(Left to right: Sarah, Amelia (1.5), Grant (4), and Josh).

We are fortunate to have Josh Wehrli as part of the Foust Marketing team. He has been an integral part in the continued success of our company.

Josh was raised in San Jose, CA where he grew up playing base-

ball and golf. In 2000 he met his soon to be wife Sarah in Denver, CO and were married that same year. They have two children Grant and Amelia.

Their small family lives in Dallas, but enjoys spending time in the mountains of Colorado and going back to California to visit family and friends.

Sarah is a stay at home mom who enjoys raising their family. She recently took up photography as a hobby and has been getting a lot of practice with their active kids.

Josh's hobbies include playing



golf, spending time with his kids, and an occasional mechanical bull ride when necessary. (This proved his commitment to our team when he was promised an order at IAPD if he rode the bull).

We wish his family continued success with our team.

Industry Events

- UltraPure Water Conference, Austin, TX, November 7-8, 2007
- Texas Aquaculture Show El Campo, TX Jan. 16-18, 2008

Notes of Interest

- "Today in the town of David a Savior has been born to you; he is Christ the Lord." — **Luke 2:11**
- "The Thanksgiving holiday should translate into Thanksliving." — **Friend**
- "The reason your golf pro tells you to keep your head down is so you can't see him laughing." — **Phyllis Diller**
- "Adversity reveals genius, prosperity hides it.", and "There are no traffic jams on the extra mile." — **Roger Staubach**

Company News

- One of the real joys of the Holiday Season is the opportunity to say **Thank You** and to wish you the very best for the new year.

51st IAPD Annual Conference and Chem Show



(Bryan Foust, Maggie Thomacos, Lou Stegner, and Josh Wehrli).

The Foust Marketing team recently had the opportunity to attend the IAPD conference in Dallas.

We met Hall of Fame quarterback Roger Staubach from the Dallas Cowboys. In addition, we were able to spend some quality time with the King Plastic team at their booth at the IAPD Trade Show.

We also attended the Chem Show in New York. We were able to visit the Harvel booth and meet with NIBCO.

We were able to bring our wives to get a much need break from



(Sarah Wehrli, and Kelly Foust).

the kids. Our wives even had a little fun at the FAO Schwartz toy store in New York on the piano made famous by the movie "Big."

Sell the Extras!



Always sell the extras! A wise man once said that if you added \$100 to 10 new orders per day that you would generate \$1000 per day in new business, or \$20,000 per month, or \$240,000 per year. Usually this is high margin business. Not bad for asking if you want "fries with that shake". Practice this everyday in your business by selling the extras.

For example, when you are asked to quote pipe, then ask for fittings, valves, and cement. If you offer cement, make sure you also offer your customer the following IPS products, swabs, rollers, can totes (for pint/quart cans), hand cleaners and wipes, test plugs, and installation tools for large diameter pipe.

Large Diameter Rental Tools

Foust Marketing is featuring our complete line of large diameter installation tools. Due to the increasing demand to have locally available tools and ensure the proper installation of large diameter pipe and fittings, we have reduced our pricing to make it easier for customers to have access to these tools.

We have stock on the following pipe and fitting tools for rental:

- 4" - 24" Portable Power Beveling Machine (\$50/Day)
- 4" - 12" Pipe Puller (\$100/Day)
- 14" - 20" Pipe Puller (\$150/Day)

Please include these tools on every large diameter project. For more information, visit the rental tools page of our website at www.foustmarketing.com.



The Blue Line—Win Attitude is Everything!

Foust Marketing is offering the opportunity to win a prize in this issue of *The Blue Line*.

This issue we are offering "Attitude is Everything" to the top three entries. This is one of our favorite books.



Enter by visiting our website with the correct answers to the following questions.

1. What is one of Josh's favorite hobbies?
2. What former Dallas Cowboy did we meet at the IAPD Conference? Where did our wives get to play on the big piano?
3. Name a couple of IPS products that you can sell as extras?
4. What is the reduced price for the 4" - 12" Pipe Puller? 14" - 20" Pipe Puller?

5. What does Roger Staubach say about traffic on the extra mile?

Winner of the Harvel golf shirt from the last issue:

Scott Baer, Product Engineer
Boedeker Plastics—Shiner, TX

Complete the entry form at www.foustmarketing.com/entryform.htm.



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