



## Dealer Quarterly

April 2024

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## Taking Third Quarter Orders Now

*Scott Lovell,  
President and CEO*

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Is spring here yet? I don't know how it is where you live, but it switches from winter to spring here on almost a daily basis. We wake up to temps in the 20s, only to have it in the 50s by late afternoon. This weather just can't seem to make up its mind.

Judging by the good number of orders being placed by our dealers, it looks like spring has sprung in other areas of the country. We're seeing a steady stream of orders being placed. Here's to hoping this is a good sign that the trailer industry is getting its footing once again!

In our last newsletter, I mentioned that SmithCo was going to be aggressive in growing our footprint and the number of trailers we sell. We have a plan for growth and we intend to achieve our goals. To that end, we're excited to announce three new dealers that have joined the SmithCo family! **Bluff Country Ag & Equipment** (Rushford, MN); **Utility Trailer Sales Company of Arizona** (Tolleson, AZ) and **Vander Hagg's, Inc.** (Spencer, IA) have all recently signed on to rep and sell SmithCo side dump trailers! We're excited about the new territories these dealers represent!

As part of our growth strategy, our sales reps have been travelling the country to visit our dealers and go out on sales calls with the dealer sales staff. We've seen great results from these efforts. **If your SmithCo sales rep has not contacted you about an upcoming visit, please reach out to them.** Let us help you move some trailers!

Our order board is filling up. We are currently booked into late June/early July and taking more orders daily. Get your Q3 orders placed soon to secure your build spot.

I'm looking forward to seeing everyone at our upcoming Dealer Conference on May 22, 2024. This promises to be a very informative and worthwhile event. We are conducting the Dealer Conference in concert with the celebration of our 30th Anniversary. I hope to see you there!

Thank you for all you do to continue to make SmithCo the #1 side dump trailer in North America!

Best Regards,



Scott Lovell

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## Setting the Stage for Success

*Todd Karolczak,  
Director of Sales & Marketing*

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We are getting excited to host you for our **Dealer Conference** on Wednesday, May 22!

At the moment, 24 of you have indicated you are coming, representing 12 different dealer organizations. I am still waiting to hear from some of you, so

the crowd may get larger yet.

We think this will be a highly impactful event for the attendees. Here are some of the topics on the agenda:

- Scott Lovell will give an overview of where we are and SmithCo's plans for growth.
- We'll dive into the details of the Digital Marketing Campaign, other Dealer Support, and what the next steps are in order to go after those Conquest Accounts you have identified.
- We'll take a look at what the competition is up to and how SmithCo compares.
- Engineering will discuss New Products and Improvements that are currently in development.
- Production will show us the new Robots and other advancements we are working on to control costs and increase production.
- We hope to have dealers talk about their successful initiatives, including how to take advantage of the latest financing and lease programs currently available.

We want you to ask questions and give feedback. We are hoping for some good networking time, so you can meet each other. I will be gathering travel schedules, as I hope to plan a get-together Tuesday evening for those that choose to join us. It's a lot of content for a short time, but we think it will be fantastic getting you together.

Our vendors have stepped up in a big way to help out with our Dealer Conference and 30-year celebration. Fifteen so far will be sponsors, and some of them may be on hand to share information with you and join the festivities.

Our 30th Celebration is starting to come together. The tent is ordered. Musicians are hired. The Plymouth County Cattlemen will be manning the grill. Tours are planned. We even hope to have a kids' pedal pull with our miniature side dump trailer. Good weather has been ordered. It should be a fun event!

**I am still looking for more Legacy Trailers in action.** If you know someone that is still using a SmithCo from the 90s or early 2000s, I want their story! Please email [marketing@sidedump.com](mailto:marketing@sidedump.com) with any leads. We will be putting together photo collages for our event, and social media content to use throughout the summer. Please be on the lookout!

We hope you can join us on May 22!

Happy selling,



Todd Karolczak

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Dealer Resources

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