



## Dealer News

January 2024

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## 2024: The Year of the Side Dump

Scott Lovell,  
President and CEO  
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### Welcome to 2024 everyone!

I trust all of you had a wonderful Christmas holiday and enjoyed ringing in the New Year with family and friends. Now that the holidays are over, it's time to turn our attention to manufacturing more of the best side dump trailers in the business!

Like many of you, 2023 was not the year we had hoped for. Inflationary pressures and higher prices definitely helped to restrain trailer orders. There also seemed to be a general sense of "uneasiness" in the market when it came to buying not only side dump trailers, but trailers in general. I know that I heard from several of you about that very thing.

### Looking Forward...

2024 looks to have some challenges as well. With the Fed recently indicating that they might start lowering interest rates, there is some hope that this will entice companies to look more closely at buying new trailers. We are starting

to see quotes for new steel rise as well. Our suppliers tell us demand for steel is good (not great) and combined with an election year, worldwide conflicts and lingering inflationary pressures, it is predicted that steel prices will remain elevated for a time in 2024. How long that will last is anyone's guess. In the short term (2024 Q1 & 2024 Q2), the increase in steel cost will not affect trailer pricing, but we will be monitoring it closely.

We plan on aggressively marketing our trailers in 2024. We are in "full growth mode." SmithCo is not going to sit idly by and take what comes to us. We are going to go out and earn more business. This means new marketing plans, adding more internal sales staff, adding more dealers, and doing anything we can to help you, the dealers, sell more trailers. One of the things we feel is a big need for our dealers is to let their customers know that they are a SmithCo dealer. This means that having SmithCo represented on your websites, along with links to SmithCo's website, is very important. A cursory look at the websites of our dealers shows that many of them do not have SmithCo represented. We would very much like to get this rectified. We have a lot of ideas and tools to help you with this. To get more information and assistance, please reach out to the Marketing & Sales Director, Todd Karolczak. We also plan on our internal sales staff taking more trips to visit you and speak directly with your customers.

Look for your SmithCo sales representative to contact you to set up a visit in the near future. I hope you will take advantage of these visits by setting up meetings with current and prospective customers. We are ready and willing to talk to anyone to help you sell more trailers!

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

Best Regards,



Scott Lowell

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## Supporting Your Efforts

Todd Karolczak,  
Director of Sales & Marketing  
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## Two New District Sales Managers



Chad Oldenkamp (left) and Byron Kuehl (right) have joined the sales staff. Many of you know Chad, who has been in the parts & service role at SmithCo for seventeen years. Chad will primarily work with dealers and customers in the northeast U.S., from Missouri and Eastern Iowa on out through New England. Byron was most recently a Territory Manager with Bierschbach Equipment & Supply in Sioux City. Byron will work the southern tier of states, from Arizona to Florida, and as far north as Kansas, Kentucky, and Virginia.

We are excited to add to the sales staff, as I want them out in your territory visiting customers and demonstrating the product! Put them to work!

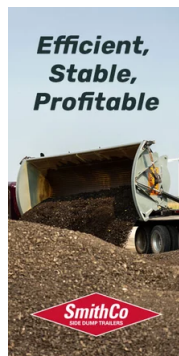


Rudy Diaz, meanwhile, has stepped right into the Parts role for Chad. Rudy has been with SmithCo for over a decade, and he knows our computer system and parts inventory well. He will be assisting with warranty issues. Most of your troubleshooting or service issues will still funnel through Chad and Duane Myers until Rudy learns more on the diagnostic side.

## Targeted Marketing Campaign Underway

I mentioned in November that 2024 would begin a new marketing campaign. We are now underway, targeting those customers you told me you want to be doing business with. Digital ads will be appearing on all sorts of websites for these targets. They will hear streaming ads while listening to iHeart radio or their favorite podcasts. We have ads that will be running on YouTube.

Here are a couple of examples of the banner ads that will be running:





The video ads will soon be posted on our [YouTube Channel](#). We will post the audio ads on social media and our website for you to hear as well.

If you haven't let me know who your Top 5 targets for new business are, [send the names my way](#).

## Dealer Conference Update

We are narrowing in the dates for our 30-year celebration at SmithCo. It looks like the event will happen sometime the first two weeks of May.

### **YOU ARE INVITED!**

We will precede the event with a Dealer Conference to get you up to speed on all going on here in LeMars. Stay tuned as we get the dates nailed down. We hope you can join us!

You are getting the first look at our new 30-year logo that we will use throughout 2024:



**\*\*We are now on the search for OLD LEGACY SmithCo trailers! Please help us find customers who have working trailers from the 1990's or early 2000's!**

## New Literature

Another item coming very soon is a multi-fold brochure that highlights the family of products that we offer at SmithCo. The **digital version** is now up on our website.



We will be sending each dealer a box of the new literature, so keep an eye out in your mailbox!

## Dedication

Now here's a dedicated dealer! Diesel Depot sells SmithCo trailers in Eastern Idaho. They just hired a new sales person, Carl Thigpen, to help promote trailers in the Boise area. They wanted training to start right away, so Brad & Marcus Klassen and Carl arranged a private plane to fly in on Monday, Jan. 8. The only problem was we were having a winter storm. I think we got 10" of snow! But the Diesel Depot gang came anyway! Their pilot flew them in during a break in the systems, we gave them the tour and training points, and they flew back to Idaho before more snow and wind set in. Good to see you!



Pictured: Carl Thigpen with our own Chuck McKeever, Marcus Klassen, and Karl Vollmer

A handwritten signature in black ink, which appears to be 'Carl Thigpen', written in a cursive style.



# Sioux Falls Farm Show



SmithCo will be exhibiting at the 2024 Sioux Falls Farm Show January 24-26 at the Denny Sanford Premier Center.

Stop by **booth #0811-0813** for the latest in agricultural side dump technology.

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## SmithCo Makes Aggregate Hauling Easy



Zach Schweitzberger with Schweitzberger Trucking shares how his SmithCo side dump trailers are perfect for hauling aggregate. "I've gotten four trailers in the last three years of [SmithCo]... I haul anything as small as sand in here to 500-pound riprap."

[Watch the Video](#)

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## Find Sell Sheets, Logos, and More

All SmithCo sell sheets, brochures and logos are available for download on this page.

[Dealer Resources](#)

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