

NEWSLETTER

APRIL 2025

ISSUE #2

“

The Fence Group is a fellowship of elite professional fence contractors and fence related vendors, working together to share best business practices, ideas and products for the advancement and progress of their individual businesses.

”

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WELCOME
To The
**FENCETECH'
MIXER**



THE
FENCE
GROUP

LEADERSHIP



**Our SLC mixer was a blast—thank you to everyone who joined us!
We're grateful for the energy, connections, and mountain-high vibes!**

Join us at SKAMANIA LODGE

July 28 - 30, 2025

We encourage you to make your reservations as soon as possible,
as the resort is expected to sell out quickly.

**To book your room, please call the Skamania Lodge Reservations Team
at 844-432-4748, option 1 and provide The Fence Group code: 1YW2EC
to receive our contracted rate of \$339 per night (plus taxes and fees)
for July 28, 29, and 30.**

Important Details:

- The discounted rate will be honored three days before and three days after the conference, subject to room availability.
- The final deadline to book a room under The Fence Group block is June 28, 2025.
- A maximum of five rooms can be held under one name, and specific names for each room must be provided no later than June 28, 2025.

**Monday
July 28**

Exhibitor Setup	12:00 - 4:00 pm	Cascade Locks B
Opening Reception	5:30 - 7:30 pm	Riverview Pavilion

**Tuesday
July 29**

Exhibits	9:00 am - 12:00 pm	Cascade Locks B
Golf	1:00 pm	Gorge 9 at Skamania Lodge
Trivia & Games	7:00 pm - 9:00 pm	Moonlight Pavilion

**Wednesday
July 30**

All Member Meeting	9:00 - 10:30 am	Cascade Locks A
Guest Speaker	10:30 am - 12:00 pm	Cascade Locks A
Catered Lunch	12:00 - 1:30 pm	Moonlight Pavilion
Contractor's Meeting	1:30 - 3:30 pm	Cascade Locks A
<small>*Suppliers to attend first 30 min</small>		
Supplier's Meeting & exhibit breakdown	2:00 - 4:00 pm	Cascade Locks B
Finale Banquet	6:00 - 10:00 pm	Riverview Pavilion

**2025
SUMMER
CONFERENCE**

2025 BOARD OF DIRECTORS ELECTION

In 2019 we reorganized this great association into a non-profit so that the decisions made on behalf of the group would always benefit the group. All decisions are made by a voluntary board of directors comprised of three supplier company members and two contractor company members. All board seats are four year terms, staggered every two years for continuity. Every two years, we hold an election for the expiring board seats. The exception to this is if any director chooses to resign before their term expires. Any director may be re-elected for a new term.

This year, Russ Curtier will be transitioning into the role of Executive Director, leaving his board seat vacant. Steve Bennett and Jon Ball's terms expire.

For our 2025 board of directors election we have three available seats.

- **We are seeking nominations for three (3) board seats.**
- **Existing board members who wish to serve another term and are eligible for nomination and re-election are Steve Bennett.**
- **Anyone who is willing to serve will need to please notify Madison of your intent in writing by the deadline of June 1, 2025. Please email madison@thefencegroup.com.**

Prior to July 1, 2025, official ballots containing nominations will be sent to all members at one ballot per company. You will select three nominated members from this ballot. Ballots may be returned prior to or voted on in person or by proxy at the 2025 Summer Conference at Skamania Lodge before the end of day July 29, 2025. If the ballot is returned via mail, it must be received before July 23, 2025. All votes will be tallied and newly elected board members will be announced during the conference All Member Meeting on Wednesday July 30, 2025. A meeting of the new board will be held on Wednesday July 30, 2025 after the Contractor's Round Table if time permits.

**Please contact Madison with any questions
you may have about this process.**

CULTURE *Corner*

By Matt Warner

The foundation of any strong company culture is **TRUST**.

Many people think culture starts and ends with their employees, but in reality, it's a collective effort that includes vendors and suppliers. Too often, businesses focus solely on getting the lowest price, constantly shopping around and squeezing suppliers for better deals. But that mindset is outdated.

There's a saying: "You win on price, and you lose on price." More often than not, you lose. Building a trusting relationship with a supplier—knowing they'll provide a quality product at a fair price while still making a reasonable profit—creates long-term benefits. It ensures reliability, consistency, and a stronger working relationship.

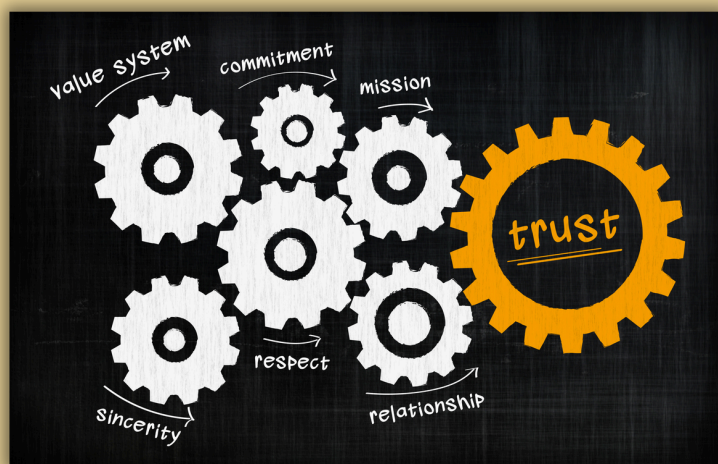
Yet, many contractors still get multiple quotes from different suppliers for every single job. That's just not how I choose to do business. I prefer to build relationships, establish trust, and give my suppliers the opportunity to be my go-to partners. When something goes wrong on a job site, I don't have to second-guess whether I burned that bridge by pushing them for a 3% discount. In fact, I firmly believe that what I might "save" in pricing, I more than make up for in efficiency.

I sometimes wonder if my approach is wrong. But when I look at our company's growth, sustainability, and reputation in the industry, I realize that even if it's not the norm, it's working.

To sum it up: Yes, culture is critical for employees, but

"it's just as important to create a strong culture with your suppliers."

Show them you trust them, believe in their value, and are willing to rely on them to support your business and your people.

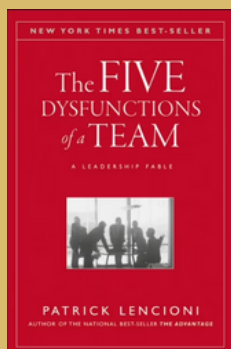


Got a question for the Culture Corner? Submit to madisonp@thefencegroup.com!

LEADERSHIP LOUNGE

WHAT TO READ | WHAT TO HEAR | WHAT TO SEE

READ



The Five Dysfunctions of a Team by Peter Lencioni

amazon

Walmart

In parable style, Lencioni (*The Five Temptations of a CEO*) begins by telling the fable of a woman who, as CEO of a struggling Silicon Valley firm, took control of a dysfunctional executive committee and helped its members succeed as a team. Story time over, Lencioni offers explicit instructions for overcoming the human behavioral tendencies that he says corrupt teams (absence of trust, fear of conflict, lack of commitment, avoidance of accountability and inattention to results). Succinct yet sympathetic, this guide will be a boon for those struggling with the inherent difficulties of leading a group.



Apple Podcasts



Spotify The Andy Stanley Leadership Podcast

A conversation designed to help leaders go further, faster. Rooted in providing practical advice for both emerging and veteran leaders, the Andy Stanley Leadership Podcast equips leaders with the necessary tools for continuous improvement and lasting impact. One of Forbes' 6 Leadership Podcasts To Listen To and recognized as one of the Best Leadership Podcasts To Stay in the Know for CEOs by Industry Leader Magazine. Andy Stanley is a pastor, communicator, author, and the founder of North Point Ministries in Alpharetta, Georgia.



HEAR

SEE



How To Become A Leader Worth Following with Clay Scroggins

YouTube

Host, George Kamel, talks to Clay Scroggins. Clay is a bestselling author and a leadership speaker. He shares some ways leadership has changed in recent years and what principles remain the same. Then he dives into the skills he believes you should work on to become a leader worth following. Later in the episode, George chats with Katie Crenshaw, senior vice president of Ramsey Personalities at Ramsey Solutions. Katie shares the leadership skills that were necessary for her to be successful and move up in leadership—and how you can use those skills to do the same.



Have recommendations for the lounge?
Send them to madisonp@thefencegroup.com



Since 1949

SEEGARS
FENCE COMPANY



AFA Names 2025

Contractor of the Year



Founded in 1949 as a family-owned hardware store in Goldsboro, NC, Seegars Fence Company has grown into a third-generation business with 14 locations across the Southeast. For the second year in a row, the company was honored to be recognized as the American Fence Association's 2025 Contractor of the Year at Fence Tech in February.

When asked about the organizations accomplishments over the years, Seegars' leadership is quoted- "Equally important to the success in the numbers, is HOW we achieve it. The blessings of our success are 100% attributable to our team's commitment to our mission and core values. We are most appreciative to the AFA and their support of Seegars Fence Company."



Mission

Change the world, one linear foot at a time.

Vision

A Family business distinguished by values and quality.



1-888-SEEGARS

WWW.SEEGARSFENCE.COM

**APRIL
2025**

GATE INSTALLATION & TUNING WORKSHOP

**Fence
Group
Members
ONLY**

**Thursday
April 24, 2025**
TYMETAL Main Location
678 Wilbur Ave.
Greenwich, NY

About us

Founded in 1985, TYMETAL is an industry-leading manufacturer of perimeter security solutions, including security gates, crash barriers, and correctional gate systems.

REGISTER NOW

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ONE-DAY ONLY GATE INSTALLATION AND TUNING WORKSHOP

Skills Covered

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Heavy Duty Cantilever Gates
Box Frame Gates



TUNING

Structural Cantilever Gates
Heavy Duty Cantilever Gates
Box Frame Gates



More Information:
WWW.TYMETAL.COM

1-800-238-GATE (4283)



Ball Fabrics' Job Highlight

Transforming Utility Enclosures with Printed Privacy Screen

Check out this incredible transformation of the town of Davie, Florida's Town Hall utility enclosure! With Ball Fabrics' custom utility enclosures, functionality meets beauty to enhance community spaces.



This project perfectly demonstrates how even practical spaces can become part of the bigger picture, seamlessly blending in while telling a story. Printed Fence Murals and Branded Privacy Screens are the perfect way to brand and enhance the landscape of commercial and industrial facilities, utility enclosures, and athletic fields.

Our utility enclosures:

- **Hide Unsightly Areas:** Turn chain-link fences into eye-catching displays.
- **Custom Designs:** Showcase your town's pride with high-quality graphics.
- **Durable & Versatile:** Built to withstand weather and maintain vibrant visuals.

"This is the type of job that every salesperson on your team should offer their customers as an add-on product to a new or existing fence. It's also a great way to establish a relationship with new customers by presenting custom branding as an option to commercial, industrial, and athletic facilities and municipalities in your area." - Jon Ball

(386)740-7212
info@ballfabrics.com
www.ballfabrics.com
DeLand, FL





D&D Technologies

World's most trusted gate hardware

D&D Technologies Introduces 2 Revolutionary 3-Way Adjustable Gate Hinges

D&D Technologies, a name synonymous with groundbreaking gate hardware innovations that prioritize safety, quality, and reliability, proudly presents its latest milestone in gate hardware evolution—the TruClose MultiAdjust Heavy Duty Series 3 for vinyl gates and the TruClose MultiAdjust Heavy Duty Series 3 for wood and composite gates.

These game changing 3-way adjustable hinges redefine industry standards, with horizontal, vertical, and self-closing force adjustments using only a flat head screwdriver. Homeowners can easily adjust them without the need for expensive callbacks by fence contractors.

Offering unparalleled strength, versatility, and effortless installation, the TruClose MultiAdjust Heavy Duty hinges are the pinnacle of gate hinge technology.



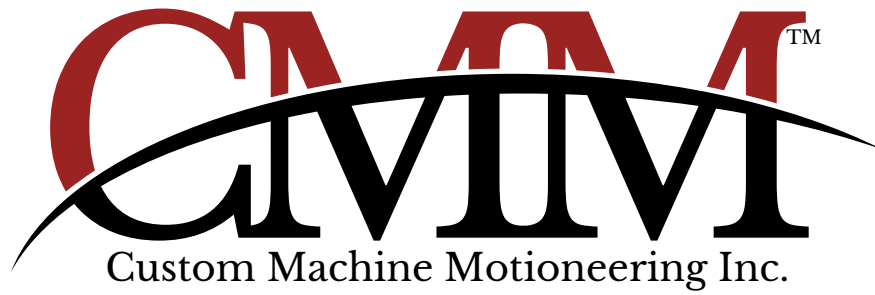
Key features and benefits include:

- **Unrivaled Versatility:** Designed for easy gate alignment, patented horizontal and vertical adjustment with a turn of a dial, with hinges installed on the gate.
- **Exceptional Strength:** Built to withstand the toughest conditions, these hinges are perfect for heavy gates, self-closes gates up to 154 pounds.
- **Wood and Composite Hinge Offers A Narrow Gate Gap:** Generous adjustability allows for gate gaps from 3/16" to 1 11/16"
- **Lifetime Guarantee:** D&D Technologies stands behind the TruClose MultiAdjust Heavy Duty hinges, offering a limited lifetime warranty.

The TruClose MultiAdjust Heavy Duty hinges cater to both professional fence installers, as well as DIY consumers. The patent-pending design provides multi-adjustable technology, ensuring secure gate closure on every use. The self-drilling fasteners simplify new hinge installations, reducing frustration and saving valuable time.

The new hinges were awarded the prestigious Good Design Award as they exemplify best practices in design. The TruClose MultiAdjust Heavy Duty hinges are constructed from super strong industrial-strength metal replacement polymer that will not rust, bind, or sag, and can weather the toughest elements and treatments. The TruClose MultiAdjust Heavy Duty hinges "solve gate sag problems for good."

For more information about D&D Technologies' new hardware solutions or other D&D products, visit www.us.ddtech.com, e-mail news.ddtech.us@assaabloy.com or call toll-free at 1-800-716-0888.



*The world leader in lineal processing systems
for the fence, deck, and rail industries.*



from Entry

to Expansion



to automation



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ready to expand your
production with your business.*



**STAIN
& SEAL
EXPERTS**

Experts in Outdoor Woodcare

Franchise Opportunities Available

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NEW PRODUCT

PROFESSIONAL WOOD CARE

EXPERT[®]

FENCE & BARN PAINT



EXPERT Professional Wood Care is proud to introduce Fence & Barn Paint, expanding our wood care lineup with a durable, high-quality solution for fences, barns, and outdoor structures.

Designed for superior coverage and weather resistance, this new addition reinforces our commitment to providing industry-leading products.

With a focus on performance and longevity, this paint is formulated to withstand the elements while delivering a professional finish.

To learn more visit EXPERTWoodCare.com or follow us on social.





Gopher Wood

It Just Makes Sense

In just 14 months, Gopher Wood has secured a strong foothold in the factory-finished lumber industry.

With kiln-dried cedar stained and sealed on all six sides, our premium fencing materials deliver unmatched durability and beauty.

Our commitment to quality and selective distribution has quickly made Gopher Wood a top choice for dealers and distributors looking for high-value, factory-finished lumber.

To learn more visit GopherWood.us or follow us on social.

