



Contact: Ray Pearson
Phone: (800) 544-2536
Cell: (406) 671-2601
E-mail: ray@fencesoftware.com

FOR IMMEDIATE RELEASE

FENCE INDUSTRY SUPPLIERS TEAM UP TO HELP CALIFORNIA FIRES VICTIM

Ramona, California, fence company loses equipment, software in blaze

Laurann Volk of Hurricane & Poway Fence Company suffered both a personal and a professional tragedy when a firestorm swept through her Ramona, California, home in October. Besides nearly all of her personal possessions, the blaze destroyed her business records, several expensive pieces of equipment, and her only copy of the Computer Fencing System, which she was using to run her business.

Volk and her employees had evacuated the fence company itself, safeguarding its equipment and supplies. But she never expected the blaze to reach her longtime home, from which she had been working in the weeks before the fire because of a knee injury. "We've seen these fires for 30 years," Volk said, "and I've never seen anything like this."

In an effort to get back up and running, Volk called Software Design Associates, hoping her 1982 version of the Computer Fencing System could be replaced. Technical support representative Lisa Benner explained that it wasn't possible to replace the long-outdated version. Instead, Benner said, "I tried to do a little problem-solving for her." Benner suggested that Volk call Merchants Metals to see whether Hurricane & Poway Fence had any points on the dealer discount program that could help her cover the \$1,500 cost of a full software upgrade.

Volk talked to Merchants Metals branch manager Michael Lang, who was moved by her plight. Although she wasn't actually on the authorized dealer program, "Laurann is a good customer," he said, "and we decided we would help her anyway."

When Lang called Software Design, owner Ray Pearson "was quite taken by their generosity and offered to split the cost of that with them," Benner said. The most recent version of the software was sent out the next day.

Volk said she is relieved to be one step closer to getting her life back to normal.

"We've been here almost 30 years, and I guess it was just our turn," she said. "As long as no one was hurt, you can't worry about the junk. But my software — I'm tickled to death. I'm overwhelmed that they did that. That wasn't junk."

###