



THE DAWNSONG



ROBERT & I WOULD LIKE TO WISH ALL OF OUR CUSTOMERS AND FRIENDS A VERY BLESSED HOLIDAY AND A VERY HAPPY NEW YEAR

DIANE



MY NIECES AND NEPHEWS
KATELYN, KAYLEE, DAVID
NOEL, AMELIA

Creative Universe Ent have been busy bees

I have been one busy bee these past few months. So many wonderful and exciting new things to tell you all about.

Soon a new web site will debut. The new web site will be so easy to navigate. More about this on page 3.

We also hooked up with an e-commerce solution. On-line shopping will be a joy. More about this on page 3.

New 2012 catalog. I redid the catalog from the front cover to the back cover. More about this on page 5.

One new Gourd Rack. More about this on page 3.

Our 2011 martin season finished out very well. We hosted 115 pairs of martins that laid 586 eggs and fledged 493 young. All using Creative Universe Gourd Racks.



SUPERGOURD W/ CONVERSION



GEMINI



EZ OFF INSULATED

What's New for the 2012 Martin Season

SUPERGOURD CONVERSION PLATE WITH TUNNEL

Convert your SuperGourds to a Tunnel Entrance! Using our molded to fit SuperGourd Conversion Plate in conjunction with the Troyer Tunnel, you can convert the gourd.

When attaching tunnels using our conversion plate, you will have a more secure connection, verses installing the tunnel directly into the gourd.

Its simple to do! Using a pencil trace the inner circle of the plate on to the front of the SuperGourd. Cut it out using a jig saw. Drill the 4 holes into each corner, install the provided bolts with nuts. Then attach the tunnel using the provided push-in snaps.

When you convert the SuperGourd to a tunnel entrance you will need to change its hanging from vertical to horizontal. This will keep the gourd from tipping forward.

NEW TROYER TUNNEL AND QUALITY CAP

The Troyer Company has improved their products once again. The Troyer Tunnel now has a molded-in Wing Entrapment Guard! This guard will help to eliminate the wing entrapment issues martin face when they are fighting with other martins inside the gourds.

The second improvement the Troyer's did was to design a new gourd cap! This new Quality Gourd Cap is made from heavy polyethylene with maximum UV treatment. It features ridges along the edge to help you get a good grip when unscrewing the cap. The cap will also fit SuperGourds and Excluder Gourds. Next time you need to replace gourd caps, consider these new Quality Caps.

Both of these features will be included on ALL Troyer Gourds beginning January 2012.

CONVERSION PLATE



SG CONVERSION STEP 1



SG CONVERSION STEP 2



SG CONVERSION STEP 3



SG WITH CONVERSION



What's New for 2012 Continued

EXCITING NEWS

StarBurst 16. Wait till you see our new gourd rack! This unique and elegant gourd rack was tested during the Summer of 2011. It features a 3" square 14' tall high-tensile aluminum pole with a StarBurst like hub that holds 16 gourd. The StarBurst uses the 4 part rope and pulley system. It includes 16 gourd mounting arms. The StarBurst includes everything except the gourds! Its on sale for \$389.00 Delivered. This new gourd rack will be available in January 2012.

Economy 18 unit Gourd Rack. All the same great features of the Economy 12 gourd rack. 14' pole, 18, aluminum gourd arms, heavy-duty ground stake, hitch pins, rope winder, pole cap. This gourd rack will be on sale for \$265.00 Delivered with your choice of either vertical or horizontal gourd arms.

3" square pole is now available in a 14' tall version. You can get your Gemini and Super Systems beginning in January 2012 with a 14' tall pole.

EZ OFF Insulated. All time favorite with a twist. Add your own fence charger to the Insulated version of EZ OFF.

Updated Web Site Coming Soon! We can hardly wait to debut our new and improved web site. I am sure you will find the navigation easier. Tabs located above the banner (header) will take you to the most popular parts of our site. Watch the home page for **Coupon Codes!** We have decided to drop "Monthly Specials" Instead we will offer Coupon Codes. This will allow you to choose what you want to purchase and receive a discount. You can use the Coupon Code on-line as well as if you phone the order in. Some restrictions may apply and coupons can not be stacked.

Updated Web Store This is, in my opinion our greatest improvement for 2012. We have partnered with 3D Cart Software. And let me tell you this is

going to be really cool! Purchase items on-line with out having to jump back and forth between the PayPal site and the old store. Products are categorized for your convenience. Want to see all the pole guards we offer, click "pole guards". A page will generate with photos, you need only click your mouse to take you to the product. But my favorite page of all is the GMA page. You can now order on-line any mix of GMA's you want. For example if you would like to get 8 Horizontal Straight and 8 Horizontal 90 GMA's, you would choose the 16 pack box and type in what you would like. It will make for a much smoother ordering process. Want to now how much a product costs? Click on the radio button next to the description. The price will change depending on the options you choose. You can also see if the product is in stock or not. Reviews can be added to a product. You can even zoom into photos. Payments will still be handled thru PayPal. You do not need a PayPal account to purchase. Most major credit cards are accepted by PayPal. I hope you enjoy the new shopping site as much as I do. In this up and down economy, when it seems like every time you turn around, another item has gone up, we are pleased to announce **we have tightened our belt and lowered most of the gourd rack pricing!**



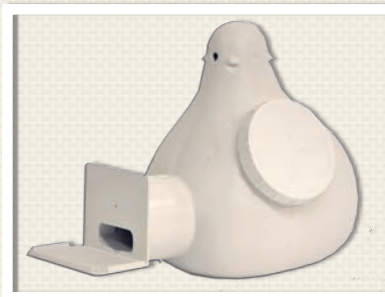
Vendors CAN work together. One of our greatest accomplishments for the 2012 season is the partnership forged between Creative Universe and Troyer's Birds' Paradise. We sat down over the Summer and came together to offer landlords our best. We are so pleased to tell you that this partnership will equip purple martin landlords with the best prices available on both of our product lines.



STARBURST 16



EZ OFF INSULATED

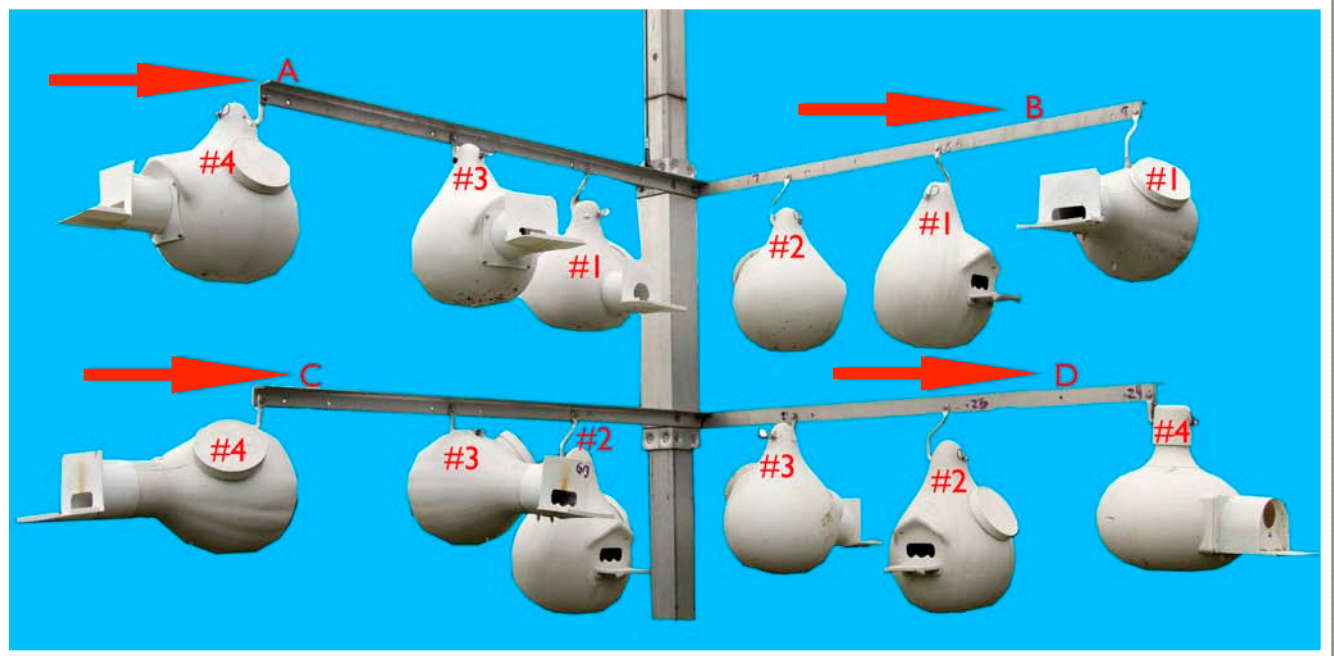


TROYER VERTICAL GOURD



QUALITY CAP

Gourd Mounting Arms, versatility explored



I Love Gourd Mounting Arms! These handy gourd mounting pins are designed to work with the gourd racks that use angle arms or rings.

There are 4 styles to choose from:

- #1 Vertical 90:** Ideal for Excluder & SuperGourds. The gourds entrance hole faces out and away from the pole.
- #2 Vertical Straight:** Ideal for Excluder & SuperGourds. The gourds entrance hole is directly below the gourd hanging arm
- #3 Horizontal 90:** Ideal for all Troyer Gourds. The gourds entrance hole is directly below the gourd-hanging arm
- #4 Horizontal Straight:** Ideal for All Troyer Gourds. The gourds entrance hole faces out and away from the pole.

Now with a little imagination you can get really creative when using manufactured gourds with GMA's. Look at the photo above.

On the angle arm **A** we have a SuperGourd with Tunnel Conversion using the # 4 GMA. To the right of that we have a SG with Tunnel Conversion using a # 3 GMA. To it's right a Troyer Vertical Gourd using a #1 GMA.

On the angle arm **B** we have a SuperGourd using a #2 GMA. To it's right an Excluder Gourd using a #1 GMA. Notice how the gourd is positioned. On it's right a Troyer Horizontal Gourd using a #1 GMA.

On the angle arm **C** we have a Troyer Horizontal Gourd using a #4 GMA. This GMA's pin is facing outward which will hang the gourd further away from the gourd to its right. Next we have a Troyer Horizontal using a #3 GMA, and next to that gourd is an Excluder Gourd using a #2 GMA.

On the angle arm **D** we have a SuperGourd with Tunnel Conversion using a # 3 GMA. To its right an Excluder Gourd using a #2 GMA and to it's right a S&K Combo Gourd using a #4 GMA.

With a little ingenuity you can create a very unique gourd-hanging configuration. You are limited only by your imagination.

Did you know that all 4 GMA style can be used on the angle arms that are on our Super System and AAA. For the Gemini and Round Rack # 3 and # 2 work best.

You can use #1 for Troyer Gourds if you want you gourd to hang lower as seen in the photo above.

Change the direction of your gourd entrance holes. This is really handy when you have male domination issues. Have one gourd hang lower then the one next to it. Staggering the entrances also discourages male domination.

GMA's can accommodate natural gourds whose necks are no larger than 3". Each GMA is made from solid 3/8" aluminum includes a stainless bolt, nut and hitch pin.

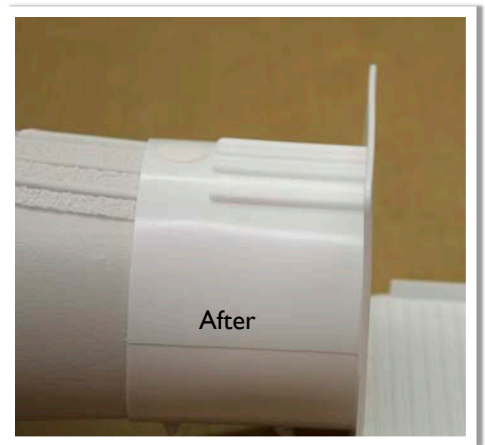
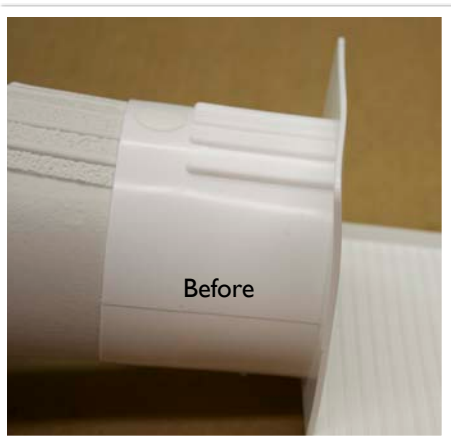
Fixing Damaged Tunnels

After winter storage I find that some of my tunnels have bent corners. When the corners are bent I can not use my tunnel trap. This quick and easy fix solved my problems.

BY: DIANE OBERLANDER

You will need: a heat tool, and a heavy pair of gloves.

Using your heat tool, heat the back side of the tunnel where the bend is, move the heat tool back and forth over the affected area. As the plastic is heated up you can work the bend out with your fingers. Make sure you have gloves on so you don't burn your fingers. I heat the corner just a little, it becomes very pliable very quickly. I also hold it between my fingers for about a minute to hold it into shape.



2012 CATALOG

20 PAGE CATALOG REDESIGNED. ITS FILLED WITH OUR BEST PRODUCTS AS WELL AS TIPS, TRICKS AND TOOLS. WE ADDED OPTIONAL ACCESSORY CHARTS, BRIGHT IDEAS AND HELPFUL INFORMATION ON FEATURES. TIPS FOR SUCCESS ARE ALSO INCLUDED.

DID YOU KNOW WHEN YOU PURCHASE FROM US YOU ARE PURCHASING A PRODUCT MADE BY A SMALL FAMILY OWNED BUSINESS. SUPPORT USA MANUFACTURING!

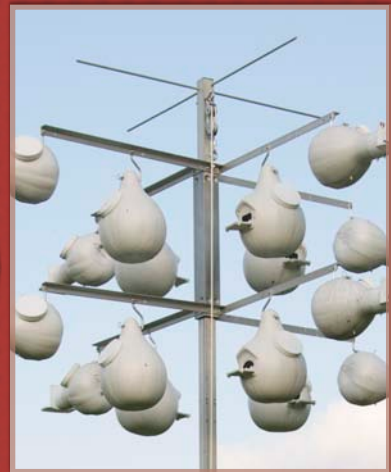
THE 2012 CATALOG MAILES THE END OF DECEMBER.

FREE. CALL AND REQUEST YOURS TODAY!

PS. IF YOU HAVE PLACED AN ORDER WITH US IN THE PAST, YOU WILL AUTOMATICALLY RECEIVE ONE

NITE GUARD TIMELY TIPS!

At this time of year, many customers start inquiring about how to STORE their Nite Guard Solar® units during the "off season" for their particular application. Nite Guard recommends that the Nite Guard Solar units NOT be powered down and put away for any length of time as this can cause an over discharge of the solar battery when not in constant use, making it more likely to fail in the attempt to power itself back up. Nite Guard is stating "After further testing we (Nite Guard) have discovered that the Nite Guard Solar unit now appears to actually last longer if it remains activated, rather than to bring it inside and let it power down. With continual use it will last, on average, approximately 3 years." Looking for an alternate way to use your lights during the "off season". Why not use them as security lighting. Place lights above your doors or windows to look like a HUMAN Security System is in place. Many customers purchase the units specifically for this application!



COUPON CODES

I WILL BE PUTTING A
COUPON CODE IN EACH
DAWNSONG NEWSLETTER.
FOR THOSE OF YOU WHO TAKE
THE TIME TO DOWNLOAD AND
READ THE DAWNSONG, I
THANK YOU!

COUPON CODE:

DAWNSONG13

SAVE \$3.00 ON ORDERS OF
\$30.00 OR MORE, EXCLUDES
ALL TROYER GOURDS

COUPON GOOD TILL 2/15/12

Ground Stakes

Ground stakes used with our gourd racks are heavy-duty aluminum ground stakes. We worked with engineers from our aluminum supplier and developed the very first aluminum ground stakes for both our 2" and 3" square poles.

Ground stakes are shipped inside poles. The photo top right shows the ground stake installed inside the upper pole section and held in place with a set screw. Use the allen wrench that came with your gourd rack to remove this set screw. You can then pull the stake out from the upper pole section.

Tip! Do not save the set screw or use it in the installation of your top perch rods. It will rust as it is a plain set screw and not stainless steel as those provided in your hardware bag.

Use WD-40 on your ground stake. After your stake has been installed into the concrete and before you slip your pole over the stake spray the stake with WD 40. You can also spray your splice before you insert the upper pole section into the lower section. The WD-40 aids in insertion. Remember that your upper pole section is held in place due to gravity.

Level your ground stake using a 4 foot level on 2 sides of the stake. This will keep your stake plumb.

Last but not least

New Phone Hours:

Monday - Friday

8:30 - 4:30 EST