

Second Generation Business Caters to Customers

By Randy Olson

Have you ever seen a livestock trailer custom designed for a Giraffe? You can order such a unique item at Barnard Trailer Sales, north of Geff. Customized for the Scoville Children's Zoo in Decatur, the Giraffe trailer has been one of the more unusual requests that the rural business has seen through the years. "It was quite an oddity," said Todd Barnard, "the unit was just as tall as it was long."

Todd and his wife, Linda, are in the process of acquiring the business, which was founded in the early 1970s by Todd's father, Harold Barnard, and James Merritt. Todd has been around the business for nearly 15 years after taking care of the family farming business for several years after attending college.

Linda and Todd recently celebrated their 20th wedding anniversary and hope to continue the tradition of the retail landmark and expand the business into some additional product areas. They already have a reputation that stretches into five states, where they regularly market cargo, flatbed and dump container trailers, as well as horses and livestock trailers. Their reputation will likely expand due to the development of a new Web site at www.BarnardTrailerSales.com.

You might say it was fate that Todd and Linda would wind up acquiring the long-established business together. "We both grew up together right here," said Linda, "we used to ride ponies together."

Other familiar faces at Barnard Trailer Sales include Phyllis Merritt and Betty Barnard, who have both been involved in the business since the early years. "Phyllis is the spoke of the wheel," said Todd, "she makes the operation happen."

Barnard also features a parts department and service repair center for trailers managed by David Heitzman



and assisted by Don Brinkley. The business also includes a large selection of horse tack, saddles, miscellaneous farm supplies, tools, gates, barbed wire, pre-owned cars, trucks and vans, as well as new Polyvinyl Fence Systems in a variety of styles and decorative designs. The vinyl fence products feature a lifetime warranty and can be used in many ways around a home, farm or business.

Barnard Trailer Sales carries brand name trailers by Corn-Pro, Delta, Built-Rite and Silver Star, and will now begin carrying a new line of aluminum stock trailers called Alumaline. "Aluminum is the new trend," said Todd, "and we've got to provide what the customer wants." Whatever the need, Barnard probably has a trailer to do the job.

If the current product line at the store is not enough to keep Todd busy, he is also a licensed Broker/Real Estate Sales Agent on behalf of United Country Realty.

Linda is a former advertising representative with the Wayne County Press. Her experience helped her recognize the value of advertising the

Barnard business through the Business Directory of the Wayne-White Counties Electric Cooperative Web site. For just \$35 a year, their listing includes photos of trailers and Polyvinyl Fence samples, as well as contact information and a link to their own Web site.

Linda has also added some retail products to the store. "We carry the Paula Deen Cookbooks and her bi-monthly magazine," said Linda. "She is well-known as the host of Paula's Home Cooking on the Food Network."

Todd and Linda have two children. Aaron, 17, is a junior at Cisne High School and Hillary, 13, is an 8th grade student at Cisne Middle School.

"We take so much for granted when it comes to electricity," said Linda. The cooperative does a great job of providing dependable service for us." Barnard Trailer Sales is open Monday through Saturday from 7:30 a.m. to 5:00 p.m., closing Thursdays at noon.

Remember, whether you need a trailer for a Giraffe, or a more traditional need, call Barnard Trailer Sales at (618) 897-2493, visit their Web site at www.BarnardTrailerSales.com.



Wayne-White Counties Electric Cooperative

www.WWCEC.com