

Achieving Success the Old-Fashioned Way

By Kathy Peterson

Although many will agree that occasionally success can come from being in the right place at the right time, most also will agree that true success is the result of much more. It is the timely marriage of intelligence, hard work, tenacity and innovativeness, coupled with the ability to recognize opportunities.

Many successful alpaca breeders also have a history of other business accomplishments. Jay Ward of Ausable Valley Alpacas and Ward Lumber Company is a perfect example of someone with a history of success in multiple types of businesses. He has a talent for recognizing opportunities, and his timing is impeccable.

A few years ago, Jay needed alpaca equipment such as panels, gates, chutes, scales, etc., to run the family's alpaca farm. During his pursuit to find alpaca equipment, he recognized there was an opportunity to fill the needs of breeders of other light livestock such as llamas, mini-horses, mini-cows, sheep, donkeys and goats. His idea was to efficiently utilize existing staff and facilities from his fourth-generation, family-owned building materials supply business, Ward Lumber, for a new business that would serve the light livestock industry. From this concept, Light Livestock Equipment was born.

Light Livestock Equipment's website, LightLivestockEquipment.com, is a resource for light livestock breeders. The full-service site includes product information, secure online ordering, training materials, industry seminars, show information, customer testimonials, an alpaca blog, a photo gallery and much more!

Light Livestock Equipment offers quality products for customers that will make every day on the farm a more pleasant one. They strive to provide products that are safer for customers and their animals, practical to improve a farm's efficiency and of high quality to last longer. Jay personally uses all of the equipment he sells and is always in search of products that will help light livestock owners.

Innovation and success rarely go unnoticed, and neither did Jay's. In 2006 he

was recognized as Entrepreneur of the Year by National Building Materials Journal Magazine for his innovative idea to serve the alpaca & light livestock industry through Ward Lumber.

The Ward name stands for quality, service and value, whether you are buying building materials or light livestock equipment.



Ward Lumber Company, which has been in business since 1890, runs two building material yards in Jay and Malone, N.Y., as well as a white-pine manufacturing division that draws on the company's 6,000 acres of Adirondack forestland and other Adirondack Park timberland. Ward Lumber Homes, a Ward Lumber entity that manufactures pre-fabricated home components and packages, is another new venture that helped Jay receive the "Entrepreneur of the Year" designation. Ward Lumber Company's revenues exceeded \$25 million in 2006.

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