

CAT Controller Courier # 03

December 2006

Happy Holidays to All!

Greetings!

CAT Controllers would like to wish everyone a happy holiday season. This month's newsletter will help you to take advantage of the off season by giving you a number of tips on how to do some marketing campaigns. This newsletter will also give you different ideas on how to utilize the auxiliary relays in the CAT 4000 & CAT 5000 and introduce you to a few new features located on the Poolcomm website. We hope all of you enjoy the December Courier and please keep CAT Controllers informed with any requests and/or suggestions for next month's newsletter. Thank you all for your business and support.

Helpful Tips to Off Season Marketing

During the winter months most of us see a slower time for business and more time to prepare for next season. CAT Controllers would like to provide you with several helpful tips to increase the response of your marketing efforts. Remember that CAT Controllers is always more than willing to help you with your physical marketing efforts so do not hesitate to ask your sales managers for help with next year's marketing:

Helpful Marketing Tips:

1. Request a list of all licensed commercial pools in your service area from your state or county health departments.
2. Import the list into excel or a database engine.
3. Send a general customer letter with CAT Controller marketing materials to all licensed commercial pools and existing customers.
4. Follow that mailer with a CAT Controller post card mailer.
5. Pursue further with a phone call to all of the commercial pools that you mailed.
6. Drop off a physical CAT Controller brochures to all existing accounts.
7. Encourage water quality management or lease financing. Request Marketing Material

Using the CAT 4000 and CAT 5000 Auxiliary Relays

What is an auxiliary relay? This is a dry contact feature that is located on the terminal strip of the CAT 4000 and the CAT 5000 (CAT 5000 has 2). This feature can be used for many different applications as a switch to turn different equipment on or off. Some of you may not be aware of this feature and the different things that it makes your CAT controller capable of controlling. Here is a list of some things that you can do with your auxiliary relays:

- Salt chlorine generation control
- Heater control (CAT 5000 Only)
- Auto water fill
- Remote alarms
- Alternate Sanitizer control with dual set points
- Alternate pH Control up or down
- Auto backwash trigger

Look For These New Features On The Poolcomm Website!

The Poolcomm website continues to become more helpful for our customers and yours. CAT Controller's prides itself on our customer service and now we have added a feature to help put you in closer contact with us while on the Poolcomm website. We have added a Live Chat Customer Service Feature. Now any time you are on the Poolcomm website you will be able to have direct contact with Troy McGinty, Poolcomm Program Administrator, via instant message chat or e-mail. CAT Controllers also has added a Saturation Index calculation feature to the survey part of the Poolcomm website. After creating a new survey, entering in all Test Kit Readings and clicking on Update the survey will calculate the proper Saturation Index and save it to your survey. Click on the Poolcomm Logo to get to the Poolcomm website to try these new helpful features. If you have any questions regarding the new features or about anything regarding the Poolcomm website please contact Troy McGinty at the information listed below.

2007 Pricing Coming Soon!

Culin Tate, CAT Controllers' Vice President, will be sending out 2007 pricing on December 15th, 2006. Remember that your company's pricing for next year is based on your 2006 total spending with CAT Controllers, Inc. Below is an explanation of our discount structure, if you feel that your company's total spending with CAT is close to putting your company into the next level of discount be sure to make your necessary purchases before year end to get the discount that you deserve for next year.

< \$5,000 – 10,000 = Less 30/15%

\$10,000 – 20,000 = Less 30/20%

\$20,000 – 30,000 = Less 30/25%

\$30,000 Plus = Less 30/30%

Sincerely,

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