

CAT Controller Courier # 18

March 2008

WESTERN POOL & SPA SHOW

Come visit CAT Controllers at the 2008 Western Pool and Spa Show. With the hard work and persistence of CAT's very own Paul Hammond and CAT's new line of wireless and web-based automated chemical controllers; CAT's presence in western United States has grown consistently during the past 2 years. CAT invites you to come visit them at the 30th Annual Western Pool and Spa Show for: TRAINING, A CAT INDUSTRY TRADE SHOW SEMINAR and NEW CAT PRODUCT INFORMATION

Exhibit Information

Booth: 550

Dates: March 13, 14, 15, 2008

Location: Long Beach Convention Center, Long Beach, California

CAT Controllers Trade Show Seminar

Troy McGinty will speak on *Trends/Benefits of Automation* Class Room: 303

New Trends in pH/ORP Automation

Date: March 14, 2008

Time: 11:00AM to 1:00PM

CAT Controllers Dealer Training

Location: Renaissance Hotel Long Beach

Date: March 12, 2008

Time: 9:00AM to 5:00PM*

Room: Corsican Room

Contact: Paul Hammond at 800-657-2287 to Reserve your spot**

Lunch will be provided Dealer Training is FREE but reservations are REQUIRED -

CAT 1000 Single Channel Controller

CAT Controllers, Inc. recognizes the need for residential pools to automate the control of their pH. Builders can now protect the pool surface during the critical curing stage while adding longtime value and convenience to their customers. With the increasing popularity of salt chlorine generation one must realize that home owners want less to do with maintaining their pool water chemistry. The CAT 1000, in

salt applications, will also assist in quicker startup and more effective sanitation. CAT Controller would like to introduce their CAT 1000 single channel pH controller to help you to give your clients what they want.

Benefits of using the CAT 1000:

- pH Control for Salt Chlorine Systems
- Less chemical contact for your clients
- Protect new plaster finishes
- Add extra value to your customers
- Protect your equipment warranties
- And more.....

Residential pH Feeders

CO2 for pH control has become more popular in the past 10 to 15 years, but why would we want to use CO2? CO2 is a safer alternative to using muriatic acid to bring pH down. It is much safer to deliver, much safer to handle, and much safer to store. When dissolved in water, CO2 produces carbonic acid. This is a mild acid which reduces pH but helps maintain alkalinity because bicarbonates are also formed. This helps save on chlorine consumption and adds no chlorides or sulfates to pool water. This type of pH control is perfect for the residential market.

CAT Controllers also offers the Stenner 45MP1 Pump and 15 Gallon Vat combination for use with muriatic acid for controlling pH. These pump tank combos are great for concealing muriatic acid and don't take up very much space on the equipment pad.

The CAT 5000 Features More!

The CAT 5000 was introduced to the industry as the world's first satellite based communicating controller. However the CAT 5000 offers more than just communications. CAT Controller customers asked for more so that is what we gave you. The CAT 5000's newest firmware allows our customers to offer pH or ORP tank level monitoring with water level control and digital flow monitoring. All 3 of the CAT 5000 inputs are now programmable. Input J8 is when a CAT Optical Level Sensor is installed, will sense Wet, Dry, or pH Tank. Input J9 is when a CAT Optical Level Sensor is installed, will sense Wet, Dry, or ORP Tank. Input J10, when a CAT Optical Level Sensor is installed, will sense Wet or Dry. Input J10, when a CAT Digital Flow Meter is installed, will sense, display, and notify on Flow Rate. Because J8 and J9 are now programmable you can program you CAT 5000 to both sense flow rate and control your water level and still have an extra programmable relay to control the following:

- Disabled
- Remote Alarm
- pH Base Feed
- pH Acid Feed
- ORP Up
- ORP Down
- Level Flow Sensor # 1 (Contact closes/opens if Input Sensor 1 goes into alarm)
- Level Flow Sensor # 2 (Contact closes/opens if Input Sensor 2 goes into alarm)
- Level Flow Sensor # 3 (Contact closes/opens if Input Sensor 3 goes into alarm)
- On for 1, 5, 10, 15, 20, 25, 30
- Primary ORP Relay
 1. Salt Chlorine Generation
 2. Back Up Sanitizers

Space Is Limited LAST CAT & CPO TRAININGS BEFORE SUMMER

We would like to invite any and all to come see our new facility and get trained on the entire CAT product line. Trainees will be educated on water chemistry, the ORP method of testing, microprocessor based, wireless, and web based water chemistry controllers. This year we are also offering CPO Fusion Classes as well.

Please take notice of the CPO Fusion Classes. Contact Troy McGinty at CAT to request your CPO Primer Online Code and finish your first day of class on-line. After finishing the online portion of the class, pick one of the dates below to complete your CPO Course and follow it up the next day with a full CAT Dealer Training. Thursday March, 20, 2008 (CPO Fusion) Friday March, 21, 2008 (Dealer) Friday March, 28, 2008 (Dealer) CPO Fusion Classes are not mandatory and anyone is welcome to come to our CAT Dealer Training.

For more information and training on the CAT 5000's latest firmware, please contact Troy McGinty at CAT Controllers.

Are You Prepared For The Upcoming Season?

Ask yourself; is my company ready for the upcoming season? Do we know who our customers and potential customers are? Have we done a good job marketing our services? Do our customers and potential customers know what we have to offer this year? What do I know and what don't I know about my customers? Is my warehouse stocked with all of the necessary products we may need? Well CAT Controllers would like to provide you with some helpful tips to getting prepared for this season.

Remember that CAT Controllers is always more than willing to help you with your marketing efforts, so do not hesitate to ask your sales managers for help with next year's marketing:

Helpful Preparation Tips:

1. Request a list of all licensed commercial pools in your service area from your county health departments.
2. Take the list and import it into a database program like ACT.
3. Send a general customer letter with CAT Controller Cut sheets to all licensed commercial pools and existing customers.
4. Follow that mailer with a CAT Controller post card mailer. (Ask CAT to Help)
5. Follow up with a phone call to all of the commercial pools that you mailed.
6. Drop off a physical CAT controller brochure to all existing accounts.
7. Complete an Initial Pump Room Inspection.
8. Complete a full inventory of the products which you know you will need this upcoming season.
 - I. Proper Test Kits & Reagents (FAS/DPD)
 - II. pH and ORP Sensors
 - III. Teflon
 - IV. Pump Feed Tubes
 - V. Flex Tubing
 - VI. Pressure Sensors/Gauges
 - VII. Flow Sensors
 - VIII. Vacuum Sensors/Gauges
 - IX. Assorted Plugs and Screws
 - X. PVC Glue
 - XI. Well Stocked Tool Bags/Boxes
9. Try to encourage and offer water quality management or lease financing.

Be prepared this year and don't let the competition pass you by. Contact your sales manager for any marketing material you may need.

I hope all of you enjoyed this month's courier. Please send me any and all suggestions or ideas for articles at any time. Thank you for reading.

Sincerely,
Troy McGinty
CAT Controllers, Inc.