

CAT Controller Courier # 19

April 2008

Earth Day 2008

CAT Controllers would like to recognize the earth's need for us to be more aware and conscious of our surroundings. The GOING GREEN trend we believe is here to stay and we hope it does. This month on April 22, we observe Earth Day. What are you going to do to help the life of our planet? There are plenty of things we can all do to encourage and to help with Earth Day and improving our environment. Here is a list of things we might do that relates to our industry:

- Clean up and dispose properly of any excess chemicals in one of your customers pump rooms.
- Make sure that all of your chemical feed pumps and solenoid valves are functioning properly and not leaking.
- Do a full water chemistry test to your customers pools and spas making sure that their water balance is correct and not at a dangerous level.
- Encourage the use of automated pH and ORP Controllers
- Encourage the use of chemical feed systems and equipment that will reduce the amount of chemical usage.
- Encourage the use of systems that will help reduce chloramines.
- Make sure your customers are practicing proper backwash procedures.
- Make sure your customers with D.E. Filters are using separation tanks and disposing of the D.E. properly.

Thank You from CAT Controllers

CAT Controllers, Inc. would like to thank those of you who had visited us this year at the 30th annual Western Pool and Spa Show; as well as a special thank you to WPSS for hosting another educational and successful event. CAT Controllers would also like to thank those of you who participated in this year's CAT Controller Training Seminar, which was held a day before the show, and also thank those of you whom attended the CAT Seminar that was hosted by WPSS during the show. The CAT Controller team has worked hard the past month to make sure everyone who visited us at the show has received the proper information they requested. Please be sure to contact us with any questions, concerns, and/or ideas. CAT Controllers would like to thank and wish all of you the best of luck in 2008.

LAST CPO FUSION CLASS BEFORE SEASON STARTS MAY 16th, 2008 Contact Troy McGinty ASAP!!!!

CAT Controllers Offers a 1 Stop Shop Special!!

BUY 1 CAT 2000 Professional Package and 2 and 2 Pump/Tank Combos PAY ONLY \$2,000

CAT Controllers wants to give our dealers the opportunity to take advantage of this special early this year. The 2 for 2 for 2 special was very well received last year. It gives you, the dealer, the ability to purchase all of your chemical feed equipment all from CAT for a very affordable price. CAT is offering 2 of the well known Stenner Peristaltic Feed Pumps premounted onto the Stenner 15 and 30 gallon solution vats in conjunction with any 1 of the CAT commercial pH/ORP chemical controllers. Please contact your sales representative right away to place your orders.

CAT 2 for 2 for 2 Sale Starts April 15th

April 15th, 2008 and Will Run until May 30th, 2008

Thoughts on the Economy; Where Should We Focus?

The news, the reports, the gossip, the REALITY of things is that the economy is having a bit of a difficult time. The question is what can we do to keep our heads above water; so to speak? Where should we focus our business's attention? I am not an economical analyst, nor do I consider myself a financial advisor. However, I have been paying close attention to what CAT customers are doing well and which customers seem to be struggling right along with the economy. I am going to try and pin point some things I see working in our industry and some things I see they may be having some slower returns.

Hurt By Our Economy:

- New Residential Construction
- New Residential Renovation
- New Commercial Construction
- Residential Service
- Chemical Sales

Not Effected As Much By The Economy, Yet:

- New Commercial Renovation
- Commercial Up Selling Due To Code Changes and Compliance
- Salt Chlorine Generation Market
- Commercial Service
- Hospitality Market

But Troy, Why? I can only tell you what I have seen, heard, and experienced through you, the dealers. It seems that the economy's shift has hurt the residential market and Harry home owner much more than the commercial market. Home owners are cutting back expenditures and recreation seems to go first. With this in mind we should focus our attention to the things that we have not seen to be affected as dramatically by our economical shift. If you have any input of advice that you would like to give please

feel free to write me an article for next week's Newsletter that might help some of in this time of economic downfall.

Activate Your CAT Controller

CAT Controllers invites you to make sure that all of your CAT 4000's and CAT 5000's in the field are activated. It is that time of year, be sure to start utilizing the wireless, web-based communications of our communicating controllers. The Poolcomm website is there for you, the pool professional, to take full advantage of its helpful benefits. For the flat monthly rates, seasonal pre pays, or annual prepay rates, per your CAT 4000 or CAT 5000 controller.

- Hourly logs of your pH/ORP water chemistry.
- Graphs of your water chemistry.
- Feed Times
- Temperature
- Flow Rates
- Outbound alarm notifications to your e-mail or mobile phone.
- The ability to change alarm settings and set points from any internet based PC in the world.
- The ability to assign read-only and read/write access to you customers for their benefit.
- Twenty-four hour a day connection with your pools.

Please contact me, Troy McGinty, to activate your controllers and get them registered to the Poolcomm website. I will also be able to help you check your wireless coverage areas, help you troubleshoot specific applications, assist with installations, as well as consult with you regarding your company's own water quality management program. If you have any questions, concerns, or ideas please contact me as soon as possible at 800-657-2287 or e-mail me at mtmcginty@chemauto.com

CAT Wireless Controllers have made quite an impact on our industry. We here at CAT would like to thank you for supporting our efforts to continue pioneering and improving the water quality management industry. We hope you take advantage of the CAT 4000 and CAT 5000 benefits and continue to do business with CAT Controllers in the future.

Contact Info

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