

CAT Controller Courier # 25

October 2008

October Special

Every year CAT Controllers offers the October "Write Your Own Discount" Special to help our customers make controllers a major profit center during the fourth quarter. Look over the information below and decide what you may require to finish out the year with CAT Controllers. CAT wishes you all a happy beginning to another holiday season.

- Buy 1 Controllers and Save 5%
- Buy 2 Controllers and Save 6%
- Buy 3 Controllers and Save 7%
- Buy 4 Controllers and Save 8%
- Buy 5 Controllers and Save 9%
- Save 10% on your purchase of 6 or more Controllers

TRY A CAT 1000 pH CONTROLLER

- 5 Year Warranty
- Perfect With The Residential Salt Applications
- Help Your Plaster Cure Faster With Constant pH Correction
- Protect Your Clients and Their Equipment
- Extend Your New Build Warranties

WHY the October Special is Important for Your Business!

As we all know the economy is not exactly in the consumer's favor right now, so we as manufactures and business providers must find ways to save our customers money. CAT Controllers wants you to utilize the October Special to save you money so that you can pass the savings on to your customers. The best way to encourage spending is to offer products at a lesser price. If you can buy at a lesser price you can sell at a lesser price. Also, "Think Ahead", if you have up and coming projects that do or that could possibly require a pH/ORP controller order now so that you can take advantage of the October savings. Remember that your next years' pricing can, and will be affected by your total yearly spending with CAT in 2008. The more you buy with CAT this year the better savings you will receive next year.

Lastly, we all know how hard it becomes to get product in the Spring. Buy now and avoid Spring 2009 lead times. Use savings to your advantage! Contact your sales representative and place an order in October. With just one controller purchase you will receive a 5 % discount plus your already discounted price. Help us, help you, help your customers!

CAT CONTROLLER TRAINING (Come See Us)

CAT Controllers understands that knowledge is power and with product knowledge comes sales ability! Please review the following training agenda and select the dates you wish to attend: put the number of employees that will be attending and which date on a fax cover page and/or email then send it off to 301-838-4007 or mtmcginty@chemauto.com.

Friday October 10, 2008 (Dealer)
Friday November 14, 2008 (Dealer)
Monday November 16, 2008 (Dealer) Las Vegas
Thursday December 11, 2008 (CPO Fusion)
Friday December 12, 2008 (Dealer)

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 CPO class on-line. After finishing the online portion of the CPO class, pick one of the above dates to complete your CPO Course and follow it up the next day with a full CAT Dealer Training.

CPO Fusion Classes are not mandatory and anyone is welcome to come to our CAT Dealer Training.

Please indicate the number of individuals from your company who will be attending and fax the confirmation to 301-838-4007. We will limit each session to 10-12 persons to insure the best training experience for all. Upon receipt of your fax, we will send you a confirmation with travel information on all Washington area airports, ground transportation, and hotel accommodations.

Friday Dealer Training Agenda

9:00 Welcome Breakfast with Coffee, Juice and Danish
9:30 Advanced Water Chemistry and the ORP Method
10:30 CAT 2000 Series microprocessor based controllers
11:30 Selecting the proper Chemical Feed Equipment and Accessories
12:30 Catered Lunch
1:30 CAT 4000 Wireless Web Based Controller
2:00 CAT 5000 and Satellite Based Wireless
2:30 Sales Strategies and Water Quality Management Programs
3:30 Troubleshooting
4:00 Dealer input and feedback on existing controllers and future improvements

CALL TO REQUEST CPO FUSION AGENDA

Thank You from CAT Controllers

CAT Controllers, Inc. would like to thank those of you who visited us this year at the 20th annual Pool Industry Expo; as well as a special thank you to IPSSA 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 IPSSA during the show. The CAT Controller team has worked hard the past month to make sure your 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 thanks you again and wishes all of you the best of luck in 2009.

CAT Would Like to Welcome a New Sales Assistant

CAT Controllers would like to welcome Diego Gutierrez. Diego has been hired as the new Sales Assistant. Diego comes to CAT Controllers after a long history of sales experience. Diego will be supporting both the Eastern and Western Sales Managers in their efforts to bring pH/ORP automation into the commercial and residential pool markets. We look forward to working with Diego and hope that you all will welcome him into the industry as we are here at CAT.

CAT Offers Training in Las Vegas

CAT Controllers will be providing a FREE full day of CAT controller training at the Holiday Inn Express Las Vegas South on November 17th, 2008 from 9:00am until 5:00pm. CAT will be training on the entire CAT Product Line of Automated Chemical Controllers, the Poolcomm Website, and new Industry Trends. Lunch will be catered and provided by CAT Controllers. Please join us at this educational event prior to the National Pool and Spa Expo. For more information or to reserve your spot contact Troy McGinty at 1-800-657-2287 or email your reservation. We hope to see you there. mtmcginty@chemauto.com

Again, I would like to thank all of you for taking the time to read the CAT Controllers Newsletter. If anyone has any feedback or would like to write an article in the next CAT Controller Courier please contact me at mtmcginty@chemauto.com.

Sincerely,
Troy McGinty
CAT Controllers, Inc.