

# CAT Controller Courier # 37

October 2009

## OCTOBER SPECIAL IS BACK!

This has been a challenging year for many in our industry. CAT Controllers would like to offer the October Special to all potential CAT Dealers in the Pool/Spa industry. Please look over the following information and think about what CAT Controllers can do for you. Please remember all up and coming projects you may have where CAT may be installed.

Order any CAT 2000, 4000, 5000 or new 1000 series controller package during October and receive a 5% discount. For each additional controller package purchased during October your discount will increase by 1%, applied retroactively to all of your October controller purchases. Maximum discount is 10%. Offer expires October 31, 2009.

<i>UNITS PURCHASED</i>	<i>DISCOUNT APPLIED</i>
1	5%
2	6%
3	7%
4	8%
5	9%
6	10%

*OR MORE*

Thank you again for your continued promotion and support of CAT products. I hope that CAT chemical controllers will be a major profit center for your business during October. Please also consider attending one of our upcoming training seminars (See enclosed schedule).

*P.S. ASK ABOUT ADDING STRATUM TO YOUR ORDER*

Sincerely,

Culin Tate  
Director of Sales & Marketing

## **CAT Controllers Training Dates**

CAT Controllers would like YOU to attend their CPO and CAT Dealer Training Classes. Please review the following dates and send an e-mail to Troy McGinty at [mtmcginty@chemauto.com](mailto:mtmcginty@chemauto.com) with; the number of people you wish to send, their names, and what class dates they will be attending. Contact us as soon as possible as classes are filling up FAST!

*Friday October 23, 2009 (Dealer Training)*

*Thursday December 10, 2009 (CPO Fusion)*

*Friday December 11, 2009 (Dealer Training)*

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.

### Agenda

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

In addition to this valuable training each attendee will receive a CAT training manual and certificate of completion. Please Email [mtmcginty@chemauto.com](mailto:mtmcginty@chemauto.com) With Your Confirmation

### **CAT Offering Stratum VRS**

The Stratum VRS is Hayward's answer to the now mandated suction vacuum release systems on single main drain commercial pools and spas in the United States. The Virginia Graeme Baker Act states that all public pool and spas must either have dual main drains or a suction vacuum release system.

Public Law 110-140-Dec. 19 2007 (Title XIV - Pool and Spa Safety) Section 1404 Paragraph C -  
Public Pools - (1) Required Equipment effective 1 year after date of this title -

-(ii) Each public pool and spa in the United States with a single main drain other than an un-blockable drain shall be equipped, at a minimum, with 1 or more of the following devices or systems designed to prevent entrapment by pool or spa drains that meets the requirements of subparagraph (B)

·(I) Suction Vacuum Release System

·(II) Suction Limiting Vent System

·(III) Gravity Drainage System

·(IV) Automatic Pump Shut Off System

·(V) Drain Disablement

·(VI) Other Systems - any other system determined by the Commission to be equally effective as, or better than, the systems described in sub-clauses (I) through (V) of this clause at preventing or eliminating the risk of injury or death associated with pool drainage systems.

The CAT 4000 and CAT 5000 have an input that can be connected to the Stratum VRS so that the controller will display a "Suction Alarm" at the controller as well as send a remote alarm notification to email or text message while logging the alarm event at the Poolcomm website. Having this connection and ability allows you and the pool owner to be aware of suction alarms at the pool no matter where your location. This integration is also beneficial in the case that your circulation system may be down and need to be restarted. For more information regarding the Stratum VRS system and the tie in with CAT Controllers please contact us at 1-800-657-2287 ASAP. The law is the law, make sure you and your pools are compliant.

The Hayward Stratum VRS is the most advanced SVRS system on the market. It offers multiple layers of protection by not only shutting the circulation pump off during a possible suction problem, but it also vents the suction line to atmosphere. You can never be too safe when dealing with suction entrapment and remember it is now the LAW!

#### STRATUM VRS

- Pump Shut Off "AND"
- Suction Line Vent to Atmosphere
- Auto Restart
- Works with Flooded Suction or Suction Lift Pumps
- Auto Calibration every 6 to 8 Hours
- Communicates With CAT
- Controllers & Poolcomm

CALL TODAY AND ASK ABOUT SPECIAL STRATUM PRICING

## **How Can I Sell More CAT Systems?**

Here are some quick bullet points to help you sell more CAT Controllers:

*MOST IMPORTANTLY - In a survey given to 60 of your peers in 2008 and 2009 83% of you said that WATER CHEMISTRY IS THE MOST IMPORTANT FACTOR TO CONSIDER WHILE MAINTAINING YOUR POOLS!*

### Automated pH and ORP Chemical Controllers:

- Make for SAFER bathing/swimming conditions.
- More effective in chemical savings (An average of 30% chemical savings per year)
- Saves energy by not continually powering chemical feed equipment.
- Less time spent maintaining the pool and pool accessories (Reported that 40% of the maintenance man or woman's time is spent on the pool)
- Less human contact with chemicals.
- Increases the physical life span of the pool and pool accessories.
- Helps comply with health codes.
- Reduces water consumption by not having to dilute, backwash, or dump as frequently.
- Are supported by most health departments and officials.
- Will increase the facilities ability to meet 100% customer guarantees.
- Communications will allow you to have records of all data.
- Communications will allow you to be proactive instead of reactive.
- Communications reduces windshield time in turn reducing labor costs.
- Communications allows your service technicians to be prepared before arriving on-site.
- Remote notifications increases your ability to keep your clients and swimmers safe.
- Communications allows you to better understand your pool and their behavior.

Written By:

M. Troy McGinty  
CAT Controllers, Inc.

## **What is a WQM or Water Quality Management Program?**

There is a growing trend in the pool industry and a lot of other industries for that matter. The trend is service oriented business models. End user consumers more and more are trying to remove themselves from the equation. They do not want the responsibility of taking care of equipment and/or product. They are interested in having services provided where they are removed and the service company

provides them with equipment, product, and service for flat monthly rates. As this relates to the pool industry is regarding water quality management. Hotels, motels, HOA's, apartment complexes, etc. want a service company to provide them with everything to maintain their water chemistry. If you have 20 commercial service accounts why not provide all of them with their necessary balancing chemicals, chemical feeding equipment, and monthly service visits for a flat monthly rate. But How? Inform each client that you will be providing (NOT SELLING) them with chemical controllers for each body of water, feed equipment for each body of water, the necessary balancing chemicals for each body of water, monitoring service via Poolcomm for each body of water, and visiting the facility to service equipment and check on operations twice a month, and doing all of this for 1 flat monthly rate.

#### Benefits to you:

- A decent monthly contribution to margin.
- A stronger relationship with your client.
- A reduced amount of worthless service calls from your client.
- The opportunity to be proactive with your client and inform him/her of potential problems that may occur in the future, which in turn will result in extra renovation/service work.

#### Benefits to your client:

- Eliminates fluctuating chemical costs.
- Gives the facility some where to turn for help.
- Reduces facilities liability
- There are out of the equation and do not have to worry about faulty equipment and how to get it replaced because it is not their equipment its yours.

#### **How can I afford to start this program?**

##### Lease Finance Equipment?

###### *1. Conserves Working Capital.*

- You need to preserve capital for income-producing investments. Equipment can generate income, but it takes valuable capital out of circulation. However, a lease permits retention of capital which can be utilized elsewhere. Additional earnings can be generated from retained capital making the overall cost of leasing even more attractive.

###### *2. Obsolescence Hedge.*

- With the reduction and in some cases loss of Investment Tax Credits (ITC) the cost of new equipment has increased. New equipment is not only expensive; it may very well

be obsolete in a few years. Leasing can help firms avoid the pitfalls of owning obsolete equipment. "Add-on" provisions or "trade-up" leases may be your company's answer to replacing equipment you either outgrow or that no longer does the job.

3. *Alternative Source to Debt.*

- When you acquire equipment through leasing you preserve traditional funding lines, particularly attractive during periods of expansion when "tight" money conditions exist. Through leasing, it may be possible to pay for equipment "on time" without the payments counting as a form of indebtedness.

4. *Tax Advantages.*

- Congress is always "fine-tuning" the tax laws and leasing continues to come out as a viable alternative. Leasing may provide the means to minimize the negative impact of the Alternative Minimum Tax (AMT). Even non-profit organizations such as hospitals, state and local governments which are confronted with budget limitations and cannot take advantage of tax benefits turn to leasing. Remember, lease payments are essentially made from pre-tax dollars and not from profits. Of course, with any tax or accounting issue, you should consult with competent, professional advisors.

5. *Accounting Treatment, Capital or Operating Leases.*

- On the balance sheet or off, there may be a lease structure which can be designed to address your firm's accounting needs. Equally important, leasing may reduce your bookwork costs and promote the budgeting integrity of operation.

6. *100% Financing.*

- Leasing provides 100% financing (which may include shipping and installation charges), eliminating such lender requirements as down payment and compensating balance on deposit.

7. *Flexibility.*

- Normally beyond traditional methods of financing, leasing provides payment structures, terms and end of lease options which give you latitude to purchase your equipment, trade-up or add-on. Your needs define your lease.

8. *Fixed Rates.*

- A hedge on inflation and rising interest rates, leasing protects against market fluctuations. You are better able to predict your future operating expenses. Your lease allows you to use equipment well into the future, paid with today's dollars.

Equipment gives you the competitive edge, and leasing gives you the equipment. Capital fuels your operation, and leasing conserves capital. Stability, cost-effectiveness, convenience, flexibility - those are the elements of equipment leasing. So why go one more day without the equipment you need?

For more information on WQM and Lease Financing options contact your sales manager at CAT Controllers 1-800-657-2287. Remember to be open to new business ideas to help you stay ahead of your competition....

Written By:

M. Troy McGinty  
CAT Controllers, Inc.

Ladies and Gentlemen, this month's newsletter was structured a bit different than most. CAT would like to help all of its dealers take advantage of everything that CAT Controllers has to offer. CAT offers great products - with great prices - and great support! Please contact me with any questions, concerns, and/or ideas for future newsletters and/or products. Thank you for reading the CAT Controller Courier.

Sincerely,

Troy McGinty  
CAT Controllers, Inc.