

February 21, 2002

"WE WILL NEVER FORGET."

Matthew 6, 34 Do not worry about tomorrow, for tomorrow will worry itself. Each day has enough trouble of its own.

Dear Valued Customer:

I have written summerizing and winterizing letters to my customers for the past 30 years. I usually remind my customers about important issues regarding their pools. This year my letter carries a different theme. Those who do business with The Pool Doctor, experience our expert service and commitment to the industry. That's part of why we continue to grow, meeting new customer's needs as well as serving the same customers for over 30 years. We strive to be better every day. And yes, we've learned from our mistakes. But this year my thoughts and heart are in a different place. For those who take the time to read this letter, thank you.

A few weeks ago I was at a Mardi gras party. A friend at our table was a NYC Fireman. The second to last song, played that night, was "Proud to Be an American" with the words of the song saying, freedom is our way of life and God Bless the USA. Everyone there applauded our friend. His presence was representative of 9-11 and reminded us of fireman and others that were lost and some very blessed ones still living. He and his wife held each other while dancing and cried. His wife said "I keep telling God thank you for not taking my husband."

My friends, you see unfortunately we are in a unique group. We've witnessed atrocity along with evil, hate, jealousy, envy, and sin. For all my friends and customers that were personally touched in any way by this event, my heart goes out to you and my prayer is of emotional, physical, and spiritual healing. As it's been said many times before, our thinking and lives will never be the same. As citizens of the USA we've all had a tremendous attack on our physical, spiritual and emotional values. Our morale was brought to a new low. But, we are strong people. It takes an event like 9-11 to realize this truth. We have the power to change by making decisions, to rebuild and have a more fulfilling existence.

Our lives are usually hectic and over scheduled. Like most people I know, we could all use a bit of down tuning. Let's let the events of 9-11 help us to grow toward a more meaningful lifestyle. Spend a little more time with our loved ones and do something for ourselves. You have a swimming pool in your backyard - USE IT! Make dates for at least 5 or 6 gatherings. Talk, share and grow in strength while having fun in your pool.

My 32 years in the industry has been full of life's ups and downs both personally and in business. The bottom line for me is not just about the money; it's about the countless relationships I have had the pleasure of being part of with my customers. I do and always will respect the trust so many have placed in me. That's a simple concept - the way it works for me.

We have built a business that is 2-part. We do the best job we can and you keep coming back if you are satisfied. Year after year there has been growth in my business. Sure, it's important to have your pool or spa running at its best. And that's where we come in.

We always expect an upcoming trouble-free pool and spa season. My simple recommendation is to start early. Many of you have carry over problems from the 2001 season on our computer which are scheduled early in March (just a few weeks away). Especially the leaks. If the season drought continues, this summer could be a very dry one. Don't waste the water. Please sign, date and send back your contract ASAP to start off the 2002 season on the right foot.

Remember to allow 2 weeks clean up time before your actual swim date. See below for huge savings before March 31st.

A warm thank you and God Bless.

Sincerely,

Lawrence J. Penna

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