

# CELEBRATE

August 6<sup>th</sup>, 2003

Let me start this letter by first thanking all the new and repeat pool and spa customers we have provided service for. We have been given the opportunity to help you with your problems, and have succeeded over and over. Without you, this business would not succeed for the 34 years that it has. And secondly, let me thank the Pool Doctor staff for the incredible jobs they have all done in a year that started late, then filled its 72 of the next 95 days with rain. Lots of wet cloths, tools, and tough working conditions made it a choir sometimes. So again, a heart felt thanks.

As I prepare this letter it's raining and thundering outside again and the forecast is 8 more days of the same thing. I have gotten a few red garden tomatoes from my garden, but most are still green. I like to refer to rain as liquid sunshine because without it we would be in trouble, but enough is enough. Even though this summer has gotten off to a late start and has been one of the wettest in quite a while, the word that came to my mind upon awakening today was *CELEBRATE*. You may ask why do I start a swimming pool/spa/hot tub newsletter with celebrate as a topic. The answer is simple. I simply write about what I'm inspired to write about. It was clear to me that this is the subject. There is a lot of good around us. We can be bombarded with negative, sad, bad, and heartbreaking information all day and all nightlong. I choose to focus on life from the brighter side. This side is the side that most of the people I know choose to live.

O.K. So now think back to a good time, party, lunch or special time you had this summer. Remember those fun times and how great it was. Hopefully you did this around the beautiful pool filled with perfect, crystal clear, healthy water in your backyard. Or, you may have used your pool to exercise because it makes you feel better physically or mentally. Now that's a celebration itself.

Thinking of good times and celebrations, our congratulations to David Penna. My second son and vice-president of the Pool Doctor was married June 20<sup>th</sup>. Congratulations to my first son Marc who will be married August 9<sup>th</sup>, just a few days away. And to my 6<sup>th</sup> son Lawrence who turned 16 this summer. What great celebrations and wonderful memories we all have had around our pool and spa. I have much to be thankful for and thank God everyday for all the blessings.

There is still time to celebrate this summer. If your water has been too cold, get a pool heater, heat pump, or solar blanket to extend your swimming. Plan it today! Don't wait. Call a friend, family member, or someone you haven't spoken to in a while. Reach out, make someone's day, and be

**surprised at what and how you feel. Don't be afraid and make excuses. Life is short. You may be surprised.**

**Nobody is exempt from pool problems because things just happen. Even the Pool Doctor's pool. That's why we offer programs, tips, and instruction to help you with any concerns regarding your pool or spa. Enclosed are our winter programs and winterization contracts. As with ordering a product from a magazine and waiting weeks for it to arrive, The Pool Doctor policy requires credit card payment upon contract receipt to deliver services on your requested service date. Simply put your date you want to winterize your pool, and credit card number and expiration date, and we will schedule it immediately.**

**Sincerely,**

**Lawrence J. Penna**

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