

Sent: Friday, July 25, 2008 9:09 AM

Subject: BIZ BANK: SALES / LIFE QUOTE OF THE WEEK JULY 28, 2008

Dear Aquathin Dealer OnLine;

[Aquathin Commitment.pdf](#)

[Aquathin2061_000.pdf](#)

[BIZ BANK SALES-LIFE QUOTE OF THE WEEK JULY 28, 2008.pdf](#)

ATTACHED IS A NEW FEATURE BROUGHT TO YOU BY AQUATHIN BIZ BANK -- SALES / LIFE QUOTE OF THE WEEK. FIRST OPEN & REVIEW.

ENCOURAGE OPEN DISCUSSION OF THE ESSENCE OF THE ATTACHED QUOTE THAT TRANSCENDS TIME WITH YOUR SALES & TECH & OFFICE TEAM.

ITS ALL ABOUT "PERSPECTIVE, PERCEPTION & BALANCE."

"2" TALKING POINTS: #1. *Nothing is more important than integrity. If you have integrity...nothing else matters. If you don't have integrity...nothing else is going to matter. Loyalty is a virtue that manifests integrity. Loyalty is the collagen and the super glue that makes for a successful business. Administration's loyalty to its Team and Customers...Team loyalty to Company and Customers...Customer's loyalty to Company and Company Representatives...Supplier loyalty to Dealer & Dealer loyalty to supplier...Loyalty to promises to do the very best for and with each other, and to honour each other's integral importance and significance that leads to all our mutual and comfortable existences...24/7/365, year after year. Loyalty at all levels becomes a Culture of vibrance and creativity and fun. You've read earlier NewsBulletins from me concerning 85% of all businesses fail in the first 5 years. Brothers and sisters, I am here to tell you lack of loyalty at one or the other points above is often the diseased root cause.*

#2. Attached herewith is a clip from the recent Water Conditioning & Purification Magazine concerning a massive law suit between a water treatment company and its Chinese supplier. Also attached are pages 12 & 13 from the New Aquathin Planner (and every previous Planner) for your Sales & Tech Team to review (since the Planner is Dealer sensitive). The companies in the law suit are in a painful death spiral and their end users are out of their investment. From the attached Planner paragraph entitled "And Finally My Two Reaffirmed Commitments To You...", as Co-Founder, President and CEO of Aquathin, I set forth early on in our Business Plan, to manifest the foundation of integrity through the path of loyalty that I learned from my Father and Mentors that has lead us to 28 Years Pure Excellence and a strong balance sheet...while for years, competitors are crashing and burning around us. You all know the other companies in your areas that have come and gone. Yes, superior and proprietary products with exclusive and protected markets are important key elements to our mutual successes...but none of it matters without our integrity and loyalties.

Some of the Quotes are from great thinkers, doers and talents including Gandhi, Einstein, Churchill, Twain, Mother Teresa, Ford, Edison, Buffet, Epicurus, Cervantes, Bradbury, Freud, McCain, Confucius, Kay, Eastwood, Iacocca, Altman, Jobs, Depp, Jordan, Oprah, Shakespeare.

It's not important who said...the words survive the authors.

I RESPECTFULLY RECOMMEND THAT YOU PRINT IN COLOR, FRAME AND HANG IN YOUR TRAINING ROOM.

YOU WILL HAVE QUITE A COLLECTION VERY SOON !!!

I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!

Let me know what you AquathinK !

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

FOR THE BEST TASTE IN LIFE &

28 Years Pure Excellence

...and another Quarter Century re-inventing the water industry !

Think Aquathin...AquathinK !

(visit the all new www.aquathin.com)

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& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit www.aquathin.com/estar2008.pps)

"Alfie"

Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Biz Bank, Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.