

Sent: Thursday, July 21, 2005 9:56 AM

Subject: BIZ BANK: SEE WHO KNEW IT'S NOT ABOUT THE MONEY.

Dear Aquathin Dealer OnLine;

For years, you have heard me Teach & Preach: It's Not About The Money ! (refer to AQUA Q's on website). Well I learned this from some pretty powerful and successful people...and I actioned this policy into our Business Plan and everyday practices very early on...and watched it work = **25 Years Pure Excellence**. But take a look at the quote below and note who also enjoyed success from this simple Axiom:

"If you work just for the money, you'll never make it, but if you **love what you're doing** and you always put the Customer first, success will be yours."

Ray Kroc (1902-1984)
founder of McDonald's Corporation

I love what we do...and you are our Customers and your Customers are our Customers...all put first. And man, when I see a new Dealer or a new Sales Rep or Technician "get it"...well, their success IS the result !

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

FOR THE BEST TASTE IN LIFE &
25 Years Pure Excellence
Think Aquathin...AquathinK !!
(visit the allnew www.aquathin.com)

"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.