

Sent: Saturday, November 16, 2002 2:12 PM
Subject: CALLING ON EMBASSIES

Dear Aquathin **International** Dealer OnLine;

Many of you have installed equipment at your local U.S. Embassies as a result of our assistance with introducing you to the Senior Commercial Officers (SCO) of the U.S. Commerce Dept. ...and generally these installations are quite grand...no YES Filters there ! Here are two super marketing suggestions:

1. The Commerce Dept. can assist you in establishing industry specific cocktail receptions held at the Embassy. For example, you may meet with the SCO and decide you would like to meet the "players" in the building and contracting sector...or restaurateurs...or grocery sector (listen, these three that I've mentioned have many competitors, somewhat narrow margins, and need to increase their revenues through volume...Aquathin is used in new home construction, restaurants, and food store chains). The SCO's staff will prepare handsome invitations to be sent to the leading "players" (and no one refuses to come to the Embassy...its not an easy place to get into) to attend a cocktail reception to meet the local Aquathin Corp. USA Distributor and to learn more about water treatment... and how Aquathin amenities can enhance their new home experience...improve the life of restaurant equipment...provide pure water dispensers and produce misters. The evening will be festive...you will receive a terrific introduction...all will admire your onsite display and appreciate follow up meetings. There is a very...and I mean very, nominal fee. Its the job of the U.S. Commerce Dept. to push U.S. exports !

2. I know that many of you have made friends with the SCO's. Ask the SCO who is their counterpart at the other country embassies so that you may write or call stating for example, "Hello, I'm _____, Managing Director of Aquathin of _____. I was given your introduction by _____ Senior Commercial Officer at the U.S.Embassy, where we have been contracted to install and maintain our water purification and treatment systems. I was interested to know if I may visit with you to discuss providing our services. We would be pleased to show you our credentials."

Make the calls now... start setting up appointments and arranging cocktail receptions for the near future. The holidays present a slowing of the pace at the Embassy giving the SCO and his staff time to assist you. One other secret... at a recent Florida District Export Council meeting attended by the Under Secretary of Commerce, Bruce Blakeman, he made an extraordinary statement. For the first time, Trade Specialists of the Commerce Dept. are responsible for numbers. They keep their jobs by producing hard numbers of successful U.S. exports. So, now more than ever, the timing is right to get #1 and #2 above in gear.

See you at the cocktail party...and warmest regards to all !

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Think Aquathin..AquathinK !!
Celebrating our 23rd Birthday in 2003 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

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