

# FIBRE TECH®

# NewSplash



VOLUME 11 , NUMBER 1

APRIL 2003

## TEAM FIBRE TECH 2003...FIBRE TECH ANNUAL DEALER CONFERENCE A GREAT SUCCESS

Everyone was a winner during the 2003 Fibre Tech Annual Dealers Conference in Clearwater, Florida. This year's conference was held on February 19<sup>th</sup> – 21<sup>st</sup> at the Safety Harbor Spa and Resort in Clearwater, Florida.

Close to 60 members of the "Fibre Tech Family" attended the three day event. Everyone was excited to see prospective dealers taking part in the conference. Andy Morris said, "It's a great way to learn about the Fibre Tech process and talk with current dealers about the Fibre Tech product."

The Fibre Tech Conference is designed to give dealers new tools to help develop innovative techniques for improving their dealerships.

Dealers from everywhere, from California, New York, and Virginia joined in the three days of informative demonstrations and seminars ranging from F.I.T. Ventilation (FAN Demonstration) to Debbie Allen's presentation of Shameless Self Promotion. It was not all work and no play at the conference. Dealers had plenty to do in the Clearwater area. In addition to the beautiful beaches, dealers also were shown the town in a bus outing to Ybor City.

The culmination of the dealer conference was the annual awards dinner. It proved to be a spectacular event ending the three days of events and the closure of the conference. And the Winners are...

Darryl Corbello of Fiberglass Pool Coatings was named "**Dealer of the Year**" for his fourth year in a row. Charles Bates of Bates Pool Company and Brad Hughes of AAA Pool Service shared the award for "**Most Improved Dealer**." Finally, Murry Willits of Pool Plus of Myrtle Beach was named "**Best New Dealer**."

The Bucket Awards are separated into three categories. First, The "**Zenith Award**", for 1,000 or more buckets purchased, went to Darryl Corbello, Hugh Lynch, Craig Cohen, and Pete Starks. The second category, the "**Pinnacle Award**", for purchases of 500-999 buckets went to Brad Hughes, Jose Valcarcel, Sam Timmerman and Guy Wood, and Walt Beyer.

The last bucket category is the "**Medallion Award**", given to dealer who purchased between 250-499 buckets. The awards went to Charles Bates, Mark Robinson, Ken Knautz, Warren McHarg, Tom Quelet, and Martin Scott/Pat Jackson.

By now you should have received information packets following the conference explaining various issues covered at conference. If you have any questions regarding anything covered at the conference, please call the corporate office. If you missed the festivities this year, not to worry there's plenty already schedule for our "**Killer**" Las Vegas Conference!



*This Year's Annual Dealer Conference took place at the Safety Harbor Spa and Resort in Clearwater, Florida - February 19th -22nd.*

## ANDREW'S ANGLE



### *Gear Up! The Pool Season is Here!*

*Many thanks to all the dealers who attended the 2003 Fibre Tech Dealers Conference in Clearwater, Florida last month. You met all the Fibre Tech Family including – Scott, myself, Philip, Bridgette, Denise and Jeff. Call on anyone of us should you need assistance making your Fibre Tech business grow.*

*Just completed is our new website with all updated information for your customers. You can log on to our new website at [www.poolpreserver.com](http://www.poolpreserver.com). If you have any questions regarding the new website call Philip at ext. 206.*

*It was a great pleasure to see all the dealers this year and we hope that if you did not attend the dealer conference that you will join us next year in Las Vegas for the 2004 dealer conference. Details about next years conference will be forth coming. So – Check your mail!*

*Remember that direct mail works. We have been hearing our phone ring off the hook, so use direct mail and your phone will ring too!*

—Andy

# Getting FREE Publicity??

Would you like to see your company name in print or appear on a local talk show? Sound impossible? It's not as unlikely as you might think.

Free publicity is more valuable than paid advertising. It adds a substantial amount of credibility to your company and puts you in the public's mind. However, free press doesn't come easily. Most of the time it is up to you to circulate a press release and actively pursue media. Here's the basic approach.

### **Develop A News Angle**

In order to get any kind of coverage, your story has to be newsworthy. There is nothing an editor hates more than press release full of fluff.

Develop a new story to catch people's different in your business. When possible, use a timely hook linked to a news item or trend, especially if it can be tied-in to a recent story in your local media.

You can also capitalize on special events or community involvement. If you sponsor a charity or donate your services - publicize it.

### **Write An Eye-Catching Release**

No matter how newsworthy your story is, if your press release doesn't catch an editor's interest it may get tossed to the side.

There are a few basic steps to develop an effective press release. Most important developing an interest grabbing headline. Be creative. Make the reader want to find out what the story is all about.

Next cover the five "W's": who, what, when, where, and why (or how). Be short and to the point. It's a good rule of thumb to keep a news release to one page. Otherwise, a busy editor might not even start to read it.

After starting the basic facts, you should include a relevant, interesting quote from someone of authority or a satisfied customer.

The third paragraph should elaborate on the details. Use vivid examples. Show why this story is important.

The final paragraph should include practical details like address, phone number, dates, etc.

When writing your release, follow the "Upsidedown Pyramid" rule. The most important information comes first; the least important comes last. The media often edits releases, and they cut from the bottom up.

Take your time. Never assume a reporter will rewrite, proofread or check the accuracy of your release. Many editors print exactly your words, so be careful.

Always try to include a photo, especially if the story has visual appeal. Captivating photos increase your chances of getting coverage.

### **Get It In The Right Hands**

After you write a brilliant release, it has to get to the right person. Take the time to get the name and title of the appropriate editor.

Don't stop there. Call the editor to pitch your story and its importance to the audience. Develop a working relationship. Be sensitive to an editor's deadlines.

Be persistent to an editor's deadlines. Ask if and when the release might appear. Show your enthusiasm and offer to answer questions.

If you follow these steps, you should see your name in the spotlight in no time.

*The Stars!*



**FIBRE TECH**  
Fiberglass Surfacing Systems

# 2002 PHOTO AWARDS



**Platinum Best Residential Pool**  
Fibre Tech of South FL.



**Platinum Best Residential Pool**  
Fibre Tech West, Inc.



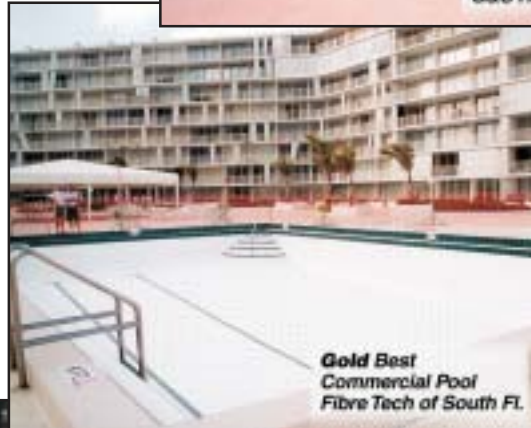
**Platinum Best Commercial Pool**  
Fibre Tech West, Inc.



**Gold Best Commercial Pool**  
G&S Renovations



**Platinum Best Commercial Pool**  
Fibre Tech West, Inc.



**Gold Best Commercial Pool**  
Fibre Tech of South FL.



**Platinum Most Difficult Job**  
AAA Pool Service



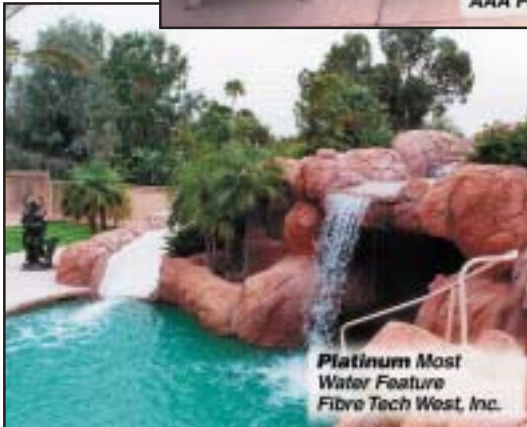
# 2002 PHOTO AWARDS



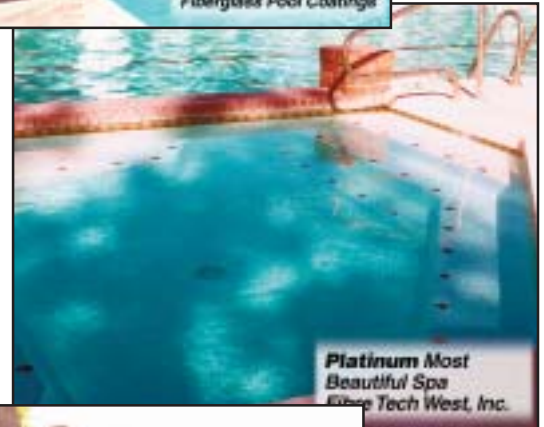
**Platinum Most Difficult Job**  
AAA Pool Service



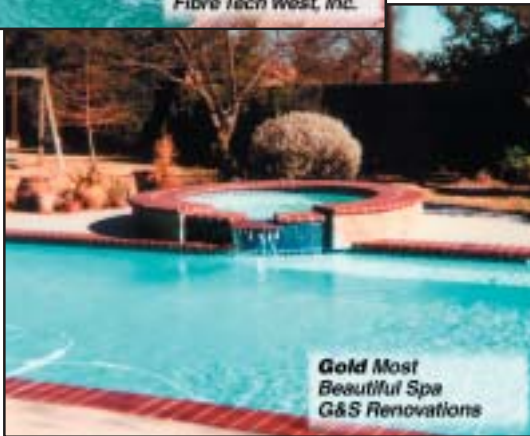
**Platinum Best Fountain/Water Feature**  
Fiberglass Pool Coatings



**Platinum Most Water Feature**  
Fibre Tech West, Inc.



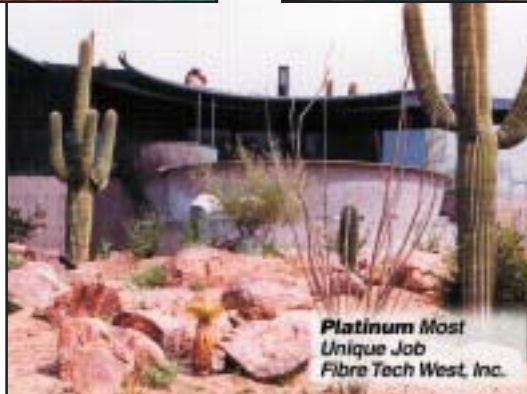
**Platinum Most Beautiful Spa**  
Fibre Tech West, Inc.



**Gold Most Beautiful Spa**  
G&S Renovations



**Gold Most Beautiful Slide**  
Fibre Tech West, Inc.



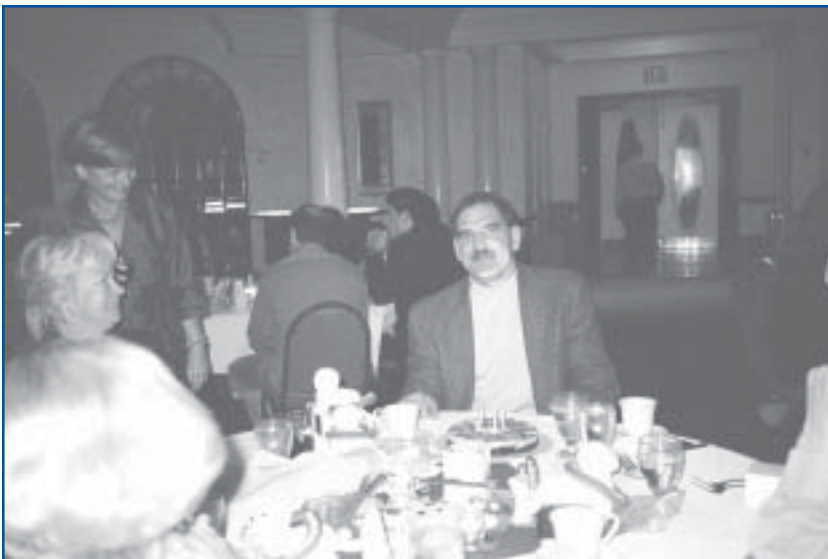
**Platinum Most Unique Job**  
Fibre Tech West, Inc.



# CONFERENCE PHOTOS



Andy and Scott Morris present Pete Starks of Fibre Tech Central with a Zenith Award.



John Pischieri enjoys his birthday with the Fibre Tech Family.



Fibre Tech dealers enjoy a little gambling before the Award Ceremony.

## FIBRE NEWS

### Welcome New Dealers!

Fibre Tech is proud to welcome four new dealers to our Fibre Tech Family.

Oscar Viveros of **Built 4U Spas & Decks** is our new dealer in Corpus Christi, TX.

Gregory & Wendy Pieratt of **Pieratt Pool Service** is our new dealer in Woodland, CA.

John Barns of **VIP Pools** is our new dealer in Raleigh, NC.

Whitney Hocking of **Whitlinn** is our new dealer in Rochester, NY.

### We Need National References!

It's time again to update the National reference list. In order to update our list, we need references from jobs that you have completed. Please forward your references to Philip or email them to [philip@fibretchinc.com](mailto:philip@fibretchinc.com).

## Here are the Top Dogs:



Here's a look at the Top 5 Dealers in Resin Buckets Purchased. Whose going to be number ONE this year?

Craig Cohen - FL	450
Hugh Lynch - AZ	384
Brad Hughes - VA	192
James Starks - FL	162
Jose ValCarcel - PR	158
Darryl Corbello - TX	120

As of 3/31/03

**FIBRE TECH**  
Fiberglass Surfacing Systems  
2323 34th Way North  
Largo, FL 33771  
1-800-393-7283



## 2002 Fibre Tech Winner's Circle

The following are the recipients of our 2002 Dealer Awards. The awards were presented on February 22, 2003 at the 2003 Dealer Conference.

All these Awards were based on the number of buckets purchased during 2002. Congratulations to all the winners and good luck next year!

### Dealer of the Year

**Darryl & Terri Corbello**

*Fiberglass Pool Coatings; Dallas, TX*

### Best New Dealership

**Murry Willits**

*Pools Plus of Myrtle Beach; Myrtle Beach, SC*

### Most Improved Dealer

**AAA Pool Service**

*Brad Hughes; Virginia Beach, VA*

**Bates Pool Company**

*Charles Bates; Clanton, AL*

### Zenith Award (1000+ Buckets)

*Fiberglass Pool Coatings - Darryl & Terri Corbello*

*Fibre Tech of Central FL - Pete Starks*

*Fibre Tech of South FL - Crais Cohen*

*Fibre Tech West, Inc - Hugh Lynch*

### Pinnacle Award (500-999+ Buckets)

*AAA Pool Service - Brad Hughes*

*Atlantic Pools - Jose Valcarcel*

*G & S Renovations - Guy Wood*

*Star Dust Pools - Walt Beyer*

### Medallion Award (250-499 Buckets)

*Ardsley Maintenance Service - Ken Yale*

*Bates Pool Company - Charles Bates*

*Blue Dolphin Pools - Mark Robinson*

*Ken's Pool & Patio - Ken Knautz*

*Pool Care, Ltd. - Warren McHarg*

*South Florida Pools - Tom Quelet*

*Southwest Industrial Coatings -*

*Martin Scott*

### Innovations Award

*Jose Valcarcel*

*Atlantic Pools; Puerto Rico*