

AquaMaster
FOUNTAINS AND AERATORS

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THE AERATOR

quaMaster's Quarterly Newsletter

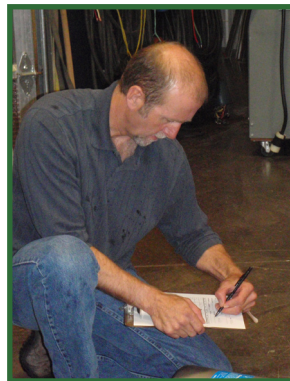
AquaMaster Hosts AFMA Testing

The mission of the Aerator and Fountain Manufacturers Association, AFMA is to improve the practices and products used to maintain, enhance and beautify fresh water resources. By increasing the credibility, sophistication, image and safety of the Industry we can help the Market make better choices in the specification and purchase of aeration and fountain equipment and the management of our water resources.

As a member of AFMA AquaMaster knows how important it is to provide uniform Performance Test Standards that will present the Market with better means of determining product suitability. On April 14th, 2009, AquaMaster offered the use of its testing facility to AFMA members to complete product testing. Measurements were done on GPM, Voltage, Amps and Kilowatts.

All members were encouraged to attend and bring products to test. AquaMaster employees Dave Wasmer and Brian Hanke hosted the event for attendees; Bob Robinson of Kasco, Frayne McAtee of Oase', John Blumenthal of The Power House and Chad Imig and Jeromy Raatz of Aqua Control.

The AFMA Group consists of competitors who believe in increasing the credibility, sophistication, image and safety of the Industry, help the Market make better choices in the specification and purchase of aeration and fountain equipment and management of water resources, as the website, afma-us.org states. "Competition makes us all do better for our customers," declared Frayne McAtee of Oase'.



DIRECT MAIL POSTCARDS ARE A HIT!

The new postcard direct mail program rolled out a few weeks ago and is taking off with a running start. Orders started the first day with great results. "The ordering site is very easy to use", stated distributor Joe Kastalek, Owner of The Pond Guy.

To try this program visit <http://aquamaster.safeordering.com> or aquamasterfountains.com and look for the resources link on the bottom of the home page. If you have any questions, or comments about this or any other marketing products, please feel free to contact June Cleveringa at 920-693-2468 or email june@aquamasterfountains.com.

EMPLOYEE SPOTLIGHT

At AquaMaster, we value our employees; it is their skills and craftsmanship that makes our products stand out from the competition. Each month a 'Most Valuable Player' is selected by the employees for contributing above and beyond the call of duty. We salute these employees for their hard work and continued support of AquaMaster.



January Employee
Randy Truttschel



February Employee
Ken Scheider



March Employee
Tracey Wasmer

Thank you to Cary Casper, in our Machine Shop, for 15 years of dedicated service. Your commitment to AquaMaster is greatly appreciated.



Did You Know...

We have products displayed all over the world. To view a list, contact your Regional Sales Manager.

Yes, that was two AquaMaster Fixed Base Fountains displayed at the winner's circle, Churchill Downs, famous home of the Kentucky Derby.



June Cleveringa
Marketing Director,
Editor, The Aerator

Thank you for your continued contributions to the content of our newsletter. We love hearing from you. If you would like to send in stories, pictures or any other items you may want to share with other distributors and dealers, please email theaerator@aquamasterfountains.com.

June

AquaMaster Travels Internationally

AquaMaster recently held three off-site service schools for distributors in Turkey and the Middle East. International Manager, David Thraikill and General Manager, Dave Wasmer spent two days with each group training and certifying the participants in product service. The 16 day journey began in Riyadh, Saudi Arabia with Middle East Agriculture Co., then on to Cairo, Egypt where they trained employees from Ricci Trade and last, they ventured to Istanbul, Turkey to work with Golf International.

"In total we trained approximately 15 service technicians in these three countries and all did excellent in their final hands-on tests", David Thraikill explained. "We are proud to have such diligent people supporting our service efforts!"



As you can see, the pair had a little time for some fun. Everyone should try it at least once, but watch out, they spit!

Create A Peaceful Environment with AquaMaster's Silent, Below the Surface, Directional Aeration Systems!

Water quality management has never been more important than it is today. As a result, AquaMaster aeration equipment has become a Worldwide Leader for setting the foundation of aquatic management programs. Our primary goal is to increase the dissolved oxygen levels to stimulate the natural cleaning process with the result being an aesthetically pleasing, healthy body of water. Our Ultimax and Oxymax directional aeration systems offer a natural, environmentally friendly and highly effective method of managing water quality, with the ability to assist in controlling algal build-up, aquatic weeds, sludge and odors, insect infestation and lake stagnation.

The Oxymax® Aeration System works from the bottom of the pond, completely submerged and out of sight. This system couples an electric motor with a propeller water transport system. The oxygen depleted water is moved rapidly from the bottom of the pond directly and efficiently to the surface. The cooler, denser water absorbs oxygen as it quickly spreads across the pond. It returns down through the de-stratified layers, providing equal distribution of oxygenated water. This unit is an excellent product to keep a water body, where applicable, from icing over.

The Ultimax® Aeration System Air Injector(s) draw in oxygen from above the water's surface through an air-intake tube powered by AquaMaster's exclusive submerged electric motor. The oxygen enters the propeller chamber, and circulates water directionally. The propeller breaks down the aspirated oxygen into fine bubbles while mixing them with water entering through the protected intake chamber. These bubbles are then thrust via the propeller into the water, providing horizontal circulation of oxygen. Available in either surface or bottom fixed base version.

Whether it's Aeration or Beauty you want to achieve, ask for The Industry Leader, AquaMaster®! We offer quality and dependable Fountains and Aerators for all your aquatic requirements. At AquaMaster, we are committed to excellence with every product we design and manufacture. Let us help you Master the Power and Beauty of Water. For more information please contact us at +1-920-693-3121 or visit www.aquamasterfountains.com



Oxymax® Aeration System



Ultimax® Aeration System



Ultimax® Aeration System

TESTIMONIALS -

Just a word to let you know that the fountain is still working well with no maintenance; only cleaning once a year. You deserve an award for such a dependable product.

- Tec Roberts, N Fort Myers FL, Purchased fountain 11/17/94

Rudi Huber (Regional Sales Manager) is top notch! He is always helpful with technical questions, sales advice and any other concepts needed to get the job done. I really appreciate his assistance.

- Joe Kastalek, The Pond Guy, New York.



Annual Photo Contest

Challenge your Creativity.

AquaMaster is at it again! We are looking for photos for our 2010 AquaMaster Calendar showcasing our products in use. Winning photos will be used in our calendar and possibly future marketing materials. This is a great opportunity to share with AquaMaster and others the great projects your company has been involved in.

Enter up to four photos per person, just be sure to **submit an entry form with each photo**. In addition, if there is a story behind the photo we want to know that too. Every fountain group, pattern, and HP qualifies. The job site and its surrounding just might be the key, so be creative and surprise us.

Rules:

WHO MAY ENTER:

All AquaMaster distributors and dealer employees.

MEDIUM:

- We prefer Digital however, prints without copyrights will be accepted.
- Photos taken with digital camera should submit a print or copy of photo with CD.
- All photographs supplied in digital format must be taken on highest resolution setting with a minimum dpi of 300.
- Any image that combines the elements of one, or more than one photographs or has elements that have been removed or altered is not eligible. (Raw images only please). *Minor color correction is acceptable.* (If you have any question feel free to contact the marketing department).

ENTRIES:

- You may enter up to four photographs per person.
- All entries must be submitted with an entry form

Mail all CDs and Prints to:
 AquaMaster
 Attn: 2010 Photo Contest
 16024 CTH X
 Kiel, WI 53042 USA

DEADLINE:

- All entries must be postmarked by Aug. 31, 2009.

JUDGING:

- Entries will be judged on the basis of creativity and photographic quality.
- Winning images will be published in the 2010 AquaMaster Calendar.
- All entries are subject to use in future marketing material.
- AWARDS:

(1) Calendar Cover: \$500
 (11) Individual Calendar Month: \$200
 Thumbnail: \$100

All entries agree to allow AquaMaster to publish their photographs in print or electric form for advertising and promotional purposes without further payment .

PLEASE NOTE:

All entries become property of AquaMaster and will not be returned.

GENERAL AGREEMENT:

- Submission of an entry to the contest automatically constitutes the contestant's acceptance of all conditions set forth in the above rules.
- Entries not complying with the above rules will be disqualified.
- Checks will be made out to name on entry form.
- All winners will be contacted prior to release of 2010 calendar.



PHOTO CONTEST ENTRY FORM

Distributor/ Company Name:

Product Location:

Pattern & Series:

HP:

Any additional Information about the site or project:

Address:

Phone:

E-mail Address: