

CURB APPEAL IS THE KEY - by Jeff Fausett, President & CEO

Use what you have

There are a few general guidelines that designers use to create an appealing outdoor environment, the first being to know your site.

When you first approach a project, take into consideration the location, the surrounding terrain and the theme of entire home. If the theme has not been established, develop one for the homeowner, and work with them to create the atmosphere and environment that will manifest curb appeal. Our Member in Ripon, CA, Aqua Pools, are experts at developing pool and landscape harmony. The principal idea is to work with the natural features and character of the land to create an overall feeling.

Color is crucial

Beyond hiring architects and landscape architects, builders now turn to an additional professional to perfect their curb appeal — a color consultant. This professional is in charge of ensuring that materials are chosen in the right color in order to create a cohesive community that avoids the manufactured look.



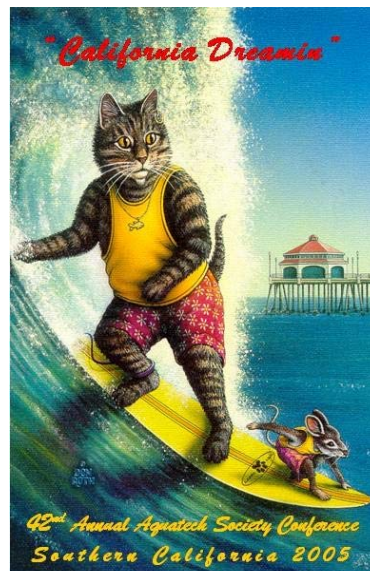
Photo courtesy Charlottesville Aquatics, Charlottesville, NC

Fred Von Lewinski, of Charlottesville Aquatics, used color magnificently to achieve curb appeal in the award winning pool seen here. Color used to be more of a secondary design element; projects used a lot of beige and gray — or in the case of the desert, tan and brown. Now color has become a primary design element and designers have found that by using a palette of richer hues they can create more of an effect than can be achieved by using enhanced materials.

Be consistent

Finally, designers stress the importance of little details, which come together to produce a consistent look. Elements such as water features, walls, fencing, signage, light posts, paving, rocks, plants, grill islands and benches should come together to make a strong statement.

Our goal as designers and builders is to entice people out of their homes to join the splendor of outdoor living. While the architect creates private spaces inside the home, we create public spaces outside the home for residents and their friends to enjoy.



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Special points of interest:

- Annual Meeting Registration 2005 Online registration is open! **Register by October 30th** and you will be automatically entered into a contest to **win a print by the famous artist Don Roth**. Don designed "Kool Kat Surfer" pictured to the left.

PARTNER



PROFILE

Charlottesville—For 31 years Charlottesville Aquatics has been improving the backyards of communities in the central Virginia countryside. Founded by Fred von Lewinski in 1973 as a pool management company, Fred quickly discovered that pool management was a rapid stepping stone to a much larger opportunity. After one year he changed the company into a service only business while attending the University of Virginia. After receiving his degree in 1976 for Landscape Architecture, he began a



This 9500 square foot gunite concrete pool has a random rectangle shape. The deck is poured concrete. This is the largest community pool in Central Virginia.

natural progression of the business adding to service, pool repair and renovations. In 1977 he installed his first vinyl pool and a year later built their first gunite pool.

Branching out as he did, Fred used subcontractors for excavations and plastering. But all of the layout, plumbing and decking have always been done by in-house crews. In particular, Fred is the keen eye of design for the award winning pools that Charlottesville Aquatics is now famous for. One of the few NSPI Certified Building Professionals in the mid-Atlantic region, Fred custom designs his pools and supervises each construction project. In 1983, they began selling Watkins spas. This meant they needed a showroom and that idea led to the opening of a retail store in 1986.

The challenges of an expanding business were many. But the determination of the Charlottes-

ville team remained strong. In 1988, the company's NSPI design award was noticed by then president of Aquatech, Bud Weisbrod. Bud approached Fred about becoming a member of Aquatech. "This was by far one of the best things I ever did for my business. The benefits I've received from being a member of Aquatech are numerous. For one thing, the meetings are extremely helpful and the information we get there is very useful. But what I like most about being a member in Aquatech is the help you get from other members. Just having access to other good builders and being able to talk with them to find out if something will work or not in a project is invaluable. I also like the fact that being in the group means you can get a straight answer from vendors. That would definitely not be happening if I wasn't part of Aquatech."



Today, Charlottesville Aquatics constructs approximately 30 pools a year and this comprises 55% of their total business. Hot tub installations and billiards make up 30% while service and retail round out the total composition. "Our goals over the next 5 years are to grow our spa and billiard sales, train employees in our service to help on the construction side, and increase our bottom line," says Fred. "We have 4500 sq. ft. of showroom space and we are currently working on enhancing the retail displays. Our showroom won two awards in 2002. One was the Hot Springs Spas Best New Showroom award and the other was the Best Showroom of the

Year from Aquatech. We are working on improving our administrative structure throughout the entire organization." The company has five key employees among its 20. In addition to Fred, Christine von Lewinski coordinates the construction schedule,



This 18' x 40' indoor concrete pool is a customized shape. The deck is stamped colored concrete.

oversees the retail operation and assists with the administrative duties. Mary Beth Wood manages finance and accounting. Radha McChristy manages advertising, marketing for billiards and is responsible for hot tub sales. Joe Woodyard oversees the Service department and has grown the service business by 75% in 2 years time. Brian Morris is the inventory manager. Fred says he is very pleased that the current employees are working together as a team. And he is adding to that team's future with an addition to his own family. He and his wife are expecting a baby in November.

Continuing to build on the already 31 years of success is the company's primary goal and to continue to build award winning pools. No doubt their current and largest project will fall into that category. "We are building a 2500 sq. ft. pool for a member of a band, whose name if I were to mention it, would be known by all. This client is sparing no expense. We are really excited about this project." The pool is located in Charlottesville and will be the eye-catching diamond of the entire home building plan. The pool, will take 6 months to complete. It is being built with all natural stone walls and coping. Entirely freeform, the vanishing edge side of the pool must be engineered to use an existing stone wall. Once completed, the pool will boast a spectacular waterfall and elevated spa. Look for the this pool to make its place among the other 80 plus awards already gracing the Charlottesville Aquatics showroom walls.

Linda Adams

Aquatech Corporation

A Society of Pool Building Professionals

AQUATECJH MISSION STATEMENT

"To provide an organizational structure to best serve the individual company members in being more effective and profitable in their individual companies."