



Newsletter

Dealer Summit 2017

SPECIAL EDITION

Cal Spas, 1462 East Ninth Street, Pomona California 91766
www.calspas.com • press@calspas.com • 800-CAL-SPAS

IN THIS ISSUE

- 1 Cal Spas Annual Dealer Summit Success
- 2 Evolution Continues
- 3 Evolution Concludes
- 4 Thank You Message

The Cal Spas Evolution 2017 Annual Dealer Summit was a complete success!



Past Dealer Summits don't hold a candle to the incredible experience that was Evolution 2017! Months of preparation, hard work, and meticulous attention to detail have resulted in what will be remembered as the spa industry dealer summit that defined 2017! The first day of Evolution 2017 began at the happiest place on Earth: Disneyland.



EVOLUTION DEALER QUOTE

"I've been with Cal Spas for years. They have a great product that features good price points. You guys have reliable support and I'm happy to have been with Cal Spas for years."

- Erick Johnson,
California Spa & BBQ

Arrival at Disney's Grand Californian Hotel & Spa

Eager dealers and prospects arrived at one of the most beautiful and luxurious hotels in the nation: Disney's Grand Californian Hotel & Spa located adjacent to Disneyland and Disney's California Adventure. Guests checked in to their new home for the next few days and reconnected with their old friends in the Cal Spas Sales Team who were only too happy to welcome them to the event.

A Cocktail Hour of Power

Gathering in the Hearthstone Lounge on January 10th, the Cal Spas Family reunited in celebration of friendship and partnership. New dealers were introduced to the Cal Spas team while current dealers once again met their old friends in the Cal Spas Family. There was joyous laughter as friends shared stories, enjoyed the finest cocktails and hors d'oeuvres from Disney's master chefs, and everyone prepared for the big day on Wednesday January 11th.





Breakfast at the Sorrel Room

After awakening the next day, dealers from around the country gathered at the Sorrel Room in Disney's Grand Californian Hotel. Here they feasted on a delicious breakfast served with the excellence only Disney can provide in order to have the energy they needed for the packed day ahead. Cal Spas' guests then set off for Cal Spas Corporate Headquarters for the incredible dealer summit itself.

Evolution 2017 Welcoming & Product Presentations



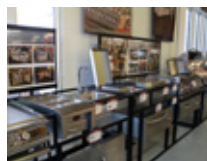
EVOLUTION DEALER QUOTE

"I've been a spa dealer for 12 years and I love being able to sell Cal Spas. Cal Spas was actually the very first spa that I sold. I never get called out to service Cal Spas because they are so reliable and work so great. It's just a fantastic brand and product that really sells itself and I'm happy to be here."

- Max Holtrop,
Dutchman Spa
Sales & Service



Casey Loyd, the President of Cal Spas, welcomed our guests with the fire and passion that only his decades of experience at the helm of Cal Spas could bring. Rob Santos, the Head of Product Development, followed Casey with an incredible presentation on the newest 2017 features, updated, technological advancements, and models that customers were sure to demand in the coming months! Dealers in the audience were amazed at the 2017 developments and praised the new plans for the future!



**Please see the complete
2017 features & enhancements
on the Dealer Connection.**



EVOLUTION DEALER QUOTE

"We're here because Cal Spas is made in the USA. American Manufacturing is very important to us because we are a proud family of soldiers and want to support a brand that is made in America."

- Ken Schneider,
American Sales LLC



A California Class Lunch

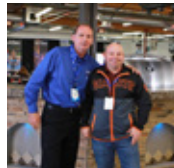
The Cal Spas team spared no expense and broke out all the stops in order for our guests to enjoy the finest cuisine that California has to offer. Our Cal Spas Family enjoyed feasting on California's World Famous In-N-Out burger as well as organic Brazilian Chicken and Beef. The guests were amazed at how delicious the food tasted and many became friends over their meals.



Hal Hufford Impresses Dealers

Finally it came time for an amazing Sales & Marketing Presentation from Cal Spas Vice President of Sales, Hal Hufford. Dealers enjoyed learning about the service search process, the incredible sales techniques that keep Cal Spas as the industry leader, and marketing strategies for 2017.

The 2017 Floor Setting and Buy Time Session



"I've been a spa dealer for 12 years and I love being able to sell Cal Spas. Cal Spas was actually the very first spa that I sold. I never get called out to service Cal Spas because they are so reliable and work so great. It's just a fantastic brand and product that really sells itself and I'm happy to be here."

- Max Holtrop,
Dutchman Spa
Sales & Service

To kick off the New Year, Cal Spas spared no expense to showcase the latest 2017 models, molds, and features for the enjoyment of both old and new dealers. All guests were amazed at the incredible selection of spas, grills, kitchen islands, colors, feature options, and new products that were on display. Eager to take advantage of early incentives, dealers placed record volumes of orders with the Cal Spas Team in order to lock in spas before the inevitable post-dealer summit ordering rush.

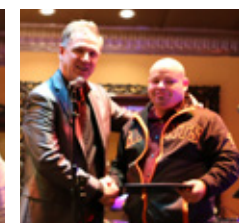
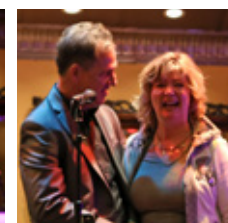
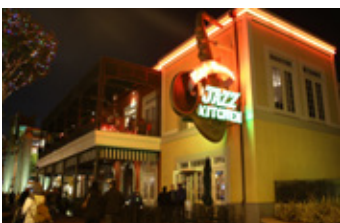
An Amazing Factory Tour at Cal Spas Headquarters

Guests of Cal Spas enjoyed an exclusive grand tour of the amazing technologically advanced spa and hot tub manufacturing facility. An informative open forum was hosted by Rob Santos, Head of Product Development, in order to answer any questions that dealers had concerning the state of the art assembly process that makes Cal Spas the industry leader in luxury spas.



The Evolution 2017 Dinner and Award Ceremony

Upon returning to the Grand Californian Hotel, our guests rested themselves before heading out to Ralph Brennan's Jazz Kitchen for the Evolution 2017 Dinner and Award Ceremony. Here, our best performing spa dealerships were awarded trophies commemorating their incredible performance in 2016. Our Cal Spas Family sang and danced the night away while enjoying the best Cajun cuisine available at the world famous Downtown Disney.



Bronze Trophy Award Winners:



Ruben Navarro Jr.
of Arizona Spa
Technology



Sonya Peitsch
of Valley Pool
& Spa



Steven Hesson
of California
Hot Spas



Donald Calvarese
of Sequoia Spas
& Saunas

Silver Trophy Award Winners:



Chet Lockwood
of The Hot Tub
Warehouse



Miles Kildare
of Home
Innovations Inc.



Jackie Reimann
of Recreation
Unlimited



Thomas Chavez
of Spas
Southwest, Inc.

Gold Trophy Award Winners:



Erick Johnson
of California Spa & BBQ



Brent Giesler
of Idaho Spas

Platinum Trophy Award Winners:



Frode Dalen
of Quality Spas Nordic



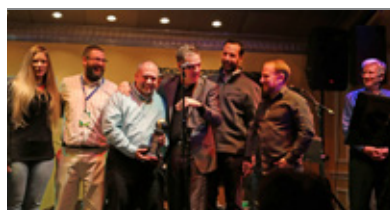
**Rookie of the Year
Award Winner:**

Sam Harrison
of Mojave Mist



**Highest Growth
Award Winner:**

Eddie Secard
of Secard Pools & Spas



**Highest Sales Exclusive
to Cal Spas Award Winner:**

Mike Miller
of Spa Store of Plymouth,
Jason Karnes
of Home Resort Store



**Highest Sales
Award Winner:**

Scott Chandler
of Spa Brokers

Breakfast at the Sorrel Room

All good things must come to an end, and so too did the Cal Spas Evolution 2017 Annual Dealer Summit. Our Cal Spas Family reunited one final time over the most important meal of the day to share our best memories of the last two days, get some final photographs together, and prepare ourselves for what will surely be the best year in Cal Spas history.

No visit to Southern California would be complete without a day at the happiest place on Earth: Disneyland. Our dealers enjoyed their complimentary Disneyland tickets, courtesy of Cal Spas, and made magical memories at all of the best Disney attractions.

Please send your Disneyland pictures to press@calspas.com in order to be featured in the upcoming February Newsletter!

Afterwards, our friends, both old and new, departed back to their homes having had an incredibly amazing time at Evolution 2017 and eager to return for the 2018 dealer summit.

THANK YOU

From all of us here at Cal Spas, we thank you for an incredible dealer summit. We hope you have had an amazing experience and we look forward to having you all as our guests again in 2018. Thank you!

- Casey Loyd, President of Cal Spas



1462 East Ninth Street
Pomona, California 91766
Phone: 800-CAL-SPAS
Fax: 909-623-8532
E-mail: press@calspas.com

We want to hear from you!

Your feedback will help us determine how to better serve you.

Please take a minute to give us your comments. Thank you!

Contact: Isaac Juarez, Public Relations Specialist: **909-620-0480**

E-mail: ijuarez@calspas.com