



WINTER 2004 SPECIALS

Now 7 Locations To Serve You

Goleta

30 S. La Patera Ln. #10
Goleta, CA 93117
[805] 967-2374
Fax: [805] 967-5509

Santa Barbara

225 S. Milpas
Santa Barbara, CA
93103
[805] 897-1166
Fax: [805] 899-3762

Ventura

2471 Portola Rd. #300
Ventura, CA 93003
[805] 676-1114
Fax: [805] 676-1104

Ojai

1940 E. Ojai Ave.
Ojai, CA 93023
[805] 646-7244
Fax: [805] 646-7725

Santa Clarita

25217 Rye Canyon Rd.
Santa Clarita, CA
91355
[661] 257-0909
Fax: [661] 257-9500

West L.A.

11520 Jefferson Blvd.
West L.A., CA 90230
[310] 915-5208
Fax: [310] 915-5108

Torrance

2137 Dominguez St.
Torrance, CA 90501
[310] 782-0355
Fax: [310] 782-0624

ETHICS IN THE WORKPLACE

When people consider what makes a business successful, they usually think in terms of profit, revenue, size of the company, excellent service, name brand recognition, etc.. These are all positive and desirable attributes for any company. There is another trait, however, that also determines what makes a business successful. That is the ethics of the organization. It is difficult to measure or quantify, but it is crucial to the long-term true success of the company.

Websters defines ethics in two ways: "The discipline dealing with what is good and bad and with moral duty and obligation" and "A set of moral principles or values". So your business may be successful in the numerical areas of sales, profits, etc., but is it strong in the areas of morals and values? At Aqua-Flo, we strive to be as successful in terms of integrity as we do in terms of the bottom line. We are as competitive as possible without compromising our ethics when interacting with customers, vendors, co-workers, and the community in general. In the long run, practicing good ethics and being profitable are not mutually exclusive.

In fact, conducting business with integrity can ultimately improve the bottom line as your customers and suppliers realize over time that your company is one that they want to do business with. A company with strong ethics will be truly successful and its employees, managers, and owners can derive real satisfaction from their work.

HUNTER PRO-C PROMOTION IS BACK!

Due to the success of last year's promotion with the Hunter Pro-C Controller, we are bringing it back in 2004. It will work the same as before. Just purchase a Hunter PC-300 Outdoor or PC-300i Indoor 3-Station Clock and get a PCM-300 3-Station Module (\$39 retail value) free! You can buy as many clocks as you wish and still get the free module for each clock purchased. This offer will run from January 26th until April 25th, 2004.

The Pro-C is a flexible and reliable controller that can be expanded to a total of 15 stations. It also features non-volatile memory, global water adjustment capability, built-in rain sensor circuit, and it is compatible with all Hunter remote control units.

EROSION CONTROL PRODUCTS AT AQUA-FLO

As we enter the rainy season, keep in mind that Aqua-Flo Supply is your source for erosion control products such as Filter Fabric, Jute Net, Straw Wattles, Silt Fence, Sand Bags, and the MiraDrain line of waterproofing products.