

**I**magine for a moment walking along a shore listening to water cascading over the rocks as the sun begins to set on the horizon. The sun casts beautiful rays of burnt orange and red across the pale blue sky, creating a mystical and dreamy scene.

Many of us have dreamed of such a moment that we hope to experience on a two-week vacation to some exotic island. Afterward we'll always have our stack of photos and memories, but the wonderful moment passed into history.

Now imagine that same scene in your own backyard. Rick Whiteaker, owner of Pool Tech Midwest, Inc. at 3233 First Ave., S.E., in Cedar Rapids can help you create the resort of your dreams. Your creative design can be built in the privacy of your backyard to be enjoyed any time you like.

"The planning stage is the biggest key in establishing the great experience you want to create," Rick explained.

As president and a second-generation owner of Pool Tech, Rick brings with him a lot of applied knowledge, combined with many years of practical experience. He has taken the ordinary and created the extraordinary. He meets with clients to get a feel for what they want, and combines that information with how they plan to use their pool. Then he brings it all together to create a synergistic environment.

"It's much more than just water. We like to create an environment—the best experience we can create," he said.

By building long-lasting relationships, Pool Tech employees can better understand clients' dreams and desires. For example, Rick has a long-standing relationship with Dr. Clark, an orthopedic surgeon at the University of Iowa Hospitals. He built Dr. Clark's first pool in the 1980's, and has remodeled it in recent years to create a Colorado-like setting resembling Dr. Clark's favorite scenery.

Pool Tech maintains relationships like these by ensuring that customer service is the absolute best.

"Feedback from our clients is very important," Rick said. "We listen and we learn what we can do better to help you create your own personal and private resort experience."

One customer had difficulties with her spa late in the evening, and Pool Tech was able to get it fixed within a few hours. "We do what we can, as soon as we can," Rick said, which is usually within a day or two. That's how Pool Tech creates relationships with clients that last years, by taking care of needs as soon as possible.

Pool Tech works with a landscape and decorative concrete company to pull together an atmosphere so clients will feel connected with nature for an overall calming effect. Clients from all over have enjoyed the creations of Pool Tech's talented team, which includes nearly 50 employees. Dedication and expertise

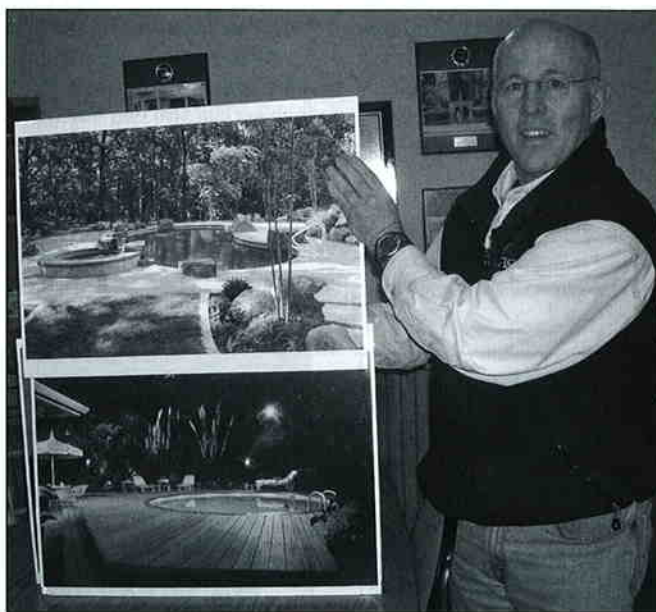
are brought to every work site, Rick said.

One such site features a stone cliff complete with a waterfall and slide. Inside, the cliff houses the filtration system and pumps in order to represent a natural scene. The photographs of that work site, as well as others can be viewed by clients when visiting the Pool Tech showroom. The photos not only display the unimaginable talent of the staff, but will also help future clients gain a clearer vision of their own ideas.

Once your private resort has been completed, Pool Tech offers routine maintenance contracts, including pool cleaning service and chemical regulation. In other words, clients are able to relax and enjoy their personal time instead of being faced with added chores. With a large supply of replacement parts, chemicals, and pool toys to choose from, Pool Tech is a great place to find anything you need for your pool or spa, as well.

## POOL TECH MIDWEST, INC.

By Angela Hoose



Rick Whiteaker, owner

Now is the best time to contact Rick to begin planning your own backyard pool. The sooner the planning stage is complete, the sooner the project will be complete. It is a common misconception that Iowa's swimming season is too short to justify owning a pool. As many pool owners will tell you, a private pool can be opened as early as March and close as late as October, and sometimes even November.

Pool Tech is a member of the Masters Pools Guild, and is nationally known for building the finest pools in the world, Rick said. He noted that membership into the guild is by invitation-only and Pool Tech is the only member in Iowa. Designs can be viewed at [www.masterpoolguild.com](http://www.masterpoolguild.com).

Pool Tech can make your pool experience very affordable, too.

"With creative financing, we are able to work with just about anybody," Rick said. "Overall, it comes down to how much value you'd like for your investment."

For nearly the same cost of a two-week family vacation, you could be the happy owner of a backyard paradise that will last much longer. Just think, you could own your own resort where friends and family can be entertained, where you can enjoy total privacy, and where you can go for a total relaxing experience. It could be your most valuable investment, Rick said.

As we dream of warmer weather, take a trip to Pool Tech's showroom. You will enjoy a warm welcome, be able to browse the large display of pool supplies, and view the many variations of pools and spas. After meeting with the experienced staff, you'll probably want to have your pool installed soon.

A good relationship with your pool supplier will also ensure trust in the installation team. An above-ground pool may seem easy to install, but the installation team can be overwhelmingly valuable. They will assure your pool is level and working properly.

Stop in to the showroom or set up an appointment with Rick at (319) 365-8609. You can also visit [www.pooltech.com](http://www.pooltech.com). **WE**