

## CORONAVIRUS - 2020

Well, first of all – WOW!! Who could have thought within the first full year of our new ownership that we would be dealing with a crisis on an unprecedented scale? I guess the saying still goes, “what doesn’t kill you, makes you stronger”. We’ve been fortunate to have a healthy staff, who have done their best to: 1) social distance between themselves and customers, 2) wear masks, and 3) sanitize, sanitize, sanitize!!

Secondly, thanks to all the hard work and dedication of the Seasonal employees that stuck with us. We overcame numerous challenges, toiled long and hard hours to do whatever it took to keep the store “functioning” after the shut down in March, and then managed to ride the TSUNAMI of customer demand once we re-opened in early May. Amazing job to all of you!!! They managed to pull off curbside & online ordering for most chemicals and then even added free local delivery, all in the span of a few weeks.

Dennis has been very helpful in retirement, and even helped answer Facebook questions for customers with pool issues! He is safe and well in Beverly, MA, close to the ocean and his family.

Finally, thanks to all of you fabulous customers for being patient and understanding as we struggled and sometimes fumbled to help you. We installed a new, upgraded digital phone system prior to reopening to help handle the flood of calls we always get this time of year, about half of them for Patrick to troubleshoot a problem. Well, be careful what you wish for, because we were getting hundreds of voicemails a day! It took a while to work out the kinks, but we finally found a way to manage it all. We know some of you are still waiting for special ordered furniture and we really are sorry it's taking so long. All the suppliers in the world are struggling to get their supply chains flowing and then trying to find available trucking to get your purchases to us once completed. So thanks for coming back and trusting us to keep you safe; we really appreciate your loyalty!

Eric Slaughenaupt  
President – Seasonal Specialty Stores

# POOLS IN STOCK!



Take home today or purchase by November 1st and we will store your pool until next season. Start off next season enjoying your back yard staycation on the first summer day - no waiting!

## NEW PRODUCTS

By: Eric Slaughaupt

We are happy to announce the addition of two lines of gas & electric fireplaces that will soon be available in our store. First off we have a made-in-USA company, White Mountain Hearth, offering indoor and outdoor fireplaces, inserts, logs & burners, cast iron stoves, and mantels made at the company's factory in Illinois. The company has provided jobs to Americans for more than 100 years! Our showroom has four direct-vent gas fireplaces (natural gas or propane) that require a venting pipe to the outside. These come as fireplace inserts or the classic cast iron stove design.

We are also showing five vent-free (no pipe to the outside) gas fireplaces. These are shown with your choice of a mantel box, or in the classic cast iron stove design. They produce up to 36,000 BTUs and provide a safe, no hassle solution for your fall & winter heating needs!

Additionally, we brought in a line of electric fireplaces from Amantii, with a modern look that produces 4,800 BTUs for heating up to 500 square feet of space. What's easier than just plugging your fireplace in? Make it the centerpiece of any room. Our supplier is based in NH, so product is available quickly! Come by soon to get your nest winter-ready and keep your family nice and toasty!



## A SEASON LIKE NO OTHER

By: Patrick McEwen

I've been in the pool industry for 23 years - with slow rainy seasons, up and down seasons, and hot busy seasons. The weather is generally what drives how much you use your pools and how busy we are. Well, not this year, not even close!

The global pandemic presented a unique set of circumstances for anyone in the pool industry this season, and it was these circumstances, not the weather (even though it has been a good summer for weather), that was the driving force for an unprecedented season. A shortage of raw materials and factory closures, combined with three times the demand for swimming pools and supplies, made for decreased production ability and much longer lead and shipping times. All around this has been the most challenging season for us as well as our customers that I have ever experienced.

So, where are we now? Manufacturers are slowly catching up on some products, others will not be available until 2021. Half of the manufacturers have stopped taking new orders just to catch up. If you are looking for something specific that you don't see please let us know, we may be able to get it for you this year or we may not, but we can certainly look into it for you. Expect longer than normal lead times for some winter products, primarily safety covers. You may even see shortages of a few chemicals that are the main active ingredients in sanitation products (we were already shut off from these products for a few weeks in early June).

I would like to thank all of you for your patience with us through the numerous changes to our systems during the first half of the season. From going to curbside only for seven weeks to a new phone system, we know you have options and appreciate you sticking with us. I would also like to thank our staff here for an amazing job handling a unique set of circumstances that truly presented a season like no other.



## BREAKING NEWS!

Yes, you probably have seen our new commercials running on HGTV, CNN, FOX, A&E and your local WMUR station. It has been a few years since Dennis did commercials and we wanted to let you see a lot of the new products and floor design changes that have been happening. We hope you like what you are seeing!

# SUMMER CLEARANCE SALE

Up to **50% off** in-stock Patio Furniture and Billiard & Shuffleboard tables and up to 20% off Pool Supplies!



## HOT TUBS



### Marquis, oh Marquis, wherefore art thou Marquis?

Good question! You may have noticed that we have no hot tubs in the building lately. The good news is that we sold them! The bad news is that the Covid pandemic has created an international shortage of parts, labor, and available trucking. We have talked to many of our competitors and talked to numerous new suppliers and what we hear is that **EVERYONE** is having the same problem. We are still actively looking for new hot tubs and have some good leads from other suppliers. There will be some new hot tubs in August, so keep checking in to get yours for the fall and keep that staycation going!

## FAREWELL KRISTINE

After 10 busy seasons with us, Kristine will be leaving for a new adventure this fall. Kristine started coming to the store as a little girl with her dad, Tod, who was an employee for 30 years and who taught her the ropes. We have enjoyed watching her grow as an employee and as a person. She's always helpful, cheerful, passionate, knowledgeable, and fun to be around. Customers seek her out on a regular basis for her knowledge and ability to explain everything thoroughly and so that it's easy to remember. Her expertise will be sorely missed at the parts counter. For many years she's been a familiar face to customers and a hard-working coworker we could always rely on. With everything we've seen from her all these years, we are positive that she will succeed with her new career. We will all miss her terribly, but we wish her all the best!



# FACELIFT

After thirty years our street sign is getting a facelift! We wish it were digital, but Amherst doesn't allow it. We've added more color to the top banner and we'll now have different panels highlighting the various products and services we offer throughout the year featuring Pools, Hot Tubs, Patio Furniture, Pool Service, Grills, Billiards, and Fire Tables. Hopefully the new sign will catch your eye more often and you'll drop in and see if we have anything to make your home and back yard a little more fun!



## MAKE YOUR POOL CLOSING WORRY FREE!

Call 603-880-8471

*DATES ARE FILLING UP QUICKLY!*



## POOL SCHOOL

This fall we will be offering digital closing classes, in the same way that we offered our opening classes in the spring. This way our customers still get all the information that they need, while ensuring that everyone is staying as safe as possible. To sign up visit [www.SeasonalStores.com](http://www.SeasonalStores.com) under Free Pool School. The classes will be sent out digitally to emails on the date the original classes were scheduled. Below are the classes with their dates.

### **Pool School 303 - Above Ground Closing - August 19th & September 9th**

Protect your above ground pool and equipment with the best techniques for winter closing. Make next season's opening easier by doing things correctly now. Learn about clean up, chemical preparations, covering the pool, pillow, other supplies, and how all these things can help prevent winter damage.

### **Pool School 304: In Ground Pool Closing - August 26th & September 16th**

Protect your in ground pool and equipment with the best techniques for winter closing. Make your spring opening easier by doing things correctly now. Learn about clean up, chemical preparation, covering the pool, tubes, other supplies, and preventing winter damage. This class also covers blowing out and protecting underground lines, plus heaters, automatic chlorinators, slides, and diving boards.

Call us for fast, professional repairs on hot tubs, pool cleaners, filters, pumps, and heaters for all major brands. Plus pool openings, closings, and weekly maintenance.



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