

January 17, 1994

LON,

JUST A LINE TO UPDATE YOU ON THINGS HERE AND HOW BUSINESS IS GOING SINCE JULY, WHEN WE BOUGHT "LONS'S SURFACE RESTORATION". AS YOU CAN SEE BY THE LETTER HEAD THE COMPANY NAME HAS CHANGED IN ORDER TO ACCOMMODATE "COUNTER CONCEPTS" AND "LON'S SURFACE RESTORATION", THUS ELIMINATING DUPLICATION OF BOOKS, INSURANCE, PHONE, ETC. (WHAT A HEAD ACHE!).

WE DID OPT TO KEEP THE NAME "LON'S" AS PART OF THE NAME CHANGE AND HOPE TO CONTINUE TO BUILD ON YOUR GOOD REPUTATION OF THE PAST TEN YEARS. THE DIVERSIFICATION SO FAR, HAS PROVEN TO BE A GOOD DECISION, AND WE ANTICIPATE IT WILL CONTINUE TO REMAIN SO.

AFTER GOING INTO A HOME WHERE YOU HAD REFINISHED A TUB SEVEN YEARS AGO, TO DO A MINOR REPAIR OF A SCRATCH THE PEOPLE HAD PUT IN THE TUB, AND SEE THAT IT STILL LOOKS AS GOOD AS IT DID WHEN YOU ORIGINALLY REFINISHED THE TUB SAYS A LOT ABOUT YOU UNIQUE PROCESS, NOT TO MENTION IT'S DURABILITY! THE REPAIR AND COLOR MATCH WAS PERFECT!!!

LEARNING HOW TO REFINISH TUBS WAS EASIER THAN WE ANTICIPATED, AND WITH PRACTICE THIS UNIQUE PROCESS CAN BE EASILY MASTERED. THE TRAINING MANUALS, AND TAPES ARE EASY TO FOLLOW AND INFORMATIVE.

YOUR SUPPORT AND WILLINGNESS TO CONTINUE TO BE AVAILABLE AS TECHNICAL ADVISOR HAS MADE THE TRANSITION SMOOTH FOR US. YOUR DECISION TO RELOCATE IN WASHINGTON STATE HAS BEEN PROFITABLE TO US..... BUT WE FEEL WE HAVE LOST A NEW FRIEND TO DISTANCE.

GOOD LUCK IN YOUR NEW ENDEAVORS, WE'LL KEEP YOU UPDATED PERIODICALLY.

SINCERELY,

  
KENT

**Lon Waltenberger**

**From:** Mike  
**Sent:** Saturday, March 01, 2008 14:19  
**To:** Lon Waltenberger  
**Subject:** Training kit  
**Follow Up Flag:** Follow up  
**Flag Status:** Red

Lon,

Just a quick note. I have watched the lecture disks and am now in the middle of the first demo disk for the standard tub. I wanted to take a break and let you know that I am enjoying every bit of it. It seems as if we have been friends for a long time. I appreciate the non-fluff feel of it. Thanks for putting in the extra time to make the copies yourself.

Regards,

Mike

**Lon Waltenberger**

**From:**  
**Sent:** Tuesday, August 07, 2007 15:31  
**To:** Tubs@lonwaltenberger.com  
**Subject:** Re: Tub training program  
**Follow Up Flag:** Follow up  
**Flag Status:** Red

HEY LON,

YOU'RE THE MAN...I AM REALLY LIKING WHAT I HAVE BEEN SEEING SO FAR. I DON'T HAVE MUCH TIME RIGHT NOW TO REALLY GO INTO DETAIL, BUT I AM LOOKING FORWARD TO TALKING WITH YOU MORE!!!!

YOUR METHODOICAL APPROACH TO SO MANY THINGS YOU DO AND SAY REMINDS ME SO MUCH OF MYSELF...I FIND IT VERY EASY TO RELATE TO YOU...IT'S KINDA COOL.

I CERTAINLY HOPE THAT YOUR HEALTH IS WELL

GOTTA GO FOR NOW, BE TALKING WITH YOU SHORTLY

-DAYNA

Get a sneak peek of the all-new

Lon,

I'd like to thank you for your training program. It's no frills, detailed, honest, and comprehensive. The program's worth **FAR MORE** than the \$7,000+ I spent for equipment & supplies, airfare, and a 2 day training seminar with this other company. I wish I had invested in your program first, but your claims seemed too good, to be true, and your price was so low. Who knew??? I wish I did! The scope and depth of what you teach is unmatched. I've already invested in 3 other programs and they can only compliment what you've taught . The other programs cost more, their video productions may have been better, but as far as content, you have no peers. Sharing your knowledge has saved me months of bad experiences through trial and error. Your accessibility has also been invaluable. I know I still have a lot more to learn, but at least, I'm better prepared. Refinishing is by no means an easy trade to learn, but it's a rewarding one, especially when the customer tells you how happy they are with the job! I guess, the best way to thank you, is to become a refinisher who's known for the quality of his work and his professionalism(*all of which you stress in your program*). It must be nice to know that you've given people an opportunity to change their life for the better.

Thank You Very Much,

Steve

**From:** John  
**To:** Lon Waltenberger <lonwaltenberger@email.msn.com>  
**Date:** Saturday, June 27, 1998 8:33 AM  
**Subject:** Manual

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Hi Lon

I received the manual I ordered this afternoon. Many thanks to you. I find it very informative and it can definitely help in my business.

Sincerely

John

**From:** Chris  
**To:** Lon Waltenberger <lonwaltenberger@email.msn.com>  
**Date:** Saturday, November 14, 1998 4:19 PM  
**Subject:** Bear Claw Tubs

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Hey Lon,

Hope is well with you. Everything is starting to take shape down here. I have done and pleased about 6 customers now. You will like this one: I went out and fixed a repair that the local "Pro" did a couple of years ago. The owner of the brand new house has been trying to get him back for three years without luck. They called me and I was there the next day. His white match actually looked like it was beige! I could not believe it. Anyhow the local supplier caught wind of my repair and bang I two units this week and between 10 and 20 units that they have in there warehouse to fix! They said they only let the fellow from (about 2 hours from here) do there work. They now let me! I am getting excited I think I will really hit the target with this business. I have also recieved some (kind of) complaints from the local refinishers about my lifetime guarentee. They feel five years is enough. They would also like me to stay out of there areas and refer the calls I get to them and they say they will do the same. They told me there is no reason to compete that there is enough work for us all. Oh yeah and they all want to know what product I use that allows me to recaulk the same day. Can you beleive that they have to wait as many as 2 days to unmask and caulk and the customer has to wait 4 days to use the tub! Oh well I am rambling on you have heard all of this before. My point in writing is to find out how to do the bottom of an old bear claw tub. And where can I buy replacment legs for them. I have aquired 3 tubs and have an add in the paper to buy them. I only paid 45 per tub and think I will find more like this because there are alot of farms in the area that used to use them for truoghs. Well I will let you go and thanks for everything, you are truley the tub god.

Chris

Lon,

Thanks for providing this formula offer, It will be a tremendous help to make color matches. Everything is going good. I made 75000 in the last week + a half part-time. I've made my first tile quote for 1300<sup>00</sup> so I hope to get it! Talk to you later

11/20/94

Thanks  
Steve Grizzel

Dear Lon,

Just wanted to drop you a line to tell you that your training program is fantastic!!!

I've been in the refinishing business 14 yrs. and this is absolutely the best investment I have made for my business, I know our call back rate will be cut in half.

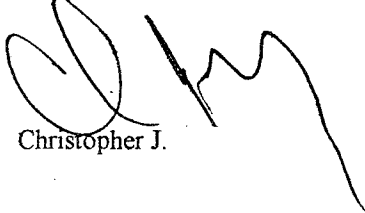
Feel free to use me as a "100% Satisfied Customer" to any interested people.  
Sincerely,  
Doug Klein

Christopher J.

Lon Waltenberger-Training Services  
5410 Mt. Tahoma Dr. S.E.  
Olympia, WA 98503-5173

I spoke with you on the telephone the other night and have decided to go with your program. I appreciate your candor on the subject of refinishing. I believe after speaking with you that your program holds the key to quality and success in an almost unheard of business. I will be moving a little faster than I had originally planned to, due to some unforeseen job related problem that have presented themselves. Would appreciate any advice you have on how to immediately create business in an area where I cannot find the first advertisement on refinishing. My business opening date (unless I have some problems learning the process) will be Oct. 1, 1998. Again, let me thank you for your help. I just want to let you know that I was prepared to pay up to 15k to get this started, and I spoke with just about every franchise available. They do not hold a candle to the way that you deal with people, and that is what sold me on your program.

Thank you



Christopher J.

## Peerless Surface Inc

Refinishing, Restoration & Repair

- ◆ Porcelain
- ◆ Fiberglass
- ◆ Acrylic
- ◆ Gel-coat
- ◆ Cultured Marble
- ◆ Formica

Steve Owner

Quality Craftsmanship ◆ Lasting Value ◆ Professional Service

Lon -  
Again many thanks for  
your guidance + support.  
Things are really picking up  
fast. looks like am off to  
a good start. your program  
has worked great for me

Steve

- Please bill the company on future invoices  
if you can. Thanks!

# TUB-N-COUNTER

Surface  
Repair & Recoloring

Lon Waltenberger  
Lon's Surface Restoration, Inc.  
1412 Weymouth Ct.  
Lansing, MI 48911

October 2, 1993

Dear Lon,

This is a copy of the flyer I designed to be sent to contractors, plumbers, and plumbing suppliers. It's too early now to know how good it will work, however in the short time I've been doing repair work, the response of contractors and plumbers seems to indicate a need for repair service. I've also adjusted my pricing of this service to \$40.00 per hour w/ a \$15.00 travel charge and have had no complaints.

please feel free to pass a copy of the flyer along to any of your students if you think it might help them.

Thank you for a very fine training program.

Sincerely,

Bill

William E. Myers



Dear Lon,

Imagine using materials proven to be of the highest quality available, coupled with working techniques second to none, you now have a service to offer, that guarantees total satisfaction. Lons refinishing system is a product of wanting to give the best possible, and not making promises that can't be kept. Lon went beyond the ordinary and created a process that allows me to be the best in the refinishing field. I have followed the detailed instructions, and in the dozens of tubs I've refinished, my clients are 100% pleased. The proof? I have not had one call back! Thanks Lon for allowing me to give my clients the ultimate in refinishing!

Michael