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Company Profile

Illiana Backyard Fun, Inc.

Company Information: Founded in 2004 in Wateska, Illinois by Kristie Cheatum.

URL: www.illianabackyardfun.com

Address: 800 E Walnut
Wateska, IL 60970

Phone: 815-432-1100

Employees: 1 full-time staff
2 seasonal staff

Contact: Kristie Johnson, Owner

Services: Retailer, Pool & Spa Services and Installations

The Experience: In 2007, Mike James from Superior Pool Products introduced Kristie to REVIVE! which continues to be Illiana's "#1 product for pool openings". Kristie was then introduced to E-Z POOL and EZ SPA in 2008 by API National Retail Director, Dave Stuart and now more than half of her customers are on the E-Z program and she uses it for most of their pool closings!

Kristie converts customers to E-Z POOL and EZ SPA every chance she gets. She offers free pool school every April for new customers where she educates them about E-Z POOL and she includes a 5-lb bucket of E-Z POOL or an EZ SPA Care Kit with every pool or spa she sells.

She points out that, "with E-Z POOL, you know the price you will pay upfront to maintain your pool. You don't have to worry about whether or not you'll need to purchase extra products later to treat algae or other problems because E-Z POOL works on a proactive basis to prevent problems before they occur".