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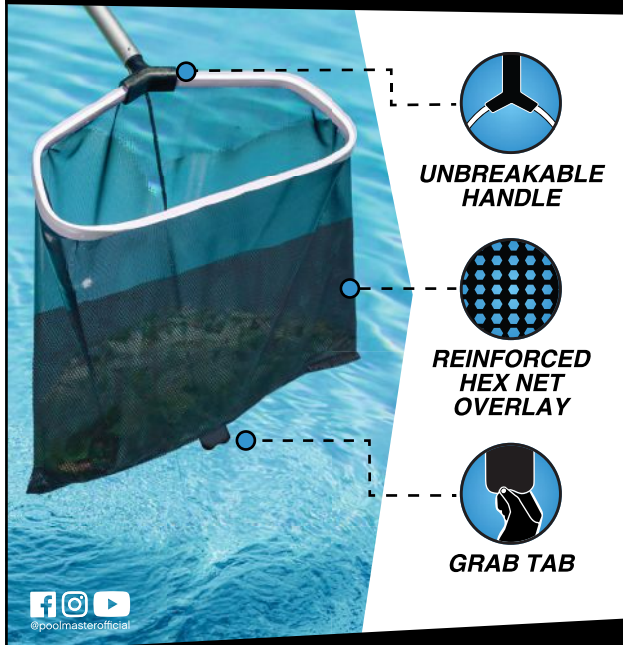
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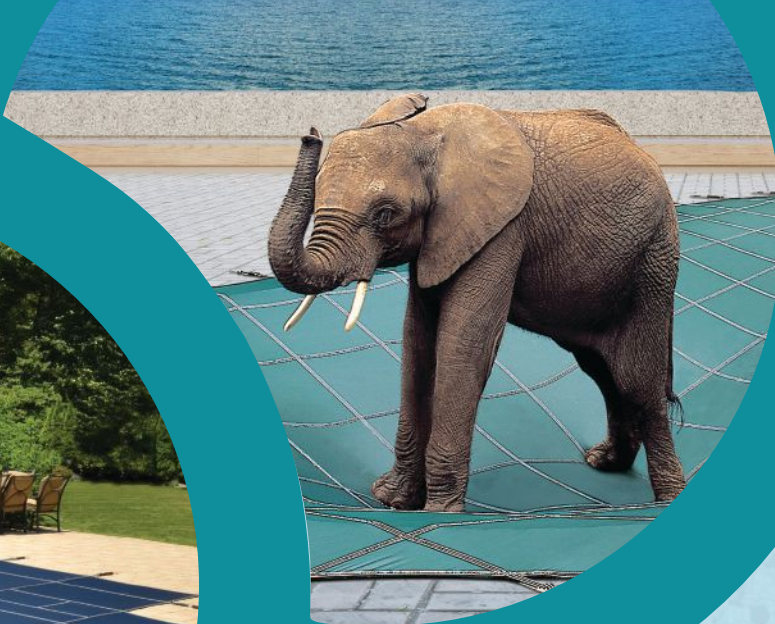


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It's MVP Season



Joanne McClain
Editor-in-Chief, PSN

Football season has begun, and in my house, that means I get some premium-quality alone time every Sunday, while my husband spends hours happily engrossed in games and analyzing his team's performances. As the season progresses, anticipation and speculation grow around who might be named as the NFL's MVP.

I have no great emotion over whether or not Joe Burrow or Patrick Mahomes is named as this year's MVP. Instead, I get excited over learning about the various MVPs of our own Top 50 season.

This year, in our sixth edition of Top 50 Service, I had the great pleasure of working on the MVP section, and what a stellar group of dedicated, hardworking people! I was pleased to see a range of folks in diverse roles nominated to the honor — from directors, managers and foremen to repair and service technicians. My only regret is that we're unable to fully detail the ways in which they've contributed to their company's success due to space constraints.

However, one submission, from Pure Swim in Los Angeles, stuck out. In it, Adam Sayre, the company's account manager and last year's MVP, described how and why they named Mario Soto to the honor this year.

"Our choice is clear! Mario has been with the company for 3 years now. Last year he was struggling with his route big time. We had complaints coming in from every direction. This was unlike him. We took all the usual actions to bring his 'A-level' of playing back into the game. But nothing was working. He was facing termination.

We had a final sit down with Mario and ... I asked him, 'How did we get to this point, and what can I personally do to help you back up?'

"Without going into his personal affairs, what he told us made the men in the room tear up. He was facing horrific circumstances beyond his control, and it was clear that his work performance was suffering from this tragedy. ... I knew I must do everything in my powers to help this man. I looked him straight in the eye and told him, 'I got you.'

"A week prior, *PSN* put me on the cover of the magazine, and I picked it up and told Mario, 'Next year, you are going to be our MVP.' I set a plan in motion that would guarantee Mario would become just that.

"From that day on, Mario has consistently made dramatic improvements and has inspired me personally and showed us all the true meaning of perseverance. I believe in Mario and believe hands down that he's our MVP."

The compassion, support and confidence shown in Mario is exemplary. I'm a big believer in second chances, and I'm so pleased that it worked out so well.

Congratulations to each MVP highlighted in this issue — your work is a big part of why your company made this year's Top 50 Service list, and all of you deserve to be celebrated!

A handwritten signature in black ink, appearing to read 'Joanne McClain'.

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Two National Service Franchises Enter Construction

Citing market conditions and established customer bases, the companies employ different models for leveraging construction opportunities.

BY REBECCA ROBLEDO

Last month, pool/spa service franchisers America's Swimming Pool Company and Pool Scouts rolled out initiatives to officially enter the construction market.

They will be working in this segment on different levels. Pool Scouts has begun to offer renovations, as well as installation of vinyl liners and safety covers. America's Swimming Pool Company (ASP) now is performing new-pool construction as well.

"Though demand has slowed a bit, just because of interest rates, there's still a great need for pool construction — and the calls we receive are still reflective of that," said ASP Brand President Jimmie Meece. "So I think the opportunity is there, and our hope is to make the barrier to entry less complicated for our owners."

With the new-pool market slowing, Pool Scouts is banking on an uptick in renovations.

But both want to take advantage of their brand recognition and considerable customer lists and perform more like turn-key operations.

"We have a large base of recurring customers, and we're in their backyards every single week," said Pool Scouts President Michael Wagner. "I think the market for pool renovations is going to be robust for the next couple years, so this is a good opportunity to leverage these customer relationships."

The companies are using different models.

AMERICA'S SWIMMING POOL CO.

ASP has offered renovations for a long time, with some locations even building new pools and spas since its beginnings. That will intensify.

"We plan to continue to scale that over the next five years to where the majority of our franchisees are providing pool construction in our markets," Meece said.

So far, 26 of the company's 134 locations build new inground pools, most of these in the southeast. With a new director of renovation and construction in place and extra support staff to come, it plans to establish construction in one-third of its locations by the end of 2024.

Shaun Hurley, a former ASP franchisee whose location built pools, now serves as director of renovation and construction.

The format of pool built by any particular location depends on market demand and the trades available locally, Meece said. While shotcrete, vinyl and fiberglass are all on the table, Meece expects fiberglass to play a significant role throughout the company because of its quicker timelines and less complicated installation.

At most locations, ASP will serve as general contractor — selling and overseeing construction while hiring subcontractors

to perform the stages.

In addition to using its Macon, Ga. headquarters for training, the company is working with vendors to provide additional instruction. ASP also plans to beef up the educational content on its online training channel to include construction content.

ASP's current 134 locations serve nearly 400 towns and cities. The franchiser projects approximately 150 locations will be established by the end of 2024.

In 2018, ASP was purchased by Authority Brands, a Columbia, Md. firm that owns franchises across a number of industries. Meece was named brand president in charge of ASP at the beginning of the year. At that time, ASP Founder and former CEO Stewart Vernon took a higher role in the parent company. He now serves as executive vice president of Authority Brands, overseeing the development of newer franchises within Authority's portfolio. *(Continued on page 14)*



Jimmie Meece



Shaun Hurley

(Continued from page 13)

POOL SCOUTS

Renovations combined with vinyl-liner and safety-cover installation will be provided under the new PoolCare+ brand offered by Pool Scouts.

While some locations will sell their renovation projects, many are forming referral agreements with local contractors. Some of these partners work across several states, such as Pearl Pool Plastering, which works under several names across seven states. The company has partnered with another contractor that will handle its Texas customers. All are vetted by Pool Scouts' corporate team to ensure the subs make a good fit for the whole company.

On the other hand, liner and cover installations will be performed both by Pool Scouts franchisees and referred subcontractors.

"It depends on the desire of the franchisee and their skill set," Wagner said.

The company has offered one training so far on these skills, and plans more in the future. It expects six of its franchisees to offer these services by year's end.

While the company is researching other backyard-related services to offer, Wagner said, it does not expect to enter new-pool construction.

Pool Scouts currently has 78 locations owned and operated by 47 unique franchisees across 16 states.



Michael Wagner

Pentair Names Group Sales Leader

David Kraft has joined pool equipment manufacturer Pentair as group sales leader of its pool segment, reporting to Pentair Pool Group President Greg Claffey.

He now is responsible for driving sales and service strategy; heading strategy for sales operations and warranty functions; and leading Pool Europe sales and product management teams.

Kraft most recently served

as vice president of global business development for Emerson Electric, where he worked almost 25 years.



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Giovanone Joins Explorer Team

Mike Giovanone, former owner of PSN Top 50 Builder Concord Pools & Spas, has signed on with fiberglass-pool manufacturer Explore Industries to support business development and dealer training.

Under Giovanone's ownership, Concord added fiberglass to its vinyl-liner offerings

and went on to become the largest fiberglass-pool installer in New England.

He will report to Tom Straub, business development and training director of North American sales. Explore offers a number of fiberglass brands, including Leisure Pools, Imagine Pools, Aviva Pools and Evo Pools.



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CPSA to Create Chapters

The California Pool & Spa Association is looking for industry leaders to head up five chapters that it plans to create. The chapters will cover Los Angeles, San Francisco, San Diego, Orange County and Sacramento.

The organization expects this to help unify the industry in a state that has long been considered fragmented, by promoting more involvement and networking at local meetings and perhaps training.

"Right now, California contractors don't talk to each other," said CPSA Chairman of the Board Scott Cohen. "The purpose of CPSA is to give us a voice, a venue where we can talk to each other with the same goals in mind — to be in a successful industry."

After the five chapters are established, more may follow in San Jose, Riverside, Fresno, Long Beach and Oakland, Cohen said.

Speyrer Joins AquaStar

Pool/spa equipment manufacturer AquaStar Pool Products has named Josh Speyrer its Regional Sales Manager for the Southeast, charged with managing and growing the company's presence in that area.

Speyrer previously served with distributor PoolCorp for more than 10 years, working in business development, customer service and retail support.



A vertical image on the left side of the poster shows a rocket launch. The rocket is white with orange and red accents. It has a cartoon face with large eyes and a smiling mouth. The rocket is launching upwards, with a large plume of white smoke and orange fire at the base. The background is a light blue sky with soft white clouds.

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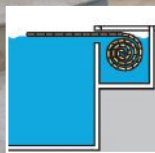
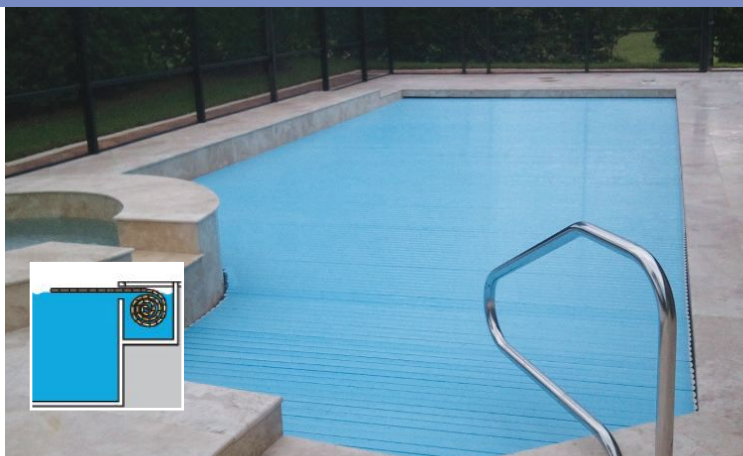
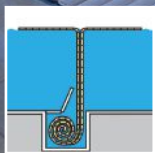
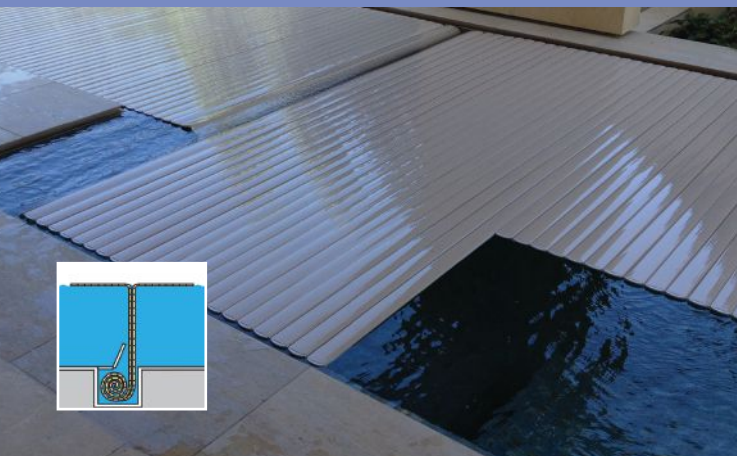


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THE 2023 INTERNATIONAL POOL | SPA | PATIO EXPO, CO-LOCATED WITH DECK EXPO, RETURNS TO LAS VEGAS AND IS EXPECTED TO ATTRACT A HUGE CROWD.

BY LINDA G. GREEN



PHOTOS BY INFORMA PLC

Trade show organizers and attendees can breathe a sigh of relief this year now that the coronavirus' presence is significantly smaller. Indeed, those involved in "live, in-person events" such as the 2023 International Pool | Spa | Patio Expo are particularly appreciative.

The 2023 IPSPE is co-located with Deck Expo. Organized by Informa PLC, the event is coming to Las Vegas' Convention Center in the West Hall on Nov. 13-15. It's expected to attract more than 10,000 attendees. As they explore the 146,680-square-foot of exhibit space, they'll find much to see and do.

"The Expo continues to follow all state and local health guidelines in accordance with the host cities of our events," says Kris Osterbusch, show director. And, she adds, if there are any changes in current restrictions or mandates, the Expo leaders "in close connectivity with our organizer partners and local officials ... will adjust and adapt accordingly to accommodate our guests. The health and safety of our exhibitors and attendees are our number one priority."

Last year "My Show Planner," a free tool that could be used when registering, helped attendees organize their show-related activities. To create their own, they could go to the show website (poolspapatio.com). "Based on feedback, we're taking steps to really beef it up this year," Osterbusch notes. It's still a free tool for attendees to plan their day and which vendors to visit. But there are other helpful features.

For instance, it will synch up with the show mobile app, so attendees can keep good track of everything, Osterbusch notes. "The metaphor I use is ... it's like going to the grocery store. Sure, you can go in and wing it as far as what you need for the week.



But if you have a plan — an end goal in mind — you have a better idea of what's needed. If you know you'll want to cook a certain meal or have snacks for a certain activity, you're in a better spot. It's much the same for coming to the event. Start with the end goal — like 'I want to meet xx number of manufacturers' or 'I'm looking for someone in the Southwest region who knows tri-chlor.' Plan ahead — and use tools like My Show Planner or the event's mobile app — to help you get there."

As for this year's keynote speaker, Osterbusch says his message promises to be very motivational. The speaker, Anthony Robles, comes with an impressive list of accomplishments: He was the 2011 NCAA Wrestling Champion, the 2012 National Wrestling Hall of Fame inductee, and the subject of the film "Unstoppable."

Osterbusch describes him as an inspiring person with a hard work ethic.

Another event on this year's show calendar is the always popular Welcome Party. Described as a networking event, it's typically held on the show's first evening. This year's event will be held at Zouk Night Club and Avu Pool Lounge at Resorts World.

The party is once again sponsored by Lyon Financial. Osterbusch says a variety of food options will be available for guests and to "expect heavy appetizers and free beer, wine and cocktails plus, of course, free non-alcoholic drinks as well. A deejay will set the musical tone."

Then there's the PHTA WAVE Network's special event for industry professionals under age 40. Set for Monday, Nov. 13, from 5- to 6 p.m. at Resorts World Las Vegas, it immediately precedes the PSP/Deck Expo



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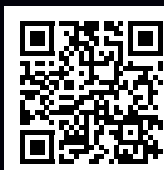


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Welcome Party. Appetizers and beverages will be available.

Osterbusch says the first half of the event will be an educational panel discussion featuring a moderator and three speakers, who will cover topics specifically relevant to young professionals in the industry. The second half will be open for socializing, making new connections and reuniting with old friends. WAVE is supported by PHTA's Strategic Partners: Fluidra, Hayward, LOU, Lyon Financial, Merchant Cost Consulting, Pentair, Raypak and Watkins Wellness.

The BBQ Bash will not be returning this year, based on feedback that Las Vegas is too big and spread out. So organizers, knowing how important networking is, have come up with an alternative: They're working with the Resorts World outlets to design

nate venues as "the place to meet" each night for attendees and exhibitors. As Osterbusch explains, "There will be something for everyone. The venue will provide food and drink specials and discounts for our groups. These will be promoted widely on-site and through the mobile app. We want to make the event feel more like a campus where you can easily meet up and run into people."

Last year the free "My Show Planner" debuted and the feedback was so positive that organizers are taking steps to really beef it up.

CLASSES GALORE

As for education, the PSP/Deck Expo once again offers numerous classes — more than 100, including pre-conference, core-conference, and the show floor education. "There is truly something for everyone

involved in creating beautiful outdoor living spaces," says Krissy Adams, conference manager for PSP/Deck Expo.

New features this year include the addition of an afternoon block of education, happening on Monday and Tuesday of the event, from 1:00 p.m. to 2:00 p.m.

And the World Aquatic Health Conference (WAHC) will co-locate with PSP/Deck Expo and have its own education track, Adams says.

Then there's the Pool Nation Boot Camp, which Adams describes as "a practical and immersive educational experience, specifically for service techs. We're so happy to be working with the guys from the Pool Nation Podcast. They and their instructors will be providing a great two days of content — both hands-on demos and an immersive classroom experience."

Strong response to the show's educational program continues. Those geared toward the service and maintenance-related topics have proven to be in particular demand in the industry. In fact, Adams says, some classes already had high registrations months before the event. She names three: "Saltwater Chemistry: It's More Than Just Salt;" "Leak Detection & Non-Destructive Pipe Repair Methods" and "Water Quality Ranges, Target Values or Balance Indexes: What is the Best Way to Maintain Pool Water."

When all is said and done, this show continues to deliver information, networking, new products and more to the pool/spa industry. As Osterbusch says, "There is so much that is new this year, and so much that is evolving. PSP/Deck Expo has an impressive lineup of marquee exhibitors, a captivating keynote speaker, enlightening Power Panels and a ton of new features."

**2023 INT'L POOL SPA PATIO/DECK EXPO CONFERENCE
NOVEMBER 13 - 15 2023 | LAS VEGAS CONVENTION CENTER**

Monday, November 13			Speaker(s)	Track	Room/ Location
ASA2	8:00am - 6:30pm	Quality Shotcrete – Know It When You See It Presented by the American Shotcrete Association (with exam)	Charles Hanskat	Builder	W202
ASA3	8:00am - 4:00pm	Quality Shotcrete – Know It When You See It Presented by the American Shotcrete Association (without exam)	Charles Hanskat	Builder	W202
M01	8:00am - 9:00am	Leadership - Traits and Practices of Highly Effective Leaders	Tyler Rasmussen, Justin Gormley	Leadership and Career Development	W204
M02	8:00am - 9:00am	GENESIS D327: The Good, The Bad, The Ugly - How Buildings, Pools and The Landscape Successfully Live Together	Paul John Boulifard	Design/Outdoor Living	W213
M03	8:00am - 9:00am	GENESIS C420: Advanced Floating Techniques for Tile Installation	Greg Andrews, Ken Milberry	Builder	W214
M04	8:00am - 9:00am	Builder Power Panel	Brett Abbott (Moderator), Charlie Claffey, Mike Church, Tony Campbell	Builder	W219
M05	8:00am - 9:00am	Leak Detection & Non Destructive Pipe Repair Methods	Darren Merlob	Service, Technology Innovation	W223
M06	8:00am - 9:00am	Disrupting or Prompting: Does This Affect How You Approach Business?	Tom Shay	Retail	W225
M07	8:00am - 9:00am	WU D3634: Designing Decks and Pergolas for Stunning Poolscales	Kurt Kraisinger	Design/Outdoor Living	W311
M08	8:00am - 9:00am	WU B1122: Hazardous Materials & Proper Handling for Pool Pros	Lauren Broom	Business	W313
M09	8:00am - 9:00am	10 Tips For Financial Success in Your Pool Business	Nick Day, Matthew Gohlke	Business, Leadership and Career Development	W316
PN05	8:30am - 10:15pm	Pool Nation Boot Camp C101: Water Chemistry 101	Terry Arko	Service	W212
KEY	9:15am - 10:15am	Keynote	Anthony Robles	Business	W326
PN06	10:30am - 11:30am	Pool Nation Boot Camp SH201: Managing Salt Pools	David Jones	Service	W212
WC01	10:30am - 11:30am	WAHC: Interim CDC Guidance for Surf Venues	Michele Hlavsa, RN, MPH	Water Quality and Air Quality	W231
WC02	10:30am - 11:30am	WAHC: Pool Chemical Safety Discussion Panel: Promoting Safety and Preventing Injuries	Sean Dingman	Pool Management	W232
WC03	10:30am - 11:30am	WAHC: A Whole Community Approach to Drowning Prevention: A Case Study on the Deliverance and Scaling of Water Safety Programming in At-risk Communities	Megan Ferraro	Water Safety Powered by NDPA	W233
G1	11:00am - 12:00pm	GENESIS Solution Center - D123: Trends in Outdoor Designs	Kate Wiseman	Design/Outdoor Living	Booth #6166
N01	11:30am - 12:30pm	DECKx Talk: Maximizing Social Media Impact	Chris Breen, Gordon South, Catherine Lippincott, Sean Collinsgru	Deck Education	W317
CPOL	12:00pm - 1:15pm	PHTA Luncheon: Celebrating 50 Years of CPO		Special Event	W326
G2	12:30pm - 1:30pm	GENESIS Solution Center - C353: Splash Pad Construction	Terry Brannon, P.E.	Builder	Booth #6166
PN07	12:30pm - 1:00pm	Pool Nation Boot Camp OZA101: Pool Nation Boot Camp: Ozone Systems: A Comprehensive Course for Pool Professionals	Steve Barnes	Service	W212

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M10	1:00pm - 2:00pm	PHTA Adopting ANSI/PHTA/ICC-2 Standard as a Companion to the International Swimming Pool and Spa Code	Dennis Berkshire	Builder	W213
M11	1:00pm - 2:00pm	GENESIS B215: Thinking Outside the Box - An Industrywide Discussion Panel on How to Run your Business	Rocky Wisely, Joan Roca, Issac Keselman	Business	W214
M12	1:00pm - 2:00pm	WU C1698: Clear Direction: Designing and Installing Acrylic Pool Windows	Rick Chafey	Builder	W311
PN08	1:00pm - 2:30pm	Pool Nation Boot Camp WCB201: Next-Level Water Chemistry for Pool Professionals	Alicia Stephens	Service	W212
N02	1:30pm - 2:30pm	DECKx Talk: Sealing the Deal: Leveraging Design to Boost Sales	Chris Breen, John Lea, Robert Hodichak	Deck Education	W317
WC04	1:30pm - 2:30pm	WAHC: Water Quality Ranges, Target Values, or Balance Indexes: What is the Best Way to Maintain Pool Water	Jody O'Grady, John Weber, Joe Laurino, Ph.D	Water Safety Powered by NDPA, Advanced Recreational Water Chemistry, Pool Management	W231
WC05	1:30pm - 2:30pm	WAHC: Overcoming Tragedy - The Bakari Williams Protocol	Michael Debrecht, Courtni Anderson	Advanced Recreational Water Chemistry	W232
WC06	1:30pm - 2:30pm	WAHC: An Update on the Latest Drowning Data and What We Can Learn From It	Julie Gilchrist, Adam Katchmarchi	Water Safety Powered by NDPA	W233
G3	2:00pm - 3:00pm	GENESIS Solution Center - B210: Unveiling the Scientific Power of Water and How it Can Shape your Client Proposals	Joel-Eric Mignault	Builder, Service	Booth #6166
E4	2:30pm - 3:30pm	Enhance the Swimmer's Experience: Learn about AIS Water's Simpler, Safer, Smarter Pool Water Disinfection	Elena Gosse	Service	
WP2	2:30pm - 3:30pm	Hot Tub Power Women Meet & Greet	Megan Kendrick, Leslie Cunningham	Business, Leadership and Career Development	Booth #3337
PN09	2:45pm - 3:15pm	Pool Nation Boot Camp EP101: Specialty Water Care - Enzymes & Phosphates	Jamie Novak	Service	W212
WC07	2:45pm - 3:45pm	WAHC: Aquatic Operations: How to Do More with Less	Tom Schaefer	Water Safety Powered by NDPA, Advanced Recreational Water Chemistry, Pool Management	W231
WC08	2:45pm - 3:45pm	WAHC: Doing Good is Good for Business: 10 Unexpected Benefits of Joining the World's Largest Swimming Lesson	Beth Root	Pool Management	W232
WC09	2:45pm - 3:45pm	WAHC: Creating a Comprehensive Safety Plan: Mitigating Risks and Ensuring Safety	Johnathan Nies	Pool Management	W233
N03	3:00pm - 4:00pm	DECKx Talk: Boost Your Bottom Line: Tech-Driven Estimations & Project Management	Chris Breen, Eric Fortenberry, Jeff Wraley	Deck Education	W317
G4	3:30pm - 4:30pm	GENESIS Solution Center - C271: Project Profiles - An Interactive Discussion on Design and Construction	Andy Kaner	Design/Outdoor Living	Booth #6166
D02	4:00pm - 5:00pm	Decking Power Panel	Chuck Casey (Moderator), Brendan Casey, John Lea, Mike Mitchell, Andy Hanley, Clint Webb	Business, Deck Education	Booth #4729
WAVE	5:00pm - 6:00pm	PHTA WAVE Reception		Special Event	
WP	6:00pm - 8:00pm	Welcome Party	Chris Breen	Special Event	Ayu Pool Lounge, Resorts World



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Tuesday, November 14			Speaker(s)	Track	Room/ Location
TU01	8:00am - 9:00am	The First Appointment for Backyard Transformation	Mike Farley	Builder, Deck Education, Design/ Outdoor Living	W204
TU02	8:00am - 9:00am	GENESIS C110: Pool Construction Documents - What Needs to be on Your Plans	Skip Phillips, Terry Brannon, P.E.	Business	W213
TU03	8:00am - 9:00am	GENESIS C412: Demystifying Waterproofing	Greg Andrews, Ken Milberry	Builder	W214
TU04	8:00am - 9:00am	Transforming Pools with AI and Advanced Technology: The Future of Construction, Safety, and Maintenance	Sai Reddy	Technology Innovation	W313
TU05	8:00am - 9:00am	Maximizing Efficiency: The Role of Specialty Chemicals in Pool Care	Alicia Stephens	Service	W223
TU06	8:00am - 9:00am	Customer Relations in an Everchanging World	Jane Merritt, Mallory Bjekich	Retail	W225
TU07	8:00am - 9:00am	How to Build Your Team	Edgar Sanchez, Katie Wilke Junkers	Builder, Business, Leadership and Career Development	W316
TU08	8:00am - 9:00am	WU C1641: Porcelain Pool Tile Installation: Techniques and Best Practices	Jimmy Reed	Builder	W311
TU09	9:15am - 10:15am	GENESIS E115: Introduction to Circulation & Hydraulics	Terry Brannon, P.E.	Builder	W213
TU10	9:15am - 10:15am	GENESIS D326: Innovation not Reinvention - Learn How to Implement Creativity and Innovation to Transform your Business	Feras Irikat	Business	W214
TU11	9:15am - 10:15am	Retail Power Panel	Matthew Gohlke (Moderator), Mallory Bjekich, Travis Hogan, Ted Lawrence	Retail	W219
TU12	9:15am - 10:15am	Saltwater Chemistry: It's More than Just Salt	Alicia Stephens	Service	W223
TU13	9:15am - 10:15am	Everything But the Deck	Glenn Mathewson	Deck Education	
TU13	9:15am - 10:15am	Turn Your Team Into A Championship Team: Hiring, Training, Management, Motivation and Retention	David Fellman	Business, Leadership and Career Development	W204
TU14	9:15am - 10:15am	WU D1562: Igniting Imagination: Designing with Fire and Water for Stunning Outdoor Spaces	Jason Brownlee	Design/Outdoor Living	W311
TU15	9:15am - 10:15am	Ready to Retire? Exploring Transition Options	Edgar Sanchez	Business	W316
TU16	9:15am - 10:15am	2027 ICC Code Hearings - NADRA Leads the Way in Reviewing and Suggesting New Proposals	Mark Guthrie, John Kozal, PE	Deck Education	W225
WC10	9:15am - 10:15am	WAHC: ANSI/PHTA Standards Guiding You to Better Water Chemistry	Jody O'Grady, Jim Egan, John Weber, Joe Laurino, Ph.D	Water Safety Powered by NDPA, Advanced Recreational Water Chemistry, Pool Management	W231
WC11	9:15am - 10:15am	WAHC: Survey of Float Tank Operating Practices	Roy Vore	Pool Management	W232
WC12	9:15am - 10:15am	WAHC: Operationalizing Water Safety Resources and Tools into Your Business	Adam Katchmarchi, Alison Petri	Water Safety Powered by NDPA	W233
WC13	10:30am - 11:30am	WAHC: Adopting ANSI/PHTA/ICC-2 Standard as a Companion to the International Swimming Pool and Spa Code	Dennis Berkshire, Jason Mason	Water Safety Powered by NDPA, Advanced Recreational Water Chemistry, Pool Management	W231

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WC14	10:30am - 11:30am	WAHC: The Explosion of Splash Pads in Our Community: Let's Talk About Them	Scott Bowron	Pool Management	W232
WC15	10:30am - 11:30am	WAHC: Technological Advances to Drowning Prevention in an Era of Lifeguard Shortages	Larry Newell	Water Safety Powered by NDPA, Pool Management	W233
G5	11:00am - 12:00pm	GENESIS Solution Center - D220: Diseño de piscinas: Cumpliendo las grandes expectativas de su cliente (NUEVO: CURSO EN ESPANOL)	Joan Roca	Builder, Design/ Outdoor Living	Booth #6166
N04	11:30am - 12:30pm	DECKx Talk: Mastering Marketing & Branding for Outdoor Living	Amy Breen, April Edwards	Deck Education	W317
G6	12:30pm - 1:30pm	GENESIS Solution Center - D235: The Impact of Color on Your Brand	Feras Irikat	Business	Booth #6166
TU17	1:00pm - 2:00pm	GENESIS D310: Out of This World - Innovative Pool & Backyard Designs	John Kenyon	Design/Outdoor Living	W213
TU18	1:00pm - 2:00pm	Water Quality Ranges, Target Values, or Balance Indexes: What is The Best Way to Maintain Pool Water	Jody O'Grady, John Weber, Joe Laurino, Ph.D	Service	W214
TU19	1:00pm - 2:00pm	WU C1711: Pool Renovation Inspection Checklist: Considerations for a Successful Project	Paolo Benedetti	Builder	W311
WC16	1:00pm - 2:00pm	WAHC: The NY State Pool Disinfection Efficacy Study	Roy Vore, Tom Kuechler, Jenn Huang	Advanced Recreational Water Chemistry	W231
WC17	1:00pm - 2:00pm	WAHC: Beyond the Code: Taking Operational Standards to the Next Level	Kirsten Barnes, Miklos Valdez	Pool Management	W232

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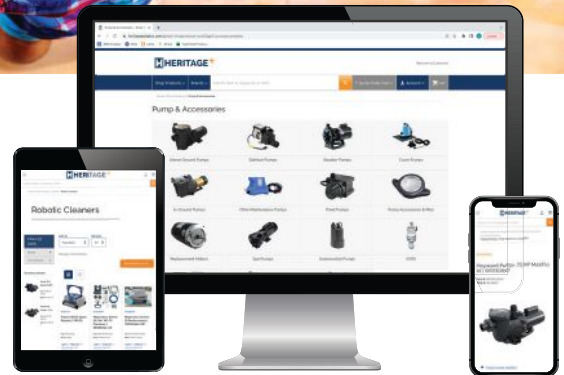
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WC18	1:00pm - 2:00pm	WAHC: Exposing the Significance of Drowning of People with Autism	Stacy Hoaglund	Water Safety Powered by NDPA, Pool Management	W233
E8	1:30pm - 2:30pm	Million Dollar Pool Design Challenge	Mike Farley	Special Event	Booth #3555
N05	1:30pm - 2:30pm	DECKx Talk: From Chaos to Clarity: Mastering the Model of Scaling Your Business	Chris Breen, Amy Breen, Jason Varney, Leif Wirtanen	Deck Education	W317
G7	2:00pm - 3:00pm	GENESIS Solution Center - C240: Waterproofing: Compatibility is Critical	Ken Milberry	Service	Booth #6166
N06	3:00pm - 4:00pm	DECKx Talk: Beyond Wood: The Next Generation of Deck Framing	Chris Breen, James Gunning, Scott Sheffield, Jason Alloway	Deck Education	W317
G8	3:30pm - 4:30pm	GENESIS Solution Center - C310: Interview with a Master CBP	John Kenyon, Brian Van Bower	Business	Booth #6166
GANN	6:00pm - 10:00pm	GENESIS 25th Anniversary Celebration		Special Event	TBD
PNA	6:00pm - 10:00pm	Pool Nation Awards		Special Event	W326
Wednesday, November 15			Speaker(s)	Track	Room/ Location
WE01	8:00am - 9:00am	Backyard Pool Chemistry For Service Pros	Eric Knight	Service	W204
WE02	8:00am - 9:00am	GENESIS C315: Remodel Do's and Dont's: How to Elevate the Old to Gold	Terry Brannon, P.E., Kate Wiseman	Design/Outdoor Living	W213
WE03	8:00am - 9:00am	GENESIS B110: Protecting Your Business - 6 Basic Steps to Prevent Litigation or other Legal Issues	Steven Getzoff, Skip Phillips	Business	W214

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WE04	8:00am - 9:00am	The 4 Keys to Improve Your Sales Team's Win Rates	Derek Baer	Business, Leadership and Career Development	W313
WE05	8:00am - 9:00am	Enhancing the Power of Mobile Apps in Pool Building	Julio Schembari	Technology Innovation	W233
WE06	8:00am - 9:00am	Finding Leaks - Turn Headaches into Profits	Brad Madison, Christine Pearson	Service	W225
WE07	8:00am - 9:00am	WU C1233: Concrete Science: Optimal Mix Designs and Delivery Logistics	Bill Drakeley	Builder	W311
WE08	8:00am - 9:00am	Family Friendly Landscape Designs	Scott Cohen	Builder, Design/Outdoor Living	W316
WC19	9:00am - 10:00am	WAHC: Guidance for Artificial Swimming Lagoons	Joe Laco, RS/REHS, MSEH, Michele Hlavsa, RN, MPH, Dewey Case	Water Safety Powered by NDPA, Pool Management	W231
WC20	9:00am - 10:00am	WAHC: The Future of Technology and AI for Complete Pool Management	Sai Reddy	Water Safety Powered by NDPA, Pool Management	W232
WC21	9:00am - 10:15am	WAHC: Safety Surfacing on Splash Pads: Standards and Best Practices for Water Safety	Brian Howell	Water Safety Powered by NDPA	W233
WE09	9:15am - 10:15am	7 Crucial Marketing Secrets Every Pool Builder Should Know	Brett Abbott	Business	W204
WE10	9:15am - 10:15am	GENESIS D340: The Roots of Modern Design - From "Then" Until "Now"	Paul John Boulifard	Design/Outdoor Living	W213
WE11	9:15am - 10:15am	ANSI/PHTA Standards Guiding You to Better Water Chemistry	Jody O'Grady, Jim Egan, John Weber	Service	W214



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WE12	9:15am - 10:15am	Service Power Panel	Steve Barnes, Javier Payan, Edgar De Jesus	Service	W219
WE13	9:15am - 10:15am	Evaluate Your Store 360 Degrees: Deliver an Astonishing Experience at Every Touchpoint	Anne Obarski	Retail, Service	W223
WE14	9:15am - 10:15am	Pool Business Management: Accounts Payable, Cash Flow, Draw Management OH MY!	Heather Linton	Business	W225
WE15	9:15am - 10:15am	WU E1221: Structural Details of Pool Shells: Principles and Practices	David Peterson	Builder	W311
WE16	9:15am - 10:15am	Fast Friends - Quickly Bond With Your Clients to Discover What They Really Want	Scott Cohen	Business, Leadership and Career Development	W316
WC22	10:15am - 11:15am	WAHC: PHTA Pathogen Reduction Task Force: Technology Assessment and Recommendations	Joe Laurino, Ph.D, Roy Vore, James Amburgey, Ph.D.	Special Event	W231
WC23	10:15am - 11:15am	WAHC: Digital Documentation for Improved Aquatic Risk Management	Kirsten Barnes	Pool Management	W232
WC24	10:15am - 11:15am	WAHC: Unifying Water Safety Efforts Across the United States: A Panel Discussion	Megan Ferraro, Julie Gilchrist, Adam Katchmarchi, Alison Petri	Water Safety Powered by NDPA	W233
G9	11:00am - 12:00pm	GENESIS Solution Center - D410: Understanding Architecture, Why It Matters	Paul John Boulifard	Builder	Booth #6166
G10	12:30pm - 1:30pm	GENESIS Solution Center - B310: Increasing Your Business Through Wellness Integration	Joel-Eric Mignault	Business	Booth #6166

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Photo: Steve Wagner, Aquatic Design Inc.



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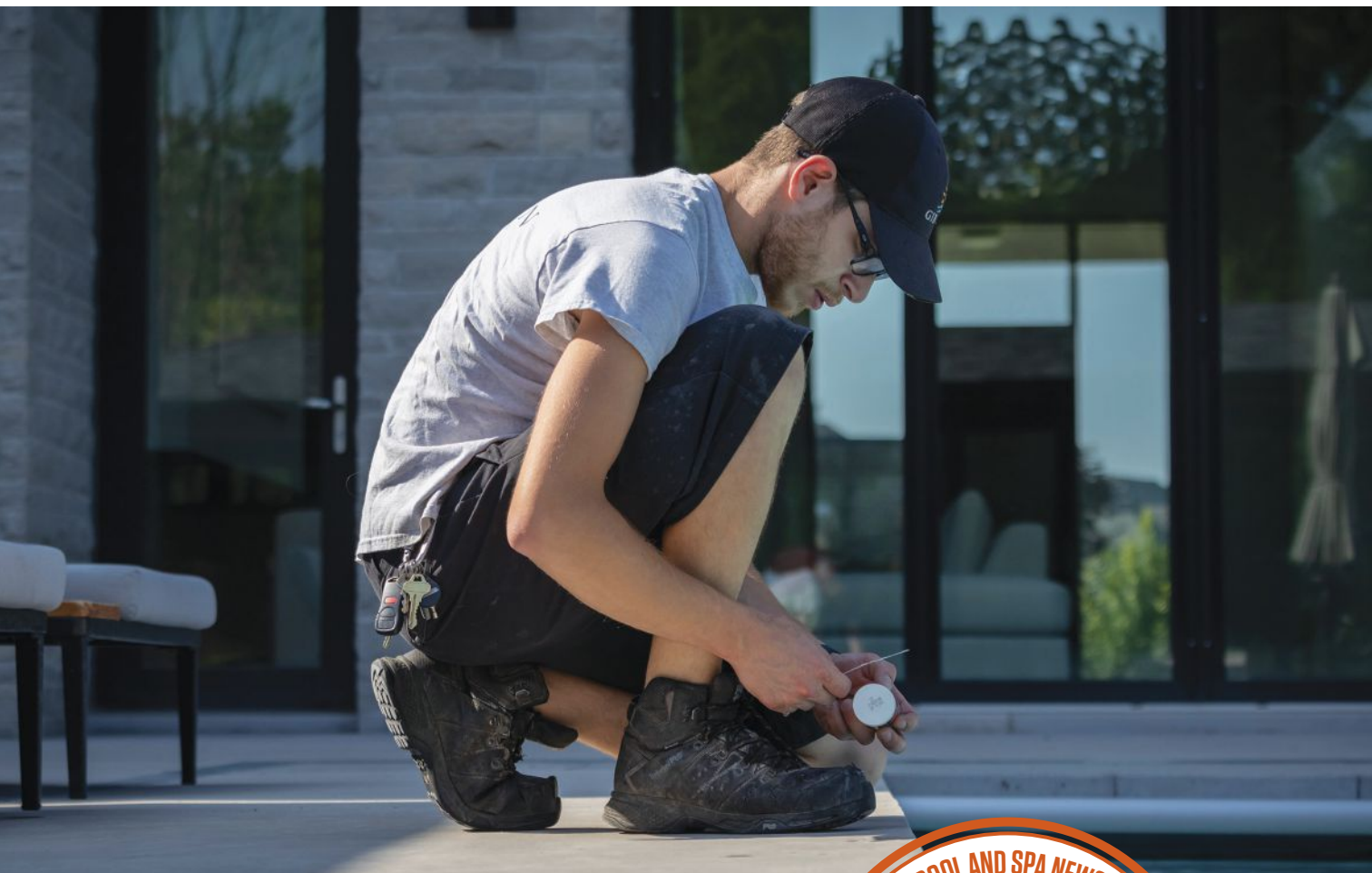
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Head of Their Class

Welcome to the sixth annual group of PSN Top 50 Service Firms

BY REBECCA ROBLEDO

It is once again time to honor the best, most well-rounded service companies in the pool/spa industry.

Each year, we choose 50 firms that score well in five categories — service revenue; employee management and training; industry involvement; web presence; and community involvement.

This year's is truly a diverse group. As with the industry itself, national consolidators are making their presence known, taking top spots on this list. We have individual franchisees, companies that also work in the construction and retail sectors, as well as independent single-location companies dedicated to maintaining and repairing swimming pools and spas. While

residential service makes up the bulk of their work, some of these firms do specialize in commercial service.

The differences in scale can be seen in these companies' earnings: Among this year's Top 50, total service revenues for 2022 ranged from approximately \$300,000 to nearly \$60 million.

Together they make a significant impact on the industry and pool-owning public, generating \$287.57 million in revenues specifically generated from pool/spa service. These companies also operate 136 locations around the country, employ 2,622 technicians and serve almost 142,000 residential and commercial clients.

Turn the page to learn more about this impressive bunch.



2023 TOP 50 SERVICE

	Company	Headquarters	No. Locations Providing Residential Service	President/CEO	2022 Residential Service Revenue
1	SPS PoolCare	Austin, Texas	33	Fraser Ramseyer	\$41,400,000
2	National Pool Partners	Tampa, Fla.	10	Hal Denbar	\$52,700,610
3	Pool Troopers	Tampa, Fla.	19	Mark Patton	\$37,102,000
4	All Seasons Pools, Spas & Outdoor Living	Orland Park, Ill.	1	Doug Mayhall	\$3,013,838
5	The Amenity Collective - Residential Aquatics	Phoenix, Ariz.	7	Dan Lawler	\$26,300,000
6	Gib-San Pool & Landscape Creations	Toronto, Ontario	1	Ed Gibbs	\$6,200,000
7	Gohlke Pools	Denton, Texas	1	Matt Gohlke	\$5,097,596
8	Great Valley Pool Service	Frazer, Pa.	1	Tracy Bond and Cecil Bond	\$4,709,852
9	Hastings Water Works	Brecksville, Ohio	1	David J. Hastings	\$1,950,000
10	Claropool	Palm Desert, Calif.	1	Stephen Little	\$8,627,334
11	Aqua Pool & Patio Service Corp.	East Windsor, Conn.	1	Michael Giannamore	\$2,393,374
12	Richard's Total Backyard Solutions	Houston, Texas	2	J.R. Richard	\$595,000
13	Pure Swim	Los Angeles, Calif.	1	Rich Gallo	\$3,328,863
14	Ike's Carter Pools	Oakland Park, Fla.	1	Gary Kaplan / Erik Eikevik	\$1,800,000
15	Heritage Pools	North Charleston, S.C.	1	Michael Gesmond	\$1,500,000
16	Poolwerx Redlands	Redlands, Calif.	1	Cal & Sharon Boothby	\$1,777,569
17	Goodall Pools	Camp Hill, Pa.	6	Robert Goodall III	\$2,673,031
18	Morehead Pools	Shreveport, La.	1	Michael Moore II	\$2,324,357
19	Riverbend Sandler Pools	Plano, Texas	2	Bruce Mungiguerra	\$8,454,373
20	Fronheiser Pools	Bally, Pa.	1	Ron & Adam Fronheiser	\$2,910,049
21	Atlanta Classic Pool Service	Canton, Ga.	1	Teresa Rogers	\$300,000
22	Burton Pools & Spas	Fort Smith, Ark.	2	David Burton	\$4,293,688
23	Poolwerx Florence	Florence, S.C.	1	Randy Weatherford	\$600,000
24	Ohio Pools & Spas	North Canton, Ohio	1	Amanda Annis	\$2,069,101
25	Graves Pools & Spas	Myrtle Beach, S.C.	1	Shannon Graves Jones	\$270,399
26	The Pool Butler	Hiram, Ga.	2	Tim Bolden	\$3,482,000
27	Pool and Spa Poseidon	Longueuil, Quebec	2	Nicolas Guillotte	\$4,596,854
28	Payan Pool Service	San Diego, Calif.	1	Javier Payan	\$1,767,019
29	Sweet Southern Pools	Molena, Ga.	1	Dan & Emily Rice	\$663,458
30	Keith Zars Pools	San Antonio, Texas	4	Keith Zars	\$8,030,000
31	Swimming Pool Services	Waukesha, Wis.	1	David Thompson	\$2,412,011
32	Miller Pools	Pasadena, Texas	1	Michael Miller	\$3,186,000
33	Poolwerx Forest Lane	Dallas, Texas	1	Letha Allen	\$2,502,351
34	Unified Pool Solutions	Houston, Texas	1	Mark Uberecken	\$948,000
35	Molinari Pools	Vero Beach, Fla.	1	Joel Molinari, Jr.	\$3,198,250
36	Patio Pools & Poolwerx	Tucson, Ariz.	2	Gene Ragel	\$3,325,504
37	Pools of Fun	Plainfield, Ind.	1	Tim Colon	\$1,937,530
38	Claffey Pools	Southlake, Texas	1	Charlie Claffey	\$2,478,304
39	Spartan Pool & Patio	Norman, Okla.	1	Jordan Demeter & Sam Stroud	\$224,517
40	Master Touch Outdoor Living	Coral Springs, Fla.	1	Nilson Silva	\$2,738,000
41	MCM Pools	Norton, Mass.	1	Chris Murphy	\$1,806,105
42	Elko Spas, Billiards & Pools	Myrtle Beach, S.C.	2	Kristen Auton	\$763,862
43	Crystal Clear Custom Pools	Midlothian, Texas	1	Tom Sheehy	\$1,588,750
44	Poolwerx Keller	North Richland Hills, Texas	2	Frank & Jacque Disher	\$2,192,000
45	Hamlin Pools	Pharr, Texas	1	Travis Stansberry, Joshua Stansberry, Taylor Hamlin, & Tyler Stansberry	\$4,080,000
46	Poolwerx Union Hills	Phoenix, Ariz.	5	Mark Howard	\$3,090,998
47	Pulliam Pools	Fort Worth, Texas	1	Andrew Fluty	\$1,219,098
48	Backyard Paradise Luxury Pools	Montgomery, Texas	1	Mitchell Buckley	\$1,083,304
49	Puryear Custom Pools	Fort Worth, Texas	2	Jason & Jennifer Satterwhite	\$2,364,990
50	Bi-State Pool & Spa	O'Fallon, Mo.	1	Rick Woemmel	\$5,500,000

2022 Commercial Service Revenue	Total 2022 Service Revenue	Residential Service Accounts	Commercial Service Accounts
\$4,600,000	\$46,000,000	20,334	1,517
\$6,956,052	\$59,656,662	12,167	485
\$5,260,000	\$42,362,000	18,448	341
\$334,871	\$3,348,709	1,680	35
\$7,200,000	\$33,500,000	9,100	1,400
\$-	\$6,200,000	2,000	-
\$268,295	\$5,365,891	3,130	10
\$22,463	\$4,732,315	1,302	3
\$2,145,000	\$4,095,000	755	220
\$-	\$8,627,334	1,315	-
\$17,000	\$2,410,374	830	2
\$5,000	\$600,000	501	3
\$-	\$3,328,863	374	-
\$200,000	\$2,000,000	720	80
\$-	\$1,500,000	650	-
\$23,413	\$1,800,982	879	22
\$52,000	\$2,725,031	6,140	110
\$148,363	\$2,472,720	995	47
\$1,476	\$8,455,849	5,103	10
\$-	\$2,910,049	2,809	-
\$3,000	\$303,000	125	1
\$466,888	\$4,760,576	63	44
\$200,000	\$800,000	260	50
\$-	\$2,069,101	202	-
\$905,252	\$1,175,651	763	925
\$236,000	\$3,718,000	800	30
\$985,000	\$5,581,854	3,250	450
\$441,965	\$2,208,984	560	60
\$254,542	\$918,000	460	110
\$77,000	\$8,107,000	10,247	21
\$-	\$2,412,011	1,452	-
\$-	\$3,186,000	775	-
\$351,696	\$2,854,047	3,720	100
\$-	\$948,000	189	-
\$-	\$3,198,250	508	-
\$369,556	\$3,695,060	2,493	51
\$-	\$1,937,530	2,052	-
\$-	\$2,478,304	3,625	-
\$2,129,971	\$2,354,488	347	8
\$67,000	\$2,805,000	1,160	5
\$9,211	\$1,815,316	1,030	20
\$-	\$763,862	1,515	-
\$24,000	\$1,612,750	828	4
\$194,000	\$2,386,000	398	5
\$1,020,000	\$5,100,000	1,243	75
\$3,358,820	\$6,449,818	715	300
\$-	\$1,219,098	4,748	-
\$-	\$1,083,304	869	-
\$-	\$2,364,990	515	-
\$500,000	\$6,000,000	1,000	100

2023 MVPs

We asked each Top 50 Service company leader to name one employee whose contributions significantly added to the firm's growth and success last year.



1

SPS PoolCare

JORDON HERRMANN

Office Manager

Jordon goes above and beyond in supporting her internal team members and has been a tremendous resource in assisting other branches in developing processes and procedures to ensure high customer satisfaction and retention.



2

National Pool Partners

SEAN DENT

General Manager, Pool Doctor

Sean took over as GM almost a month after Hurricane Ian made landfall directly over Cape Coral and devastated southwest Florida. He led the business and its more than 70 employees at the most intense and difficult time in the history of Pool Doctor.



3

Pool Troopers

SUZAN KELLER

Commercial Account Manager

Suzan helped us improve our processes and grow our commercial division. She now leads this division and manages a team of 27. She brings a positive attitude, superb attention to detail, and a breadth of knowledge from her decades in the industry.



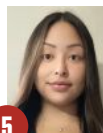
4

All Seasons Pools, Spas & Outdoor Living

ALYN DAVIS

Liner Installation Foreman

As our foreman, Alyn leads installations and renovations that includes up to 10 other team members at times, working on multiple projects simultaneously. His demand for perfection comes with a kind heart.



5

The Amenity Collective

NELLY MARTINEZ

Office Manager

Nelly connects every dot regarding sales and sales support, development of SOPs across the entire enterprise, hands-on training, inventory management, communications, finance.



6

Gib-San Pool & Landscape Creations

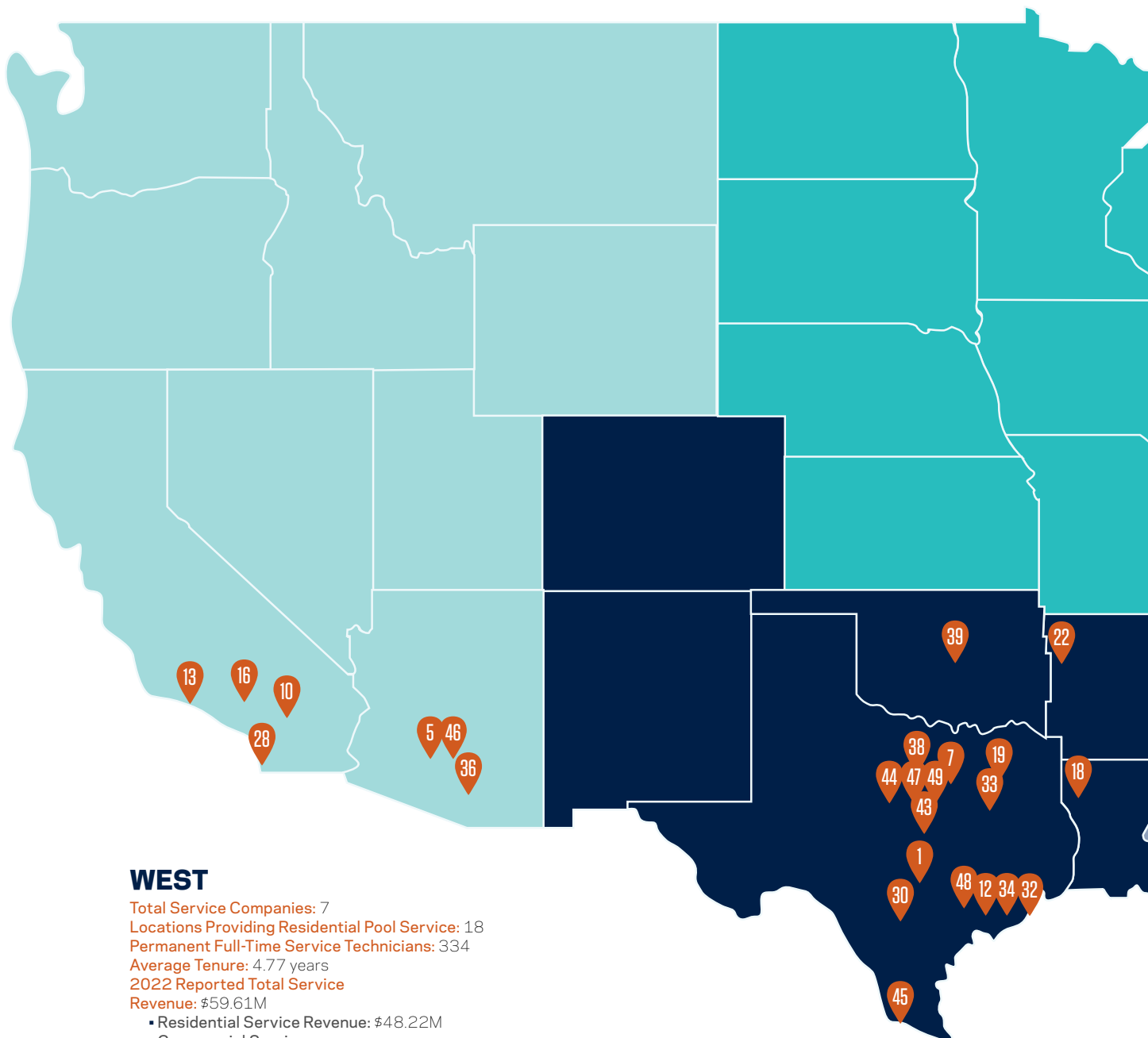
PETER FRIIS

Chief Operating Officer

Peter develops his team with a hands-on approach to education and training. He is admired for his dedication to our company, and his client-centric attitude and emphasis on professionalism are an example to the entire industry.

TOP 50 SERVICE by Region

The map below shows the regional distribution of this year's Top 50 Service companies. Each tab represents one firm, showing its headquarter city. Numbers indicate their ranking. Once again, Texas is well-represented, holding 15 of the slots, or 30%.



WEST

Total Service Companies: 7
 Locations Providing Residential Pool Service: 18
 Permanent Full-Time Service Technicians: 334
 Average Tenure: 4.77 years
 2022 Reported Total Service
 Revenue: \$59.61M
 • Residential Service Revenue: \$48.22M
 • Commercial Service
 Revenue: \$11.39M
 Residential Accounts: 15,436
 Commercial Accounts: 1,833

MIDWEST

Total Service Companies: 6
Locations Providing Residential Pool Service: 6
Permanent Full-Time Service Technicians: 92
Average Tenure: 11.14 years
2022 Reported Total Service
Revenue: \$19.86M
▪ Residential Service Revenue: \$16.88M
▪ Commercial Service
Revenue: \$2.98M
Residential Accounts: 7,141
Commercial Accounts: 355

NORTHEAST/MID-ATLANTIC

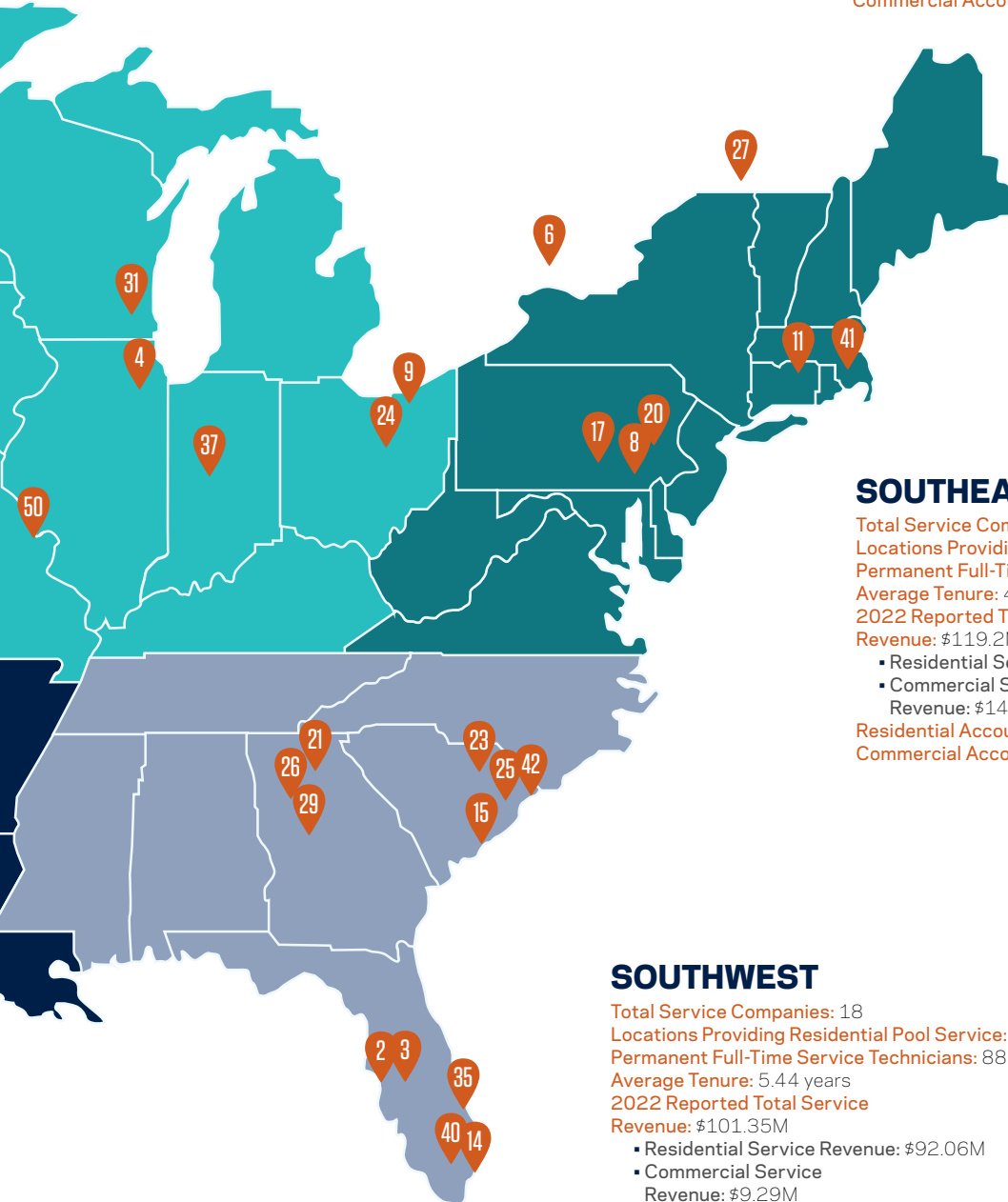
Total Service Companies: 7
Locations Providing Residential Pool Service: 13
Permanent Full-Time Service Technicians: 171
Average Tenure: 11.15 years
2022 Reported Total Service
Revenue: \$26.37M
▪ Residential Service Revenue: \$25.29M
▪ Commercial Service
Revenue: \$1.0M
Residential Accounts: 17,361
Commercial Accounts: 585

SOUTHEAST

Total Service Companies: 12
Locations Providing Residential Pool Service: 41
Permanent Full-Time Service Technicians: 1,145
Average Tenure: 4.77 years
2022 Reported Total Service
Revenue: \$119.2M
▪ Residential Service Revenue: \$105.12M
▪ Commercial Service
Revenue: \$14.08M
Residential Accounts: 37,576
Commercial Accounts: 2,027

SOUTHWEST

Total Service Companies: 18
Locations Providing Residential Pool Service: 58
Permanent Full-Time Service Technicians: 880
Average Tenure: 5.44 years
2022 Reported Total Service
Revenue: \$101.35M
▪ Residential Service Revenue: \$92.06M
▪ Commercial Service
Revenue: \$9.29M
Residential Accounts: 57,630
Commercial Accounts: 1,844





7

Gohlke Pools**CAMRON MCLERRAN**

Maintenance Department Manager

Thanks to Camron our Maintenance Department has been able to achieve the scale necessary to meet the increased demand we have experienced. His attention to detail, organizational skills, and the systems he has implemented have enabled our staff to function at a high level.



8

Great Valley Pool Service**JOHN REED**

Service Manager

John serves as a mentor to his staff and can often be found assisting on calls as the go-to resource for complicated repairs. John is the foundation upon which Great Valley Pool Service was built and we wouldn't be where we are today without his knowledge, experience and insight.



9

Hastings Water Works**ROBYN KOCH**

Controller

Robyn has emerged as a quiet leader in our organization. Everyone knows she can be counted on for anything and anytime. She is trusted and valued by all for the support she offers almost everyone — in many capacities, particularly for reports, data and statistics.



10

Claropool**RAUL GONZALEZ**

Chief — Masonry

Raul has been with us for more than 20 years and consistently shows up with a smile and a willingness to do whatever it takes to get the job done. He is a stalwart and motivational leader as he teaches the next generation of workers the skill it takes to succeed.



11

Aqua Pool & Patio Service**DAVID NORRIS**

Service Technician

David has been with us since the beginning. He is our longest tenured and most highly skilled technician. Whenever there is a problem another technician cannot solve, we look to David for assistance. We can always count on him to be level headed and do what is best for the company.



12

Richard's Total Backyard Solutions**PAULA NEZAT**

Service Coordinator

Paula is the most reviewed employee in the history of the company. Her goal is to ensure our customers are taken care of and they absolutely LOVE working with her and our team. Her heart and soul is dedicated to the Service Department.



13

Pure Swim**MARIO SOTO**

Lead Pool Tech

Mario has been with the company for 3 years. Last year, he was struggling with his route due to a personal tragedy, but he has consistently made dramatic improvements and showed us the meaning of perseverance. I believe in Mario and believe hands down he's our MVP.



14

Ike's Carter Pools**KIRSTEN ERICKSON**

Service Office Manager

Kirsten updated our service cloud software this past year to a version that allows us to give our clients better service and makes the department more efficient, with real time communication to the techs if issues arise. It's allowed us to optimize our routes, saving a lot of time.

TOP 10 Earners

Revenue is not the sole determinant in appearing on the list, but it is one of five factors. These firms ranked highest in Total 2022 Service Revenue. They also placed highly in 2022 Residential Service Revenue.

	Overall Top 50 Ranking	Company	Headquarters	Total 2022 Service Revenue	2022 Residential Service Revenue	Number of Residential Service Accounts	Number of Locations Providing Residential Pool Service
1	2	National Pool Partners	Tampa, Fla.	\$59,656,662	\$52,700,610	12,167	10
2	1	SPS PoolCare	Austin, Texas	\$46,000,000	\$41,400,000	20,334	33
3	3	Pool Troopers	Tampa, Fla.	\$42,362,000	\$37,102,000	18,448	19
4	5	The Amenity Collective - Residential Aquatics	Phoenix, Ariz.	\$33,500,000	\$26,300,000	9,100	7
5	10	Claropool	Palm Desert, Calif.	\$8,627,334	\$8,627,334	1,315	1
6	19	Riverbend Sandler Pools	Plano, Texas	\$8,455,849	\$8,454,373	5,103	2
7	30	Keith Zars Pools	San Antonio, Texas	\$8,107,000	\$8,030,000	10,247	4
8	46	Poolwerx Union Hills	Phoenix, Ariz.	\$6,449,818	\$3,090,998	715	5
9	6	Gib-San Pool & Landscape Creations	Toronto, Ontario	\$6,200,000	\$6,200,000	2,000	1
10	50	Bi-State Pool & Spa	O'Fallon, Mo.	\$6,000,000	\$5,500,000	1,000	1



CONGRATULATIONS YOU'RE A WINNER

PSN'S TOP 50 POOL SERVICE AWARD

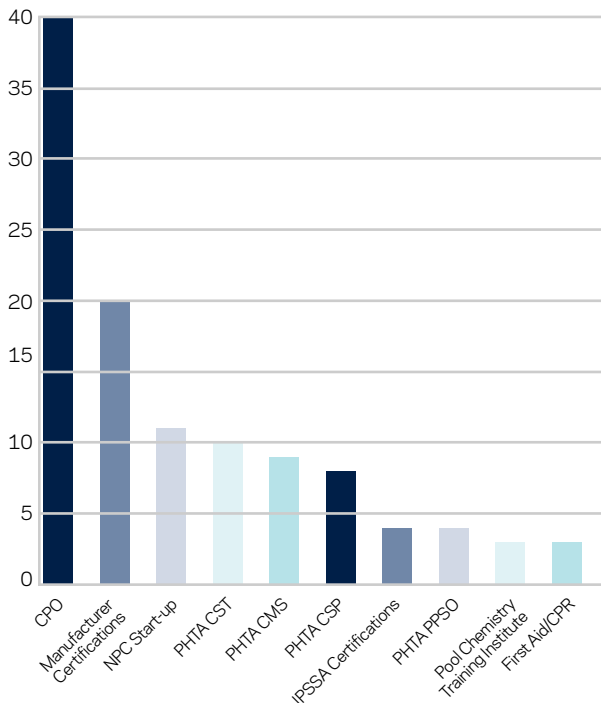


Out of 75,000 Pool Servicers, you represent the best. That's no easy feat. Thank you for doing all the dirty work, putting in the long hours and providing the perfect pool and wellness experience to your customers.

We look forward to continuing to work together to make our industry even greater.

Certifications

This chart shows how many of the Top 50 hold at least one of each certification. By far CPO is most popular among this group, with some companies even requiring every tech to earn one.



15

Heritage Pools

CHRIS COURCHANE

Operations Manager

Chris came to us a year ago from the oil and propane industry. He is an exceptional leader and even better operations manager. He wears many different hats at times and does it all with a smile. He implemented Salesforce within our company and also positively changed the culture here.



16

Poolwerx Redlands

MATT DECOURSEY

Communications Manager

Matt is responsible for monitoring our communication app, Birdeye, but has also stepped up to fill gaps in our Service Dept. At present, we do not have a service manager, so Matt has assumed the responsibility of making sure maintenance routes are covered and scheduling repairs.



17

Goodall Pools

MATT JARRETT

Service Manager

Matt comes from a bank management background; this has allowed him to understand P&L statements and how to grow the service side of our business. When Matt comes across an issue, he digs into it and comes up with a solution that is beneficial to the customer and the business.



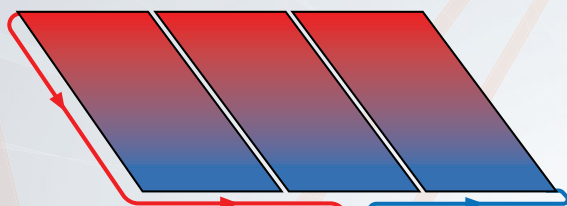
18

Morehead Pools

JAMIE CHRISTIAN

Lead Service Technician

Jamie has been with us for over 22 years. He exhibits selfless customer service, is a wealth of knowledge and a mentor to all of his coworkers. His work ethic is unsurpassed and he can be depended on to complete any task professionally, efficiently, and with great humor and attitude.



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11,084,745, 11,235,996, 11,518,697, 11,345,623 and 11,358,888. U.S.
Des. D752,178 and Other Patents Pending - AD010-083123

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TOP 10 Training

1 | CLARPOOL

Palm Desert, Calif.

Overall Top 50 Service Ranking: 10

Highlights: The company has developed a multi-module training regimen for each position. Pool cleaners undergo 200 hours of on-the-job training to develop muscle memory, followed by in-depth instruction on topics such as chemistry and technology.

2 | PURE SWIM

Los Angeles, Calif.

Overall Top 50 Service Ranking: 13

Highlights: New techs undergo a six-month period of ridealongs with lead technicians, account managers and the company owner. Each technician takes two weeks paid time off each year for continuing education.

3 | GOHLKE POOLS

Denton, Texas

Overall Top 50 Service Ranking: 7

Highlights: All new team members attend an on-site CPO certification course and exam taught by an in-house certified CPO instructor. After a ride-along period, new techs receive monthly one-on-one training, covering custom-chosen topics.

4 | ALL SEASONS POOLS, SPAS & OUTDOOR LIVING

Orland Park, Ill.

Overall Top 50 Service Ranking: 4

Highlights: Off season, one all-day training session is held per week. Structured training takes new hires from Technician Apprentice to Senior Technician. Staffers earn points toward a trip to a national trade show through various accomplishments.

5 | GIB-SAN POOL & LANDSCAPE CREATIONS

Toronto, Ontario, Canada

Overall Top 50 Service Ranking: 6

Highlights: Gib-San hires several consultants and instructors from outside the industry to teach topics related to business

and job performance. It also receives training on health and wellness topics to improve overall happiness and performance.

6 | POOL AND SPA POSEIDON

Longueuil, Quebec, Canada

Overall Top 50 Service Ranking: 27

Highlights: New techs complete 1,000 hours before working solo. New office staffers are paired with a mentor for a year. After 2,000 hours, all employees obtain CPO certification and take eight hours of continuing education annually.

7 | THE POOL BUTLER

Hiram, Ga.

Overall Top 50 Service Ranking: 26

Highlights: Training is provided once a week. Repair techs undergo six months of training with a senior employee or manager before going out on their own. The company has three tiers of repair techs, with tests required for promotion.

8 | MOLINARI POOLS

Vero Beach, Fla.

Overall Top 50 Service Ranking: 35

Highlights: New employees work with several trainers to gain multiple perspectives. Within 18 months of employment, each must obtain a CPO certification. Each month, the company hosts a manufacturer training session.

9 | MASTER TOUCH OUTDOOR LIVING

Coral Springs, Fla.

Overall Top 50 Service Ranking: 40

Highlights: New techs undergo a structured six-month training that begins with helping on calls, then performing less difficult tasks solo before complicated calls. They receive training on soft skills such as communication.

10 | BURTON POOLS & SPAS

Fort Smith, Ark.

Overall Top 50 Service Ranking: 22

Highlights: In February, staff prepares for the year with in-depth equipment training, then review pool openings in March and closings in August. Service Managers meet one-on-one with each tech twice a month.



19

Riverbend Sandler Pools

ADAM COSSABONE

Maintenance Manager

Under Adam's oversight, our weekly maintenance customer base grew by 176% year over year from 2021 to 2022. He launched customer satisfaction programs — he redesigned the supervisor role, implemented a quality control plan and improved our training programs.



20

Fronheiser Pools

JUSTIN BURNS

Lead Service Technician

Justin's dedication in maintaining great customer relationships is why he's our MVP. He is an exceptional service technician, and diligent in his communication with homeowners, taking the time to answer all their questions and help them to better understand how to maintain their pool.



21

Atlanta Classic Pool Service

TODD ROGERS JR

Service Manager

Todd has worked with us his entire life, and helped rebuild and grow our company. He has a good work ethic with customers and is still willing to learn. Todd will take over the company one day.



22

Burton Pools & Spas

SCOTT BOWLING

Service Manager

Scott was able to take an unprofitable department to a 9.89% net profit in only six months with a multi-faceted approach. He remapped zones to allow our techs to service more customers in a shorter amount of time, and renewed sales training program for our dispatchers.

TARA

SAFETY COVERS



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SLEEK AND MODERN

Our new gray mesh is available in Regular Mesh and our light blocking HD Mesh. Its sleek and modern appearance will instantly enhance the overall beauty of your customers' pools.



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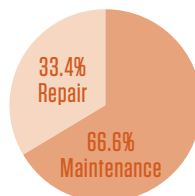
Enhance your brand and increase repeat business with our custom labels for safety covers. For details on these durable, high-resolution labels visit, www.tarapools.com/coverlabel.

\$326.4M

TOTAL 2022 SERVICE
REVENUE EARNED
BY THE TOP 50

141,788

TOTAL ACCOUNTS
SERVICED BY THE
TOP 50



STAFF DISTRIBUTION
OF AVERAGE TOP 50
COMPANY



23

Poolwerx Florence

JOE PRICE

Head Service Technician

Joe has been in the pool business for 30 plus years and can do it all, from changing liners to deck repair and equipment installations. Joe knows the majority of our customers and has a very good rapport with them all.



24

Ohio Pools & Spas

CHRIS SCHULER

Service Manager

Chris has been instrumental in our unprecedented success over the past few years. He consistently seeks improvement and implements best management practices, such as conducting monthly one-on-ones, embracing the latest technology for service, maintenance, and communication.



25

Graves Pools & Spas

MARK SLOMKA

Water Management Service Technician

Mark has been a part of our team since 2019 and embodies all of our core values: dependable, honest, unstoppable momentum, faith, and team. His attitude has always been and continues to be the absolute best with both his customers and his team.



26

The Pool Butler

JESSICA HERTICA

Maintenance Administrator

Jessica's been with us for over two years now, starting with no prior pool knowledge. She's gone from scheduling and billing for four technicians to being responsible for fifteen, along with assisting with all management needs. She is always willing to put the company's needs first.

NEW TO TOP 50

Welcome to these companies, which have ranked on the Top 50 Service list for the first time.

Ranking	Company	Headquarters
21	Atlanta Classic Pool Service	Canton, Ga.
23	Poolwerx Florence	Florence, S.C.
25	Graves Pools & Spas	Myrtle Beach, S.C.
29	Sweet Southern Pools	Molena, Ga.
32	Miller Pools	Pasadena, Texas
42	Elko Spas, Billiards & Pools	Myrtle Beach, S.C.
44	Poolwerx Keller	North Richland Hills, Texas
47	Pulliam Pools	Fort Worth, Texas
48	Backyard Paradise Luxury Pools	Montgomery, Texas
50	Bi-State Pool & Spa	O'Fallon, Mo.

HERE SINCE THE BEGINNING

These companies have appeared on every list since its beginning in 2018.

2023 Ranking	Company	Headquarters
4	All Seasons Pools, Spas & Outdoor Living	Orland Park, Ill.
6	Gib-San Pool & Landscape Creations	Toronto, Ontario
7	Gohlke Pools	Denton, Texas
8	Great Valley Pool Service	Frazer, Pa.
13	Pure Swim	Los Angeles, Calif.
20	Fronheiser Pools	Bally, Pa.
22	Burton Pools & Spas	Fort Smith, Ark.
30	Keith Zars Pools	San Antonio, Texas
31	Swimming Pool Services	Waukesha, Wisc.
33	Poolwerx Forest Lane	Dallas, Texas



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Sponsor: Heritage Pool Supply Group, Inc., 7440 State Highway 121, McKinney, TX 75070. LIMIT: one (1) entry per company per day regardless of method entry or spend.

TOP 10 Commercial

Commercial work makes up a significant portion of business for some of our Top 50 companies. These 10 earned the most revenue from this specialty.

	Overall Top 50 Ranking	Company	Headquarters	Total 2022 Service Revenue	2022 Commercial Service Revenue	% of Total Service Revenue	Number of Commercial Service Accounts
1	5	The Amenity Collective - Residential Aquatics	Phoenix, Ariz.	\$33,500,000	\$7,200,000	21	1,400
2	2	National Pool Partners	Tampa, Fla.	\$59,656,662	\$6,956,052	12	485
3	3	Pool Troopers	Tampa, Fla.	\$42,362,000	\$5,260,000	12	341
4	1	SPS PoolCare	Austin, Texas	\$46,000,000	\$4,600,000	10	1,517
5	46	Poolwerx Union Hills	Phoenix, Ariz.	\$6,449,818	\$3,358,820	52	300
6	9	Hastings Water Works	Brecksville, Ohio	\$4,095,000	\$2,145,000	52	220
7	39	Spartan Pool & Patio	Norman, Okla.	\$2,354,488	\$2,129,971	90	8
8	45	Hamlin Pools	Pharr, Texas	\$5,100,000	\$1,020,000	20	75
9	27	Pool and Spa Poseidon	Longueuil, Quebec	\$5,581,854	\$985,000	18	450
10	25	Graves Pools & Spas	Myrtle Beach, S.C.	\$1,175,651	\$905,252	77	925

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27

Pool and Spa POSEIDON**JAMES CARON**

Director

James is dedicated, trustworthy and gets the job done. When he is put in charge of something, he is always up to the task. He has the best interest of the company always in mind.



28

Payan Pool Service**SCOTT FERGUSON**

Director of Growth and Development

Scott has implemented a new operating software that is able to tie all departments together, and worked out all the logistics to set us up to have liquid chlorine delivered in bulk tanks so that we can now store and bottle our own chlorine which dramatically slashes our chemical costs.



29

Sweet Southern Pools**JIM HEATH**

Service Technician

Jim is meticulous, eager to learn and communicates extremely well with the rest of the team, ensuring that tasks get completed and equipment gets repaired in a timely manner. He is one of our CPO certified techs and has trained quite a few of our newer team members.

2,622

**TOTAL SERVICE
STAFF EMPLOYED
BY THE TOP 50**



31

Swimming Pool Services**RYAN MCGUIRE**

Senior Service Technician

Ryan has always been someone that everyone can lean on and ask for advice. He now serves in a role directly overseeing other service technicians. As such, we have seen an increased level of professionalism and maturity in the group he leads. He lives out each of our core values every day.



32

Miller Pools**GARY DAY**

Senior Service Tech

Gary has performed every job at the company and is willing to step into whatever role is needed. His knowledge has no bounds, and he has trained dozens of service and maintenance technicians over the years. We are fortunate to have a true pool and spa expert on our team.



33

Poolwerx Forest Lane**CHRIS "RED" JONES**

Maintenance Manager

Chris strives to learn anything he can to better help the team and our clients. He consistently tries to find the most efficient ways to do things, and doesn't hesitate to go out whenever needed to help a customer. He is invaluable to our team and helps keep the moral and focus high.



34

Unified Pool Solutions**LUIS SANCHEZ**

Repair Technician

Luis joined our team in 2020 and accepted every challenge and opportunity we placed before him for training and development. After just 6 months, he was promoted to repair technician. Luis always strives to give his absolute best to every client and person on our team.

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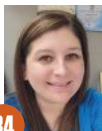
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34

Poolwerx Union Hills**KATELYN MARSHALL**
Office Manager

Katelyn has her finger on the pulse of almost 2000 weekly commercial and residential stops, remodels, accounts receivable, minor tech support, and generally operating as the heart of our company. We would be lost without her.



35

Molinari Pools**SETH SETSER**

Director of Sales & Service

After scaling our renovation department, Seth transitioned into our VP of sales, and most recently, taken over our service department, helping to provide structure, increased customer satisfaction and improved interdepartmental communication.



36

Patio Pools & Poolwerx**DARREN RATLIFF**

Service Technician

Darren is an exceptional repair technician with multiple sources of formal training. He excels with troubleshooting to diagnose the actual issue which leads to a successful and positive customer experience, building the trust of our clientele and creating return customers.



37

Pools of Fun**BRYAN CRITSER**

Vice President - Operations

Bryan has led our service department for the past few years and has done an outstanding job. He helped implement a new service department software, Service Titan, which has allowed our routes to be optimized, saving our company a lot of time and money.



38

Claffey Pools**JOSH MANNA**

Weekly Maintenance Manager

In 2022, we launched weekly maintenance services. Josh helped grow the customer base rapidly while maintaining our high level of satisfaction. He has supported nearly all elements of the new division, including marketing, hiring, training, quality control, and more.



39

Spartan Pool & Patio**SWADE DUNGAN**

Maintenance Manager

Swade changed how we charge our customers and pay our staff. We moved to a flat-rate charge, billing customers before doing the work. It allowed us to build a commission structure for our techs. They are making career money, and staff satisfaction/retention have never been higher.



40

Master Touch Outdoor**LIVING****THIAGO MACHADO**

Chief Financial Officer

Thiago is all about servant leadership, thinking outside the box, and using data to make killer decisions. Under his watch, the company's sales shot up 50 times in just four years, and he boosted profit margins by a jaw-dropping 300%.



41

MCM Pools**CHRIS BARNHART**

Vinyl Liner Specialist | Senior Technician

Chris moved into a leadership role for our new division, focusing on vinyl liner replacement and pool rehabilitation. Under his guidance, his crew is flourishing, and they will soon be running teams of their own, allowing us to increase our volume while maintaining our high quality standards.

TOP COMMUNITY

Community involvement was another consideration in choosing well-rounded companies for the Top 50. These 10 received the highest scores in community service and charitable donations.

	Overall Top 50 Ranking	Company	Headquarters
1	7	Gohlke Pools	Denton, Texas
2	5	The Amenity Collective - Residential Aquatics	Phoenix, Ariz.
3	9	Hastings Water Works	Brecksville, Ohio
4	15	Heritage Pools	North Charleston, S.C.
5	34	Unified Pool Solutions	Houston, Texas
6	6	Gib-San Pool & Landscape Creations	Toronto, Ontario
7	16	Poolwerx Redlands	Redlands, Calif.
8	19	Riverbend Sandler Pools	Plano, Texas
9	24	Ohio Pools & Spas	North Canton, Ohio
10	32	Miller Pools	Pasadena, Texas

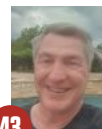


42

Elko Spas, Billiards & Pools**KRISTEN AUTON**

Service Manager

Kristen has increased revenue in the service department by 20% every year for the past 3 years. This year she is on track to have a \$1M department. She has a great relationship with her service technicians, office staff, customers and vendors.



43

Crystal Clear Custom Pools**TOM SHEEHY**

General Manager

Tom takes a proactive approach on teaching current trends and sharing his knowledge with staff. He's launched many programs focused on customer satisfaction, including redesigning the supervisor role and implementing a pool quality control plan.



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5.63

AVERAGE TENURE OF TOP 50 EMPLOYEES



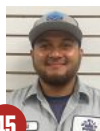
44

Poolwerx Keller

RENE LIRA

Service Manager

Rene has been with our company for over 20 years. He is an in-field problem solver and is also in charge of training all new service techs. We can always count on him to do his very best, and make sure that our clients are receiving the best possible service from our company.



45

Hamlin Pools

PJ HERNANDEZ

Team Leader - Tech 6

Within the first couple years of being hired, PJ became a Team Leader faster than anyone had before him. His desire to learn, his dedication to his customers, and his willingness to help others and train newer technicians made him a shoo-in for this promotion. He has become our highest producer.



46

Poolwerx Union Hills

JOSE OLVERA TAPIA

Pool Service Technician

Jose officially hit his 4-year employment benchmark this past month, and even in the face of hardships, he is communicative, friendly, and a delight to work with. His ability to be flexible and forgiving is something to be admired. Our goal is always to be as good to him as he is to us!



47

Pulliam Pools

NATHAN URBINA

Maintenance Supervisor

Nathan played a key role in implementing a comprehensive pool quality control plan. He's also significantly improved our training programs, training nearly all of our maintenance technicians. Employees from all departments go to Nathan for advice because of his deep industry knowledge.



48

Backyard Paradise Luxury Pools

COLLIN FERGUSON

Service Manager

In 2022, Collin played a significant role in helping us complete over 600 service repair tickets with over \$500,000 in revenue. With his continued efforts, we will more than double in size within maintenance.



49

Puryear Custom Pools

JOSH TYNES

Service Technician Supervisor

Josh is an integral part of the service department of Puryear Custom Pools. He is always working to impart his knowledge to the other employees at the company. The growth that our service department has had in the last few years would not have been possible without him.



50

Bi-State Pool & Spa

ZACH BARTON

Service Director

He steers the ship!



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Contact: Aquatherm Industries | omniswimpoolheater.com



Heliocol Solar Pool Heating System

The Heliocol Solar Pool Heating System is a solar pool heating collector that uses patented individual-tube design, proprietary hardware, and over-molded construction.

"For decades, our Heliocol Systems have been installed in residential, commercial, and institutional spaces providing rapid ROI, top-performing solutions, and continuously exceeding expectations," says John Antonelli, vice president of operations, engineering, and product at Magen eco-Energy US. "Heliocol Systems have no operating costs to keep your pool warm, making solar pool heating the ultimate investment."

Heliocol System received ISO 9001 certification and has maintained it every year since '98, as well as being the only solar system certified with ISO 14001. Heliocol has been certified in SRCC OG-100, SRCC OG-400, NSF-50, and more.

Contact: Magen eco-Energy US/UMA Solar | umasolar.com/heliocol/



Pump Shut-off System/ SVRS

Vacless' VGB-compliant SVRSs feature an electrical pump shut-off system with an alarm or siren, which instantly turns the pump off upon entrapment.

The SVRS is automatically resettable in 3 minutes, and features no nonsense programming, no false tripping, choice of air or no-air induction, and no by-passing for pool vacuum cleaning.

It installs in 5 minutes onto the pump in place of the suction side drain plug without the use of tools, and is designed for use with pumps of up to 25 horsepower.

"The best thing about this product is the easy installation, no nonsense programming and unquestioned reliability," says Hassan Hamza, Vacless' president.

Marketing materials and technical support are available.

The units are covered under a 3-year warranty.

Contact: Vacless Systems | vacless.com

Product Profiles: Fiberglass



Blue Devil Above Ground/In-Ground Pool Pump

Blue Devil above ground/in-ground pool pumps are designed for higher efficiency and minimal noise with 1 ½ HP.

Features include an easy see-thru strainer cover with a handle, allowing easy removal.

The major shaft is constructed of grade 304 stainless steel. All components are molded of corrosion-proof reinforced thermoplastic for extra durability and long life. The mechanical pump seals are made of carborundum and graphite to lengthen pump life and lower noise level.

Includes a “skid pad” with mounting hardware, one filter-to-pump union with special PVC union connectors for easy installation and a drain plug for effortless maintenance and draining during winter months.

For technical support call 800-806-6159.

The pump is covered under a 1-year warranty.

Contact: Valterra Products | valterra.com



40 FT Cord Pump

The 40 FT Cord Pump from Automatic Pool Covers, Inc. is designed with safety in mind. The 40 FT Power Cord allows for more coverage area without an extension cord, making your customers’ backyards a safer place.

“Without a pump, standing water on a pool cover is a risk and can damage the cover,” says Mike Shadoan, APC’s vice president of sales. “The APCP-1700-40 pump eliminates risks associated with using extension cords around the pool. Pool professionals report that it is easy to clean and minimal maintenance is required with its removable intake filter.”

This exclusive caviar black colored pool cover pump removes water from pool covers and other applications, exceeding ASTM 1346 safety standards as it removes 1,745 gallons of water per hour. Additionally, the pump helps melt snow on winter covers during the winter, making the pump ideal for year ‘round usage.

Contact: Automatic Pool Covers Inc. | automaticpoolcovers.com



Leisure Pool — Wave

The new Leisure Pool Wave is designed with a spacious splash deck that invites the entire family to bask in the sun, combining contemporary aesthetics with functionality. The Wave’s integrated seating and relaxation stations are strategically placed to maximize comfort and convenience.

For the avid swimmer, the Wave boasts a full-length swim corridor, complete with entry steps at both the shallow and deep ends, ensuring a safe and enjoyable swimming experience for all skill levels.

It’s available in three sizes, ranging from 30 to 40 feet in length, to find the perfect fit for your customer’s needs. This pool is produced using ViPox vinyl ester resin, composite armour and AquaGuard color.

The Wave carries a lifetime warranty for structural and osmosis.

Contact: Explore Industries | leisurepoolsusa.com

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176	0
4,405	3,874
16,522	16,274
494	486
17,016	16,760
73.3%	76.2%
-	-
12,117	12,400
16,522	16,274
73.3%	76.2%

New Products

BY PSN STAFF



Fluidra

The New Jandy Infinite WaterColors LED Lights provide a full selection of shades along with 10 traditional pre-set colors and five light shows. It's also engineered with the ability for instant color change — either through the iAquaLink app or by asking Alexa aloud — along with dimming capabilities.

Contact: fluidrausa.com



Fountain People

The FXPRO Series RGBW12 Spot LED color-changing energy efficient light fixture illuminates underwater, wet or dry locations. This low-voltage, programmable light fixture has an on-board DMX driver for more control and includes an angle adjustable yoke to positioning the fixture as desired.

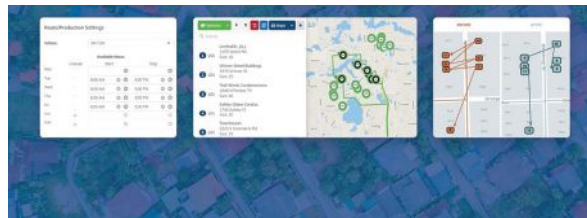
Contact: fountainpeople.com



Poolside by CGT

Poolside by CGT offers Butterfly Effect, a stone mosaic liner designed to make pool water shimmer. Butterfly Effect is printed on the company's eclipse grey pool liner material and is enhanced with Poolside's exclusive aquashimmer feature that gives the design a dramatic and fiery effect.

Contact: poolsidebycgt.com



WorkWave

WorkWave's new Dynamic Routing feature in its RealGreen product gives users the ability to plan the most efficient route in minutes by accessing real world scenarios around time windows, technician schedules, vehicle capacity, traffic patterns and service type prioritization.

Contact: workwave.com



Webbing sewn on the top
and bottom of the cover making
it both strong and safe

Available in solid or mesh fabric

Heavy duty stainless steel springs

Strong brass anchors

Several designer colors available

Summer
views turn to
Autumn hues

Classic mesh



Super mesh



Super solid





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