

AUGUST 7 2024 | ISSUE 04

POOLNATION



SPOTLIGHTS & INSIGHTS



**5 INSPIRING
BRANCH MANAGERS
CHANGING THE GAME**

***BRANDING
LIKE A PRO***

**HERITAGE
POOL PRO APPRECIATION
EVENT - NOV 11
AT PSP EXPO - DALLAS**



HERITAGE AND POOL NATION PARTNER

TO BRING THE LARGEST POOL PRO APPRECIATION AND BUSINESS SUMMIT

On November 11th, the Pool Nation Conference will host the inaugural Heritage Pool Pro Appreciation and Pool Nation Business Summit Event, a unique hands-on experience designed to honor and uplift pool professionals. This exclusive event will feature prominent pool companies showcasing the latest equipment, products, and services, providing attendees with invaluable insights and practical knowledge. Participants will have the opportunity to engage in interactive demonstrations, learning the intricacies of installing pumps, including comprehensive plumbing and wiring techniques for various products. This event is not only a celebration of the hard work and dedication of pool professionals but also a platform to foster connections, share knowledge, and promote excellence within the industry.

The Heritage Pool Pro Appreciation Event is more than just a gathering; it's a testament to the spirit of collaboration and continuous learning that defines the pool industry. Attendees will benefit from the expertise of seasoned professionals and gain hands-on experience with cutting-edge technology and innovative solutions. By bringing together a diverse group of pool pros, manufacturers, and industry experts, this event aims to create a vibrant community where knowledge is shared, and skills are honed. As we celebrate the contributions of pool professionals, we also look forward to inspiring future innovations and setting new standards of excellence in the industry. Join us for this landmark event and be a part of the future of the pool profession.

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BUSINESS SUMMIT: ELEVATE YOUR BUSINESS ACUMEN

A highlight of the event will be the innovative Business Summit, modeled after the Apple Bar concept, designed specifically for pool professionals looking to elevate their business acumen. This dynamic summit will serve as a hub for business owners to connect, exchange ideas, and gain valuable insights from industry leaders. Experts in business scaling, HR, hiring, training, marketing, branding, profitability, customer acquisition, and much more will be on hand to provide personalized guidance and strategies.

Whether you're looking to expand your business, refine your marketing approach, or improve your HR practices, the Business Summit offers a comprehensive suite of resources and support to help you achieve your goals. This segment of the event underscores our commitment to empowering pool professionals with the tools and knowledge necessary to thrive in a competitive market.

WHY WE FOUND THE NEED TO SUPPORT THE POOL INDUSTRY

Recognizing the evolving needs of pool professionals and the challenges they face; we have joined forces to present the largest Pool Pro Appreciation and Business Summit. Set to take place on November 11th at the Kay Bailey Hutchison Convention Center in Dallas, from 3:30 pm to 7:00 pm, this Free event is more than a mere gathering; it's a testament to our commitment to empowering and celebrating pool professionals worldwide.



ADDRESSING INDUSTRY CHALLENGES

As leaders in the industry, Heritage and Pool Nation understand that the pool business is not just about maintaining and repairing pools; it's about building sustainable careers and thriving businesses. With the rapid advancement of technology and the increasing demand for high-quality service, pool professionals need continuous learning and robust networks to stay competitive. This realization drove us to create an event that combines hands-on learning with business development, tailored specifically for the pool industry.

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A VISION FOR EMPOWERMENT

The vision behind this summit is simple yet profound: to provide pool professionals with unparalleled opportunities to enhance their skills, expand their professional networks, and gain invaluable business insights from industry experts. This event is designed to be a transformative experience, celebrating the dedication and expertise of those who keep our industry moving forward and ensure the safety and enjoyment of pool owners everywhere.

THE POWER OF HANDS-ON LEARNING

One of the key components of this summit is our commitment to hands-on learning. Pool professionals will have the chance to interact directly with the latest equipment, products, and services on the event floor.

This setup allows them to get up close and personal with equipment, tools, and products that define their trade. Our goal is to ensure that attendees leave with the confidence and skills to apply what they've learned in their own businesses.

BUSINESS DEVELOPMENT & NETWORKING

In addition to hands-on learning, fostering a strong network is crucial for any business. The summit will feature numerous networking opportunities, allowing attendees to connect with business owners, HR specialists, marketing professionals, and industry leaders from some of the largest companies in the industry. These interactions are invaluable for sharing experiences, seeking advice, and gaining insights into various aspects of business management.



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WHAT TO EXPECT

Attendees can look forward to:

- **Hands-On Floor Demonstrations:** Covering pump, heater, automation, light, and chem feeder installation, wiring, and product demonstrations, as well as leak detection, waterproofing, and much more.
- **Expert Chats:** Focused on mastering pool maintenance, advanced troubleshooting, and customer service excellence.
- **Business Networking Opportunities:** Including discussions on scaling businesses, enhancing operational efficiency, profitability, training, hiring, and employee turnover, and adopting innovative strategies.
- **Additional Features:** Such as a product showcase, live demonstrations, a resource center, a networking lounge, and exciting raffles and giveaways.

A COMMUNITY CELEBRATION

The Heritage Pool Pro Appreciation and Pool Nation Business Summit is more than just an event; it's a celebration of the hard work and expertise of pool professionals. It's an opportunity to come together as a community, share knowledge, and build lasting relationships that will support professional growth for years to come. We believe that by investing in the people who make this industry great, we can collectively drive forward and achieve new heights.

For more information or to register for free, please visit PoolNation.com. We look forward to welcoming you to Dallas on November 11th and celebrating the dedication and expertise of pool professionals like you.



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POOL PRO APPRECIATION EVENT

Join us Nov 11th
3:30 to 7PM

This special event will feature hands-on sessions with the latest equipment and products, providing an invaluable opportunity to gain practical knowledge.

Networking zone with business owners, HR specialists, marketing professionals, and leaders from some of the largest companies in the industry. Learn about scaling your business, enhancing your operational efficiency, and adopting innovative strategies to drive growth.

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Every Child a Swimmer

Ensuring **WATER SAFETY** Through Education and Advocacy

Drowning is the leading cause of death for children aged 1-4 and the second leading cause for children aged 5-14. Despite these alarming statistics, water safety often remains an overlooked topic. Casey McGovern, the dedicated Program Director of the Every Child a Swimmer program and the Women's Trailblazer of the Year for the Pool Nation Awards 2023, has committed her life to changing this narrative.

A PERSONAL TRAGEDY TURNED MISSION

Fifteen years ago, Casey McGovern experienced an unimaginable tragedy when her 19-month-old daughter, Em, drowned in their backyard pool. This devastating event transformed Casey's life, leading her to a mission of educating others about water safety and drowning prevention. Her story serves as a powerful reminder that drowning can happen to any family, regardless of background or circumstance.

THE IMPORTANCE OF LAYERS OF PROTECTION

Casey emphasizes that preventing drownings requires multiple layers of protection:

- **Supervision:** Constantly supervise children around water, ensuring they are never left unattended.
- **Door Chimes:** Install chimes on doors leading to the pool area to alert you if they

are opened.

- **Pool Fencing:** Use fences to create a barrier around the pool, adding an extra layer of security.
- **Swim Lessons:** Enroll children in swim lessons as early as possible, ideally starting at 6-9 months.
- **CPR Training:** Ensure that you and others around the pool are trained in CPR to respond effectively in an emergency.

These layers of protection are crucial, but the most important measure, according to Casey, is teaching children to swim.



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THE RIPPLE EFFECT OF DROWNING INCIDENTS

A drowning incident doesn't just impact the immediate family; it creates a ripple effect that affects the community, first responders, and healthcare professionals. During her family's darkest days, the support from hospital staff and the community was vital. The trauma of such an event lingers with everyone involved, highlighting the need for preventive measures and robust support systems.

LEGISLATIVE EFFORTS FOR WATER SAFETY

Casey's advocacy extends to legislative efforts. She played a pivotal role in passing the Every Child a Swimmer legislation in Florida in 2021 and in Georgia and Arkansas in 2023. This legislation mandates schools to share water safety information with parents and caregivers, aiming to educate and prevent future tragedies. The goal is to embed water safety into the educational curriculum, similar to how fire safety is taught, to ensure that parents and children are aware of the risks and know where to find swim lessons.

COMMUNITY SUPPORT AND CALL TO ACTION

The pool industry and wider community have rallied behind Casey's mission. A significant moment of support came when Todd Pieri from

AquaStar pledged a \$10,000 donation to Every Child a Swimmer. This generous contribution will provide swim scholarships to low-income families, helping more children learn to swim and stay safe.

The Pool Nation community is equally committed, with listeners expressing their dedication to spreading the message of water safety. Ideas such as creating safety pamphlets for pool pros to share with homeowners, producing educational videos, and organizing local safety events are all part of the proactive measures being considered.

THE ESSENTIAL STEP: SWIM LESSONS

The most crucial action in preventing drownings is ensuring that children learn to swim. Early swim lessons, starting at around 6-9 months, equip children with life-saving skills and instill confidence and respect for water. It is the most effective way to prevent drownings and protect our children.

CONCLUSION

Casey McGovern's journey from personal tragedy to passionate advocacy underscores the power of resilience and the impact of education. Her work as the Program Director of Every Child a Swimmer is saving lives and preventing other families from experiencing the same heartbreak. The Pool Nation community is united in supporting her mission, raising awareness, and taking action to ensure that every child becomes a swimmer. Water safety is not just a topic for discussion; it is a call to action. Whether you are a pool professional, a parent, or a community member, there are steps you can take to make a difference. Together, we can prevent drownings and create a safer environment for all children.

For more information or to get involved, visit [Every Child a Swimmer](#) and join the movement to make every child a swimmer.

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BRANDING IN THE POOL SERVICE INDUSTRY

By: Crystal Lengua-Rowell



The pool industry encompasses a wide range of businesses involved in the construction, maintenance, and servicing of swimming pools, spas, and related equipment. The industry has seen consistent growth driven by the rising demand for recreational and wellness activities, the increasing popularity of home swimming pools, and advancements in pool technology and design makes it even more crucial for Pool companies to develop a strong brand from the get-go. The pool service industry is competitive, with many businesses offering similar services and products so a strong brand helps a company stand out from the competition by

highlighting its unique value propositions and creating a distinct identity. Effective branding helps establish a company's reputation and builds lasting relationships with customers.

So, where do you start?

KNOW YOUR AUDIENCE/ YOUR UNIQUE SELLING PROPOSITION

Who does your company cater to? Residential, commercial, luxury homes, etc. By understanding who your customers are, what they need, and how they think, you can tailor your brand messaging, products, and services to resonate with them.

SWOT Analysis

A SWOT analysis helps identify a company's Strengths, Weaknesses, Opportunities, and Threats. Here's a general example of a SWOT for your own Pool Service Company:

Strengths

Expertise and Experience: Highly skilled technicians with years of experience in pool maintenance and repair.
Quality Products and Services: Use of high-quality chemicals and equipment, ensuring customer satisfaction.
Strong Customer Relationships: Established relationships and a loyal customer base due to consistent and reliable service.

Opportunities

Partnerships and Alliances: Collaborating with real estate agents, property managers, and other related businesses to gain referrals.
Online Presence and Marketing: Enhancing online marketing strategies, including social media and SEO, to attract new customers.
Increasing Awareness of Pool Safety: Offering safety inspections and upgrades as more customers become conscious of pool safety.

S W
O T

Weaknesses

Seasonality: Business may be highly seasonal, with peak demand in the summer months and slower periods in the winter.
Dependence on Weather: Adverse weather conditions can impact service schedules and customer needs.
Resource Constraints: Limited staff and resources may make it challenging to scale the business or respond to high demand.

Threats

Competition: Increasing competition from other pool service companies, including low-cost providers.
Economic Downturns: Economic challenges can lead to decreased discretionary spending on non-essential services like pool maintenance.
Technological Advancements: New technologies may require significant investment and training, potentially putting pressure on smaller businesses.

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This is step one because everything you decide on hereon out will ensure that every branding effort aligns with customer expectations, your price points, how you will market to your business- even your brand voice. Insight into your audience helps in developing service packages that meet their expectations. It ensures that what you offer aligns with their desires and solves their problems, increasing the likelihood of success. In creating your Unique Selling Proposition (USP) keep in mind the Good-Better-Best (G-B-B) strategic approach (also known as the Goldilocks Principle). This method involves creating distinct tiers of offerings that cater to different customer needs, preferences and price points.

1. Good (Entry-Level Offering)

- Basic functionality or service that addresses core needs without additional frills. The lower cost of the three.

2. Better (Mid-Tier Offering)

- Enhanced features or services that offer additional value beyond the basic level. Includes more benefits or improved quality.

3. Best (Premium Offering)

- Top-of-the-line features, high-end quality, and exceptional service. Includes all the benefits of the mid-tier offering plus exclusive features.

Your G-B-B will look different depending on your target audience and what you offer. Your best may not be “top of the line” in physical industry inventory, but it will be the top of YOUR offering line. It gives you an outlined upsell flow for you and your staff to follow and manages expectations with your clientele. To help define your market you can also research your competition- not to copy them or go head-to-head (I believe there is enough business for us all) but to grasp the competitive landscape in your market.



Understanding your competitors helps you identify market opportunities that they might be overlooking that you can benefit from and potential threats that could impact your business- it is beneficial to see what they are doing well and where you see areas they may be lacking so that you can fill those holes in your area. You also want to set benchmarks for pricing, marketing and advertising so that you can carve out a niche or identify a unique selling proposition that sets your brand apart from competition. SWOT analysis is a great exercise for any business (new and existing) that helps identify strengths, weakness and threats
SEE IMAGE

DEFINE YOUR BRAND IDENTITY

Now that you understand your market and understand the needs, preferences, and pain points of your target audience you need to develop a brand mission and vision statement.

They serve to guide the organization's strategic direction and communicate its core values both internally (staff) and externally (customers or stakeholders).

A mission statement focuses on the immediate objectives and the core operations of the business. A mission statement is usually concise, clear, and actionable in the NOW.

Example Mission Statement:

"To provide high-quality, eco-friendly pool maintenance services that ensure safe and enjoyable swimming experiences for families and communities."

A vision statement outlines the future aspirations of a company. It describes what the company aims to achieve in the long term and serves as an inspirational guide for its growth and development.

COLOUR PSYCHOLOGY	BLUE PEACE CALM TRUST CONFIDENCE LOYALTY	GREEN HEALTH TRANQUILITY GROWTH GENEROISITY	PURPLE LUXURY POWER AMBITION CREATIVITY
	RED PASSION EXCITEMENT ENERGY CONFIDENCE	PINK LOVE KINDNESS INNOCENCE FEMININITY	YELLOW HOPE OPTIMISM POSITIVITY JOY
	GREY ELEGANCE AUTHORITY KNOWLEDGE DIGNITY	BROWN NATURE SECURITY STRENGTH DEPENDABILITY	BLACK POWER FORMALITY REBELLION MYSTERY

Example Vision Statement:

"To be the leading provider of innovative and sustainable pool solutions, transforming the way people experience water recreation worldwide."

What is the difference between the two? The mission statement is the present and outlines what the company does/why it exists, and the vision statement is the future aspirations and is meant to be inspirational. It is important to set both in the beginning to keep your team on the same page both now and for the future. A sense of purpose is more than a branding strategy- it is a part of company culture/human need (behavioral science) You also want to outline and communicate your company's set of values.

The values you choose will not only shape how your brand is perceived by customers and differentiate it from competitors, they will also provide a framework for decision-making within the company. Some examples of values that a pool service company may choose are:

1. **Integrity:** Operating with honesty and transparency in all our dealings. We believe in building trust through open communication and ethical business practices.
2. **Environmental Responsibility:** Committed to sustainable practices by using eco-friendly products and conserving water. We strive to minimize our environmental footprint.
3. **Education:** Educating our customers about pool maintenance and safety. We provide resources and tips to help them keep their pools in top condition between our visits.


You can see how these three values would guide business decisions, marketing efforts, the type of customer you attract and the reputation that would form from your community knowing that you operate using these types of organizational values.

CREATE A MEMORABLE BRAND NAME AND LOGO

1) Create A Memorable Brand Name and Logo

Your business name and logo are your first line of impression with your customer base- so choose wisely. Your name should reflect your business in some way-

whether to have pool-related terms (water, splash, aqua) or incorporates pieces of your values/mission/statement (maintenance, care, services) you need to ensure it is simple (easy to spell so people can look you up) and memorable and distinctive. You want to stand out from your competition whilst hinting at what you offer. You can use puns or wordplay related to water and pools, create a compound name by combining relevant words or develop an acronym that stands for your core values or services- see what sticks!

 **TIP** *When naming your company, you need to check that the name isn't already trademarked or used by another company to avoid legal issues.*

Shorter names are generally easier to remember and use in marketing materials and domain names. Once you have a name in mind, a quick domain availability check can verify that a suitable domain name is available for your website (*I use GoDaddy.com*). If you can get an exact match- that is GOLD.

Even if you cannot afford to get a website up and running right away (which I highly recommend you prioritize because you can build an inexpensive drag and drop site inexpensively these days) you can use the purchased domain for your email address so that you're perceived as more professional than if you use a gmail.com email address. This also goes for your social media handles- check their availability because you want

to remain as consistent as possible across all channels.

Once you have a name idea **TEST IT**. Get feedback from trusted friends and family, potential customers, employees, or industry peers. See how the name resonates with them. It is better to hear constructive criticism before launching and investing only to realize your failure/restructuring after the fact could have been avoided.

Take a moment and reflect on how certain colours make you feel- we are affected on a subconscious level but the psychology of colour plays a role in our day to day lives. Your logo is essential as it represents your brand's identity, builds credibility, differentiates you from competitors, fosters brand loyalty, and enhances marketing efforts. Investing in a well-designed logo is crucial for creating a lasting and positive impression on your customers. Logos that incorporate elements related to water, pools, or relaxation, such as waves, droplets, or sun imagery, can effectively convey the nature of your business. Using colors associated with water and relaxation, like blue, turquoise, or green, can enhance the thematic relevance of your logo. Color theory plays a significant role in logo design by influencing how your brand is perceived and how effectively it communicates your core values and message.

ESTABLISH A STRONG ONLINE PRESENCE

There is no denying that the world is digital and you need to be searchable to stay competitive. According to a 2024 survey by GE Capital Retail Bank, 81% of shoppers conduct online research before buying- that is quite the percentage to miss out on by not being online in some regard.

If you don't have a website- your social media platforms do offer S.E.O (Search Engine Optimizations) but for the sake of this article, we

will start with a website as I do feel it is crucial for businesses success. Why do I feel this way? Unlike physical locations with limited hours, a website is accessible 24/7. This allows customers to learn about your products or services at their own leisure.

Steps to a strong online presence:

- **Create a clean, easy-to-navigate website** that reflects your brand's identity and provides a seamless user experience. Ensure your website is mobile-friendly, as a significant portion of traffic comes from mobile devices. You also want to identify and incorporate relevant keywords that your target audience is searching for into your website content, meta descriptions, and headers.
- **Choose social media platforms that align with where your target audience is most active-** I always recommend a Facebook page if you were going to choose only one, but you need to know your audience and ensure your platform choice aligns with their activity (e.g., Instagram for visuals, LinkedIn for B2B). You also need to hone in your brand voice that I touched on in the beginning of this article. Your brand voice is how you will speak and answer across all your digital channels.





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Are you funny? Serious? Are you more corporate and use larger words to communicate or are you a flashy and fun small town community business. Your brand voice sets your tone for communication (both online and in person) for your company and your staff.

- **Implement Content Marketing:** I feel that our industry is THE BEST there is when it comes to content marketing potential. Whether it be video content that showcases your products, services, or behind-the-scenes looks at your company building a pool or a blog on your website to provide valuable information on how to clean your pool or test the water- The pool and spa industry has endless content options that people want to see/read. Keep in mind that the more organic reach you get (organic meaning you didn't pay anything to boost it) - the better- and not every content piece you put out should be you selling...solving problems and showcasing your knowledge will attract customers as well! Too "salesy" of an approach doesn't work anymore. People are inundated with BUY ME! They are attracted to messages that help them or are interesting or fun.
- **Customer Reviews:** Encourage satisfied customers to leave positive reviews and address any negative feedback promptly and professionally. Going back to the amount of people that research before choosing your company- reviews count as research material! You can't control what people say about you, but you can control how you react and 90% of the time communication is key and even an unruly customer is expected so don't think one bad review is the end of your brand reputation- if anything it gives you an opportunity to showcase your customer service and defusing skills. Are you more corporate and use larger words to communicate or are you a flashy and fun small town community business. Your brand voice sets your tone for communication (both online and in person) for your company and your staff.

MONITOR AND EVOLVE YOUR BRAND

Monitoring and evolving your pool company brand involves several key practices to ensure your branding remains effective, relevant, and competitive. Just because something worked a decade ago- doesn't mean it still is or always will. The best way to monitor whether things are working the way you want (besides sales and customer loyalty/repeat customers) is through analyzing data in any way you can!

You can start with data available through website analytics- you can analyze which pages and services are most popular and where improvements/changes can be made. Also tracking engagement metrics, such as likes, shares, comments, and follower growth on platforms like Facebook, Instagram, and LinkedIn to understand what content resonates with your audience/what doesn't resonate so that you can change it up. Assessing customer retention rates and the likelihood of customers recommending your services to others is another benefit of social/online community. High loyalty often indicates strong brand equity!

I am a big fan of Brand Audits to assess consistency across all touchpoints, including your website, social media, advertising, and customer service interactions. Ensuring that your employees understand and consistently apply your brand's messaging and values in their interactions with customers and that your customers still align with your target audience. Have their needs/wants shifted? Are you still tailoring your business to their needs? Perhaps you've started attracting higher end projects?

Maybe you've gone the other way and found success in smaller more affordable service offerings but initially thought you'd be luxury- Adjust your branding accordingly but not too frequently.

You don't want a rebrand every year because you will come off as untrustworthy and "fly by the night" and we don't want that....

Paying attention to trends is another way to evolve without necessarily doing a complete rebrand overhaul. For example, if there's growing interest in eco-friendly pool solutions, consider incorporating such options into your services. Pay attention to emerging technologies or shifts in consumer behavior and adapt where it makes sense for your business.

I also recommend a brand guide be designed that outlines you're your company and should be represented and communicated across various platforms and materials. It ensures consistency and coherence in all branding efforts, helping to maintain a unified brand identity. The depth that you go into your brand guide is up to you- but know that the more you put into it the better you can monitor and reflect on it! It is also a pivotal part of employee onboarding, so they know who the company is and what their expectations as a team member are.

Some things you can include in your brand guide are:

- Your brand story
 - ▶ history, mission, vision, and core values
- Your logo, font, complementary colours etc.
 - ▶ the visual elements and clarify them and how they are to be used
- A description of the brand's personality and the tone to be used in communications. This includes guidelines on how to convey messages in a way that aligns with the brand's identity and values.
- Rules and best practices for third-party vendors and partners who use the brand's assets. This helps ensure that external parties adhere to the brand guidelines.

- Details about trademarks and copyrights related to the brand's visual and verbal assets.
- This section may include legal disclaimers and restrictions on usage.

On a final note, branding is so much more than your logo. It is who you are from the core of your business and how you will exist in the industry. Branding is essential as it shapes how the business is perceived and distinguishes it in a competitive market. A strong brand identity not only enhances recognition and trust but also builds customer loyalty and drives growth and is an integral part of your business's success.

Crystal Lengua-Rowell
Vice President

SMP Specialty Metal Products | Ultralift

Listen to her share her expertise on Branding in Episode 204



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HERITAGE MANAGERS

CHANGING THE GAME

EPISODE 207

Download & Listen



Jeff Cabell



JEFF CABELL
Texas Pool Supply
Branch Manager
Dallas, TX

Jeff Cabell is a seasoned professional with a diverse background in management and leadership across various industries. After serving in the U.S. Air Force for eight years, Jeff transitioned to a successful career in retail management, spending a decade with Target Stores, where he managed multiple locations. He then joined Lowe's Home Improvement, where he spent another decade managing operations in multiple markets.

Following a brief retirement in 2016, Jeff entered the pool industry in 2018, beginning with Superior Pool Products in the Phoenix market. His strong leadership skills and industry expertise led to his advancement within the company, and in 2020, he took on the challenge of managing the San Diego market.

In October 2022, Jeff joined Texas Pool Supply, where he currently holds a branch management position in Dallas, continuing to bring his wealth of experience and leadership to the company.

"I got into the pool industry through relationships," Cabell shared. "I love this field. It's smaller than the industries I've worked in before, but it's always about the people. My focus is on hiring, mentoring, coaching, and empowering others with knowledge. I'm not afraid to bring in top talent because having the right people makes my job easy. For me, it's always been about the people."

Outside of his professional life, Jeff enjoys spending his spare time flying his personal airplane, a passion that allows him to explore new horizons. He is married to Ana Cabell, and together they have a large family. Family time is precious to Jeff and Ana, and they cherish every moment spent together.

Grayson Amen



GRAYSON AMEN

***Texas Pool Supply
Branch Manager
Austin, TX***

Grayson Amen was appointed branch manager at Heritage Pool Supply Group in Austin, Texas, in January 2024. Growing up in the pool industry alongside his father, Grayson developed a strong foundation early on. He officially joined Heritage as an intern while still in college.

During his time at Davis Supply in Edmond, Oklahoma, Grayson worked as a warehouse associate and delivery driver, where he gained valuable hands-on experience in wholesale distribution. After graduating, he moved to Dallas to participate in a management training program at Noble Tile Supply. There, he quickly mastered the tile and hardscapes side of the business and worked closely with contractors and builders to design backyards.

Grayson's success in the program led to a promotion to territory manager in Austin, where he collaborated with industry professionals, strengthening his problem-solving skills while building strong relationships. Just three months later, he was offered the branch manager position at Texas Pool Supply in South Austin.

As branch manager, Grayson has fostered a team-oriented culture centered on transparency, integrity, and exceptional customer service. He takes pride in serving a diverse range of customers, from builders to service professionals, and is dedicated to maintaining strong relationships that make his branch stand out in the industry.

"I've helped create an 'all hands-on deck' culture at our South Austin branch, where we prioritize doing whatever it takes to provide top-notch service," Grayson said. "We focus on transparency, integrity, and building strong customer relationships. It's a people-first business, and I'm honored to be part of it."

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Logan Barker

Logan Barker, a Nampa, Idaho native, made a bold move in the spring of 2019, relocating to North Texas to embark on a new career in the pool industry. With a solid background in commercial construction management and general contracting, Logan began his journey at Foley Pools as a construction technician. There, he quickly mastered the fundamentals of swimming pool operations, including start-ups and brush downs. His dedication and quick learning paid off, and by January 2020, he was promoted to project manager, overseeing projects from start to finish.

From 2021 to 2023, Logan continued to advance his career at Gold Medal Pools, taking on roles as project manager and construction manager. During this time, he played a key role in managing a team of project managers and contributing to the creation of award-winning backyard designs. In the summer of 2023, he joined Noble Tile Supply, where he swiftly climbed the ranks from territory manager to assistant branch manager, and eventually to branch manager for the Dallas-Fort Worth area. In this leadership role, Logan collaborates closely with top contractors and builders, supplying materials for some of the most innovative and creative backyard projects in the region.

"What I love about working for Heritage is the leadership, from the top all the way down to the warehouse," Barker said. "I work with the best people I've ever crossed paths with. Leadership is everything. Strong leadership solves a lot of problems, while weak leadership creates them. I find great satisfaction in watching people succeed, excel, and enjoy what they do."

Logan is deeply passionate about team building and leadership, consistently striving to excel in both his professional and personal life. He values strong customer relationships and is committed to making a positive impact in the pool industry. Logan has been married for four years and is a proud father to his daughter, Ruth, with a son on the way. He says that being a husband and father are the greatest titles he holds in life.



LOGAN BARKER

***Nobile Tile Supply
Branch Manager
Dallas, TX***

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Isaac Salgado



ISAAC SALGADO
Texas Pool Supply
Branch Manager
Houston, TX

Isaac Salgado, a native of Houston, Texas, has been serving as the branch manager at Heritage Pool Supply's Houston location for the past six years. Salgado's journey with the company began 15 years ago when he took a part-time job as a warehouse driver while in college. His dedication and passion for the industry have only grown over nearly two decades.

In his day-to-day work, Isaac handles the many tasks that come with running a business: processing orders, coordinating with delivery trucks, answering customer questions, managing inventory, and solving problems as they arise. But for him, the most important part of the job is uplifting and encouraging his team.

"I credit my success to the family atmosphere we've created within the company and my commitment to sticking with it," Isaac said. "I love the way we're treated, and that includes the guys I work with. We've been together for a long time, and we make it fun—not just for ourselves but for our customers, too. Some people take the pool industry way too seriously, but that's not our style. We make it enjoyable."

Outside of work, Salgado enjoys spending time with his family, golfing, and disconnecting from technology. He is married to his wife, Jaclyn, and together they have two children, Sophia and Shawn.

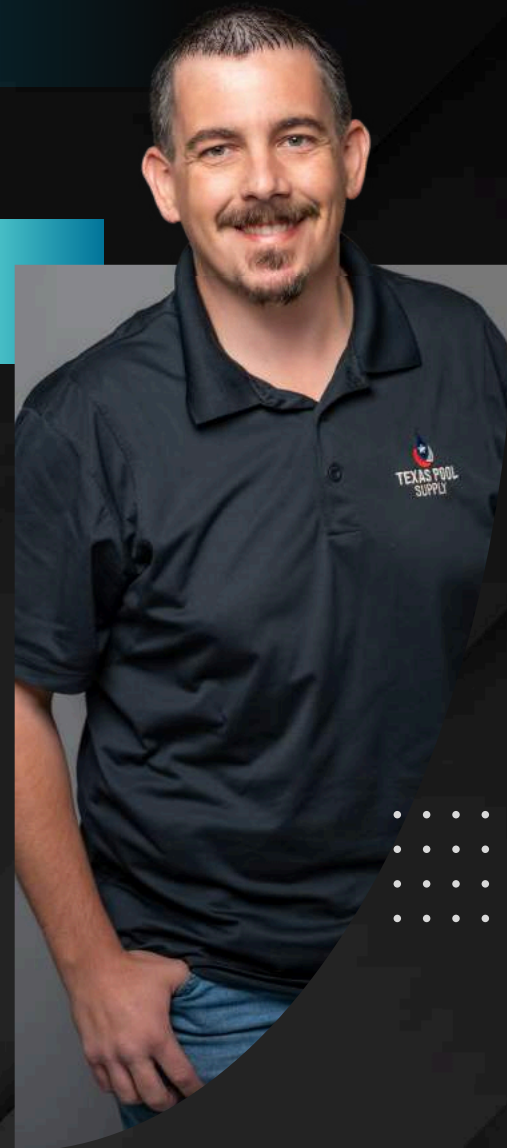
Chris Picazo

Chris Picazo has been the branch manager at Texas Pool Supply in San Antonio for over five years, leading a dedicated team with a hands-on approach. He's deeply committed to customer service and team dynamics, guiding his employees through both challenges and successes.

Picazo's journey into the pool industry was somewhat unconventional. He owned a landscaping company and sought a more consistent income during the colder months. When he applied to Florida Water Products, he mistakenly believed it was a water treatment facility due to the job listing's description. However, upon arrival, he was drawn to the lively atmosphere and the positive interactions between the staff and customers, inspiring him to give the job a chance despite having no prior knowledge of the pool industry beyond swimming in them.

Chris started in the warehouse, and quickly accelerated through the ranks. In February 2020, he was offered the opportunity to manage the San Antonio branch. "A lot of the service guys and even builders are sometimes mistreated, and for a long time they were taken advantage of," Picazo shared. "So when Heritage came in, we disrupted the market in terms of how we treat our customers and vendors. The culture Heritage has built focuses on helping others while making them as profitable as possible."

Passionate about people and empowering others, he was recently given the opportunity to restart the Pool & Hot Tub Alliance (PHTA) in San Antonio. Outside of work, Chris enjoys fishing, hunting, and spending time with his family, including two young children under the age of three.



CHRIS PICAZO

***Texas Pool Supply
Branch Manager
San Antonio, TX***

POOL NATION

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EVENTS

Pool Nation Women's Summit

August 29th and 30th

McKinney, Texas – Heritage Headquarters Join us at the Pool Nation Women's Summit, a dynamic gathering designed to empower and connect women in the pool service and repair industry. Explore innovative business strategies and network with industry leaders to enhance your professional growth. For more information visit www.PoolNation.com



Pool Nation Awards Nomination Night

September 11th

McKinney, Texas – Heritage Headquarters Experience the excitement of the Pool Nation Nominations Night, where we reveal the nominees for this year's awards. It's an evening of suspense and celebration, setting the stage for recognizing the industry's finest. Join us to discover the top contenders and network with professionals from across the pool service industry. For more information visit www.PoolNation.com

Pool Nation Awards

November 13th - 6pm to 9pm

Join us at the prestigious Pool Nation Awards, where we honor the best and brightest in the pool service industry. Celebrate as we announce the winners in various categories, recognizing their exceptional contributions and achievements. This gala event promises an inspiring evening of accolades and professional camaraderie. For more information Visit www.PoolNation.com

Pool Spa Patio Deck Expo

November 9th -14th

Explore the latest innovations at the Pool Spa Patio Expo, the premier event for pool, spa, and outdoor living professionals. Discover new products, attend educational workshops, and connect with industry leaders to drive your business forward. Whether you're looking to enhance your skills or expand your network, this expo is the ultimate destination for industry advancement. For more information visit www.PoolSpaPatio.com



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