

DECEMBER 9 2024 | ISSUE 07

POOL NATION

SPOTLIGHTS AND INSIGHTS

POOL GUY OF THE YEAR

*Meet Miguel Cabello
Pool Guy of the Year 2024*

**POOL NATION
AWARDS WINNERS
2024**

POOL GIRL OF THE YEAR

*Meet the Maria Castellanos
Pool Girl of the Year 2024*

POOL NATION AWARDS

Meet the winners of the Pool Nation Awards 2024 – a celebration of excellence in the pool industry. These outstanding professionals and companies have demonstrated unparalleled innovation, dedication, and commitment to raising the standards of service, craftsmanship, and leadership. Their achievements inspire and shape the future of the industry, setting a shining example for all.

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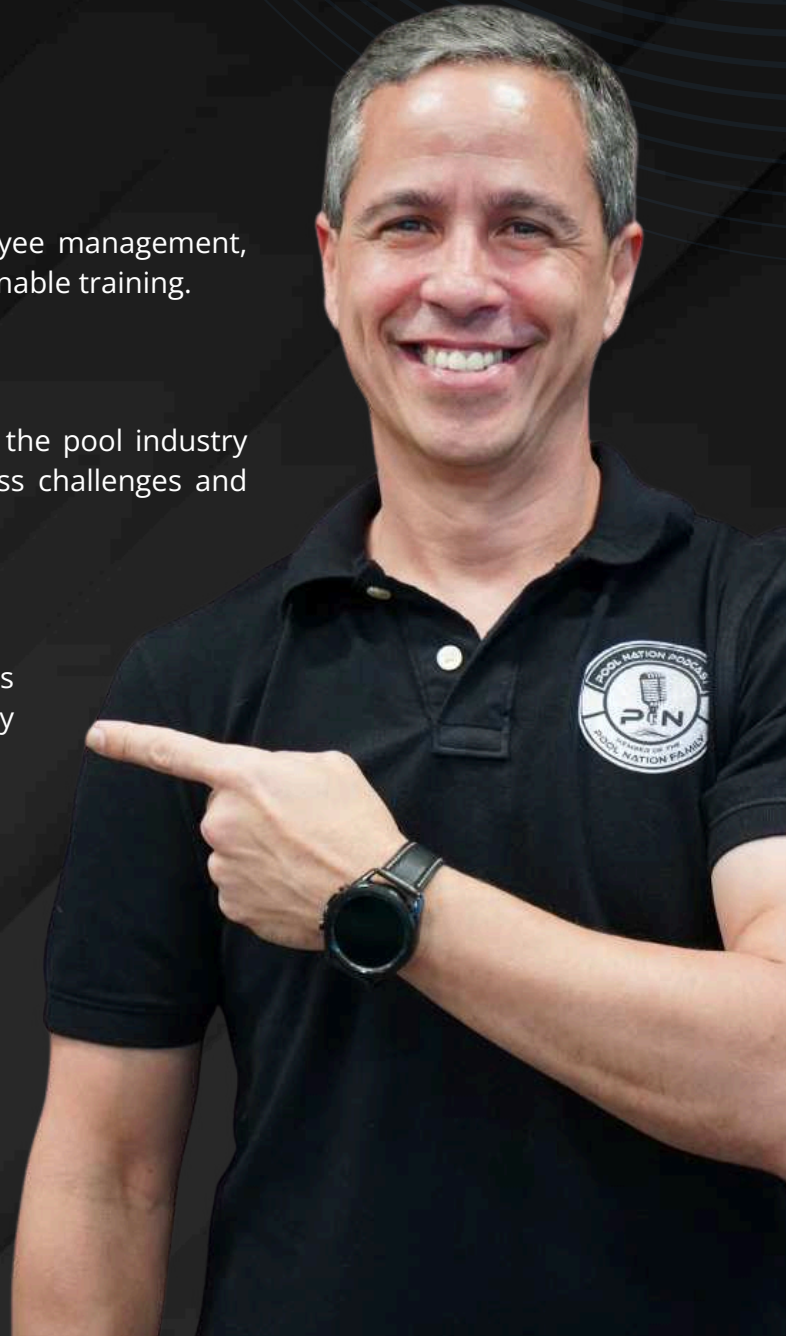
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CELEBRATING THE HEARTBEAT OF AN INDUSTRY

The Fourth Annual Pool Nation Awards

A DAZZLING NIGHT OF CELEBRATION

The Kay Bailey Hutchison Convention Center in Dallas shimmered with hope and excitement on Nov. 13, 2024, as 500 pool service professionals and guests gathered for the Fourth Annual Pool Nation Awards. Held in conjunction with the PSP Expo and the inaugural Pool Nation Conference, the evening was a dazzling celebration of excellence, camaraderie, and the unwavering spirit of an industry that continues to thrive.

"There is strength in numbers," said Matt McDermott, president of Heritage Pool Supply Group, during his acceptance speech after the company was named Distributor of the Year. "Events like this bring us together as a community. It's an honor to be here. There are so many deserving companies, and we're grateful to Pool Nation for making this event possible."

The air buzzed with anticipation as attendees, dressed to impress, exchanged stories and laughter, united by their shared passion for their craft. The night reached emotional highs as both first-time winners and seasoned champions took the stage, hoisting polished silver trophies and basking in the glow of their peers' applause.

Each award symbolized not just achievement, but the dedication and hard work that define the pool service industry.

"This event, and all of you tonight, are a testament to how far we've pushed the boundaries of what's possible in our industry," said Nick LaPointe of Golden State Pools, who was named the 30 Under 40 Male of the Year. "I'm proud to contribute and do my part. To my peers, I'm constantly inspired by your creativity and the way you uplift one another."

A VISION REALIZED

Standing before a captivated audience Edgar De Jesus, John Flawless, and Zac Nicklas reflected on how far their vision had come.

"Four years ago, this was just a dream," De Jesus began, his voice breaking with emotion. "People told us it wouldn't work—that our industry was too divided. And yet, here we are tonight, celebrating not just success, but resilience, growth, and a community that never gives up."

He recounted the modest beginnings of the awards, with just 70 expected attendees at the first event. Today, the Pool Nation Awards has become a cornerstone celebration for the industry.



"From the start, our goal was to create a platform that celebrates the people in this industry," he added. "We wanted to foster growth, innovation, and collaboration. Our purpose has always been to empower pool pros."

The audience erupted in applause, acknowledging the shared challenges and triumphs that have shaped their profession.

"This night is about more than awards," said Nicklas. "It's about the people who support this industry and one another. Women in particular have become leaders and innovators in this field, breaking barriers and setting a powerful example. Together, your voices and actions have transformed the landscape of our industry."

TOGETHER WE RISE

As the awards were handed out, stories of perseverance and ingenuity filled the room. First-time winners beamed with pride, while returning champions humbly reflected on their journeys. Each speech offered a glimpse into the heart of the industry—a shared commitment to growth and community.

"This community has been through so much," Flawless remarked. "And yet, here we are—stronger, more united, and ready to tackle whatever comes next. That's the spirit of Pool Nation."

The Fourth Annual Pool Nation Awards was more than a celebration of achievements. It was a testament to the resilience and unity of a community that continues to rise together.

As the night drew to a close, attendees left with more than just memories of a magical evening; they carried a renewed sense of purpose and pride in their work, ready to make waves in the year ahead.

"When we started Pool Nation, the goal was simple yet one of the hardest we've ever set out to accomplish," said Flawless. "I would be lying if I said we were met with open arms and encouragement. But we knew that going into it. Change is always met with resistance, and anything meaningful is worth the fight."



POOL GIRL OF THE YEAR 2024

*Meet Maria Castellanos
2024 Pool Girl of the Year
Ensenada Pool & Spa Services*

As Maria Castellanos walked through the hotel and airport clutching her Pool Nation Pool Girl of the Year trophy, heads turned. The massive award, gleaming in her arms, was impossible to miss. Strangers offered congratulations, her flight pilot stopped to acknowledge her achievement, and even a taxi driver requested a photo. Maria laughed as she recalled the moment: "He didn't even know what the award was for—he just saw the trophy and thought, 'She must be famous!'"

She quickly learned that winning the award came with unexpected perks. "My customers keep telling people they need to hurry and book us before we get too busy," Maria said with a laugh. "It's like this award gave us a whole new level of credibility."

For Maria, the recognition wasn't just about her—it was a nod to the countless women

working hard in the pool industry, proving what's possible with determination and grit. As the co-owner of Ensenada Pool & Spa Services with her husband, Victor Cota, she understands the challenges women face in the field.

"When I walk into a customer's home, sometimes they don't think I can do the job," she said. "But once they see my work, their trust grows, and that's when I know I've made an impact."

The recognition from Pool Nation and her industry peers still leaves Maria in shock. As she rose from her seat to accept the 2024 Pool Nation Pool Girl of the Year honor, she couldn't help but reflect on the long journey that had brought her to this moment.



FROM MEXICO TO A THRIVING POOL BUSINESS

Maria's story began in Mexico, where she married her husband and built a life before moving to the United States in 2004. Once in California, they both found work at the same company—her husband in construction and Maria cleaning offices. It wasn't until her husband stumbled upon a job cleaning pools that their future began to take shape.

"My husband didn't know anything about pools," she said with a smile. "But he loved the work right away—at first, anyway. Then the busy seasons hit, and he needed help. That's when I stepped in to lend a hand." For years, Maria worked alongside her husband, learning the basics of pool care without formal training. It wasn't until 2020 that they took their first certification course, a pivotal moment that inspired Maria to pursue her own route.

"When the opportunity came to take over a route, I thought I was ready," she recalled. "But I quickly realized how much work it was, especially doing it alone. I had to grow, learn, and push myself in ways I never imagined."

OVERCOMING CHALLENGES AND BUILDING SUCCESS

Starting her own pool business was no small feat. Maria and her husband broke away from their previous employer two years ago, starting from scratch with no clients..



Through sheer determination, word-of-mouth referrals, and a commitment to excellence, they grew their business to more accounts, including clients in prestigious areas like Beverly Hills.

One of Maria's proudest moments came from her customers' trust and appreciation. "My clients always tell me they feel like I treat their pools as if they were my own," she said. "That personal touch and the constant drive to improve have been key to our success."

Maria also takes pride in her certifications and training, which set her apart in a male-dominated industry. "I never thought I'd be recognized for doing what my husband used to do, but here I am—cleaning pools, doing repairs, and understanding the 'why' behind every task. It's so fulfilling."



A NIGHT TO REMEMBER

When Maria heard her name announced as the 2024 Pool Girl of the Year, she was stunned. "I didn't think I would win," she admitted. "There were so many amazing women nominated, all of them deserving. I hadn't even prepared a speech!"

Maria attended the event solo, with her husband cheering her on via Instagram Live. "He was so proud, even nervous," she shared. "He sent me pictures of the moment I won. It made it even more special."

Since returning home, Maria has taken her new trophy on her routes, proudly sharing the moment with her customers.

"My customers were so excited," she said. "Some of them wanted to take pictures with the trophy, and they couldn't believe it when I told them I won. They've been telling friends and family about me, and now I'm getting calls for referrals. It's amazing how supportive they are."

LOOKING AHEAD

As Maria reflects on her journey, she remains focused on growth and empowerment. Her win not only celebrated her hard work but also highlighted the growing presence of women in the pool industry.

When I tell women what I do, they're often surprised. Many don't think this is a job for women, but I hope my story shows them what's possible." Her goals for 2025 include mastering advanced repairs and continuing to invest in training. "I want to be able to handle everything from start to finish on my

own," she said. "It's not just about the work—it's about believing in myself and proving that I can do it."

Outside of work, Maria and her husband are learning to enjoy life together after years of long hours. "We love exploring, going to the beach, and just spending quality time together," she said.

She's excited about the future and ready to learn and explore new things. As she carried her trophy through the airport, Maria wasn't just a winner—she was a symbol of resilience, determination, and what's possible when hard work and belief collide.



MARIA CASTELLANOS GIVES 3 KEYS TO SUCCESS

1. KEEP LEARNING

"Take every opportunity to learn," Maria emphasizes. She credits training and certifications for giving her the knowledge and confidence to tackle complex tasks. "Even if you don't know something right now, commit to learning it. Education is your most powerful tool."

2. KNOW YOUR NUMBERS

"Understanding your finances is essential," she says. Maria advises working with trustworthy professionals for paperwork and taxes to avoid unnecessary headaches. "You have to stay on top of your business operations. It's the foundation of growth."

3. BELIEVE IN YOURSELF

"Confidence comes from doing," Maria says. She recalls facing skepticism early in her career but letting her work prove her capabilities. "Don't let doubt—yours or anyone else's—stop you. Trust your skills and keep moving forward."



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POOL GUY OF THE YEAR 2024

Meet Miguel Cabello

2024 Pool Guy of the Year

Imperial Pool Services Puerto Rico

For Miguel Cabello, life has been a series of unexpected turns—each one building toward a career that has earned him the title of 2024 Pool Guy of the Year. From competitive gymnastics to owning a thriving business in Puerto Rico, Cabello's journey is a testament to resilience, hard work, and staying grounded in his values.

Raised in a family that understood the value of effort and determination, Cabello was deeply influenced by his parents. His father worked in construction, and his mother dedicated herself to raising the family. At just five years old, Cabello entered the demanding world of competitive gymnastics, a passion he pursued until his early 20s.

"Gymnastics shaped me," he reflects. "It taught me discipline, precision, and the importance of always striving for excellence."

But pools? That wasn't part of the plan. While studying communications in college, Cabello took a part-time job assisting his uncle with pool maintenance. "At the time, it was just a way to earn extra money," he admits. "I didn't imagine it would turn into my life's work."



FROM FOUNDATIONS TO FLOURISHING

By 2007, Cabello was working with Aquarius Pool Solutions, immersing himself in the technical aspects of pool care. "That role was my crash course in the industry," he explains. "I learned the foundation of what it takes to keep pools running smoothly and looking their best."



Armed with knowledge and a growing passion for the craft, Cabello decided to launch his own business in 2010. The timing was tough—Puerto Rico’s economy was in a downturn—but he was determined. “It was a risk, but I believed in what I was doing,” he says.

When Hurricane Maria devastated Puerto Rico in 2017, many pools were left in disrepair. Cabello and his team stepped in, navigating the challenges with determination. “That was a turning point,” he recalls. “It wasn’t just about fixing pools—it was about helping people restore a piece of normalcy.”

Years later, the pandemic brought an unexpected boom for the pool industry as more people began investing in their homes. Cabello’s business thrived during this time, cementing his reputation as a trusted leader in the field.

BEYOND THE BUSINESS

While Cabello is celebrated for his work in the pool industry, his interests and contributions extend far beyond it. A former gymnast, he now coaches aspiring athletes and even started his own gym. “Gymnastics will always be part of who I am,” he shares. “Coaching lets me give back and inspire the next generation.”

He also co-hosts the Pisciniando Podcast alongside fellow Pool Guy of the Year nominee Omar Falcón. The podcast serves as a platform to share industry stories, insights, and practical advice. “It’s about making the pool industry more accessible and building a sense of community,” Cabello explains.

A VISION FOR GROWTH

Looking ahead, Cabello is focused on mentoring others in the industry. He sees tremendous potential for growth and innovation but also recognizes the barriers faced by newcomers. “It’s not easy to break into this field,” he says. “That’s why I’m passionate about sharing knowledge and creating opportunities for others.”

He’s also energized by the diversity and evolution of the industry. “Pools are about more than just leisure—they’re about creating spaces for families and communities to come together,” he says.

Cabello’s ultimate goal is to leave a legacy that goes beyond business success. “I want to be remembered as someone who worked hard, stayed true to my roots, and helped others along the way,” he says.

ANCHORED IN VALUES

Through hurricanes, economic challenges, and a global pandemic, Cabello has built a thriving business rooted in perseverance and integrity. His journey from a young gymnast to an industry leader is a story of adapting, learning, and never losing sight of what truly matters.

As he continues to grow Imperial Pool Services and his other ventures, Cabello remains committed to his core values. "Success is great," he says, "but the real reward is knowing I've made a difference."

For Miguel Cabello, the poolside isn't just a place of work—it's a platform for inspiration, growth, and building a legacy that lasts.

MIGUEL CABELLO: 3 KEYS TO SUCCESS

1. BE RESPONSIBLE WITH YOURSELF, YOUR CLIENT, AND YOUR WORK

Being responsible with clients involves clear communication, understanding their needs, and delivering on promises. Cabello emphasizes that integrity in all three areas builds trust and credibility, which are essential for long-term success.

2. SET A GOAL AND STAY FOCUSED UNTIL YOU ACHIEVE IT

Goal setting is crucial, but discipline and focus are what make achieving those goals possible. He advises breaking down large goals into smaller, actionable steps to maintain momentum.

3. LEARN FROM YOUR MISTAKES AND DON'T REPEAT THEM:

Cabello believes mistakes are valuable learning opportunities, not failures. He advises reflecting on what went wrong, identifying the root cause, and implementing changes to avoid similar pitfalls in the future.





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POOL NATION AWARDS 2024

The Winners Circle: Individuals

The awards ceremony featured multiple categories, with nominees and winners selected by their peers, ensuring that those honored were genuinely respected within the industry. Portions of the winner's acceptance speech are attached.

Individual winners included:

- **Pool Girl of the Year:**
Maria Castellanos
Ensenada Pool & Spa Services

"The day I started listening to the Pool Nation Podcast, I learned so much and began contacting Edgar with every question I had about business. I'm so grateful for the help and for knowing them. I have attended many of their training events. Being nominated for Pool Girl of the Year is truly an honor. I also want to thank my mom, brother, and sister."



Pool Guy of the Year

- **Miguel Cabello**
Imperial Pool Services Puerto Rico

"To reach your goals and objectives, you have to work hard and be a risk-taker. Every time I have put my mind and soul into something, I have achieved it. The key is to push myself into doing it by ignoring my inner voice that limits and scares me. Being here today is a privilege and honor. I have faced many bumps in the road. I have faced language barriers and misunderstandings, so I decided to take charge and do something about it. I started strengthening my weaknesses. I try to learn something new every day and apply myself to study and education. Those simple steps got me to where I am today. Like we say in Puerto Rico: 'We don't fear failure.'"

- **Trainer of the Year:**
Lauren Broom
Space Coast Pool School

"Coming from working in the Department of Health as a public health inspector for 19 years to being welcomed into the pool industry when I transitioned four years ago full-time to teach in this industry has been transformative. We are all one Pool Nation. I also want to say thank you to my husband and my kids. I couldn't do it without everybody."



- **Sales Rep of the Year:**
Daniel Nicholas
Fluidra

"I didn't expect to win as there are so many great people that were nominated for this category and they're all just as deserving. When you're nominated for something like this, it gives you a chance to pause and reflect on how you got to this point. Honestly, I don't think it's anything I did that was special. If anything, it's the industry that gave me so much."



- **30 Under 40 Male of the Year:**
Nick LaPointe
Golden State Pools

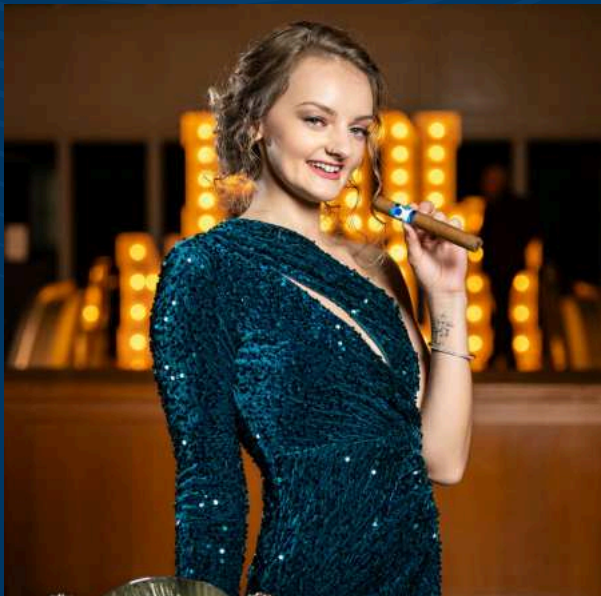
"I'm truly fortunate to be part of a community that thrives on innovation and collaboration. This event, and all of you tonight, are a testament to how far we've pushed the boundaries of what's possible in our industry. I'm proud to contribute and do my part. To my peers, I'm constantly inspired by your creativity and the way you uplift one another."



30 Under 40 Female of the Year:

- **Makenzi Kinder**
- **Payan Pool Services**

"I'd like to thank everybody who voted for me, and my bosses, Javier and Valerie, for nominating me and taking a chance on me. Thank you to my boyfriend, Nick, for all the love and support. I'm grateful for the opportunities the industry has shown me. I enjoy the ever-changing, fast-paced 'poolverse' and can't wait to see what's next."



Zac, John and Edgar Award:

- **Megan Magaña**
- **Informa Connect, Senior Marketing Manager**

"We have come a long way since 2021. I know it's because we've been on this journey together. I'd like to start by thanking my amazing family, friends, and the PSP Expo team. I still remember the first awards back in 2021."

As Edgar mentioned, the room was dark and dreary, and it didn't really fit the vibe. He came to me that morning, and together we came up with a plan to move the room. As Edgar mentioned, the room was dark and dreary, and it didn't really fit the vibe. He came to me that morning, and together we came up with a plan to move the room. It wasn't just about changing rooms but about forging our paths together and recognizing the incredible work that all of you pool pros do. Tonight is about celebrating each other's victories and standing shoulder to shoulder through the challenges. It's about the powerful truth that we are all better and stronger together."



2024 WOMEN IN THE INDUSTRY

- Woman Trailblazer of the Year:
Taryn Springstead
Heritage Pool Supply Group



- Hall of Fame Class of 2024:
Alicia Stephens
Biolab



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BOB LOWRY LIFETIME ACHIEVEMENT AWARD

Recognizing Industry Pioneers - Dave Cook



Dave Cook Receives 2024 Bob Lowry Lifetime Achievement Award

The Pool Nation Awards celebrate more than present-day excellence—they honor the visionaries who have shaped the industry for decades. One of the evening's most anticipated moments was the presentation of the 2024 Bob Lowry Lifetime Achievement Award to Dave Cook, former president of Heritage Pool Supply Group.

Cook's leadership and contributions have left an enduring legacy in the pool industry. During his acceptance speech, Cook struck a balance between humor and heartfelt reflection, drawing laughter from the audience when he joked, "At my age, I should be honored in the two under 70 category."

He continued on a more serious note, expressing his gratitude for a career in an industry he has loved for over four decades. "When you think back as a kid, people say, 'I want to be a fireman, I want to be a pilot.' Who in this room said, 'I want to be a pool guy?'" Cook quipped, eliciting more laughs.

After 40 years in the industry, Cook expressed his admiration for its evolution and optimism for its future. "Seeing where it has gone, where it can go, and knowing it will keep going, there's not a better industry I can think of than the pool industry moving forward," he said.

The audience responded with a standing ovation, celebrating both Cook's remarkable career and his unwavering passion for the industry.



POOL NATION AWARDS 2024

The Winners Circle:

Companies, Services and Products

- **Pool Company of the Year**
Logan's Pool Service
- **Automation of the Year**
Jandy AquaLink RS
- **Heat Pump of the Year**
Jandy VersaTemp
- **Variable Speed Pump of the Year**
Pentair Intelliflo3
- **Salt System of the Year**
Hayward Aquarite S3
- **Pool Cleaner of the Year**
Hayward TracVac
- **Heater of the Year**
Raypak Avia
- **Innovative Product of the Year**
Pool Side Tech The Attendant
- **Best Residential Filter of the Year**
AquaStar Pipeline
- **Best Truck Wrap of the Year**
Pool Guardians
- **Retailer of the Year**
The Pool Place
- **Distributor of the Year**
Heritage Pool Supply
- **Sales Rep Group of the Year**
The Grit Game
- **Builder of the Year**
Gold Medal Pools



POOL COMPANY OF THE YEAR

*Logan's Pool Service Wins
Pool Nation Company of the Year*

Logan's Pool Service owner John Richardson walked to the stage at the Pool Nation Awards, his face filled with shock and gratitude as applause erupted from the audience. The Grayson and Collin County-based company was named Pool Nation Company of the Year, a distinction they never imagined as they sat in the back of the room.

"What an honor this is. Wow, we're shocked," Richardson said as he accepted the award. "We sat all the way in the back because we didn't think this was going to happen. This is a testament to the entire team—their hard work, dedication, and desire to go above and beyond our clients' expectations every single day. I dedicate this award to them."

The award reflects the company's 30-year legacy of commitment to excellence. Family-owned and operated, Logan's Pool Service has built a reputation as the go-to provider for pool care in Sherman, Gunter, Celina, Prosper, McKinney, Van Alstyne, and surrounding areas. They specialize in swimming pool and spa services, equipment repairs, chemical sales, remodels, and installations.

"This award reflects all the hard work Danny, John, and our entire team have put into this company," Richardson said. "It was such a fun evening meeting so many influential people in the industry. Thank you to everyone who took the time to vote."



VISIT OUR WEBSITE FOR MORE PICTURES - WWW.POOLNATIONAWARDS.COM

In addition to the Pool Nation honor, Logan's Pool Service was also recently named Best of McKinney 2024. Their mission—getting every pool perfect, every time—has fueled their growth through referrals and consistently sparkling results.

Logan's Pool Service remains a leader in pool care across Grayson and Collin counties (Texas), serving customers with affordable, top-notch service and earning trust that spans decades. Their commitment to professionalism and customer satisfaction continues to set them apart in the industry.

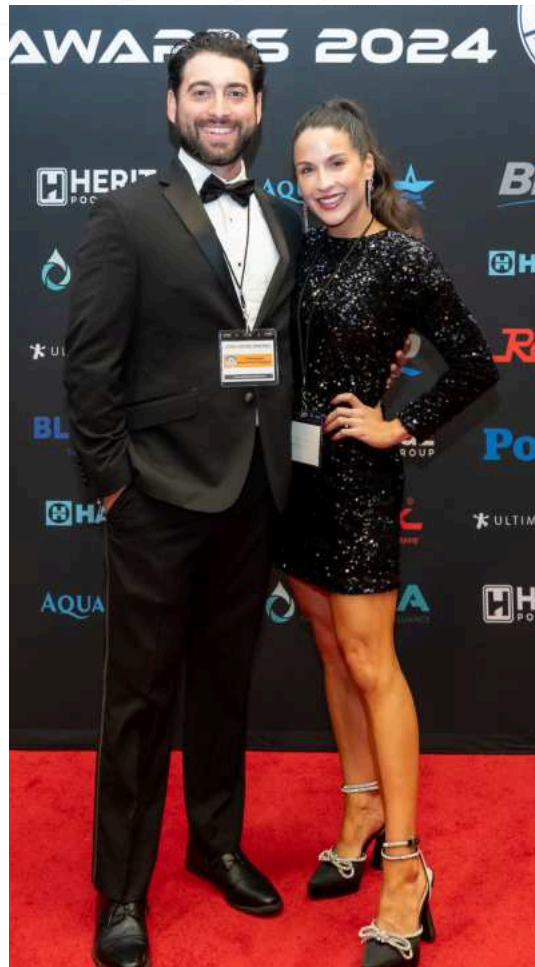


RED CARPET SPOTLIGHTS

RED CARPET SPOTLIGHTS



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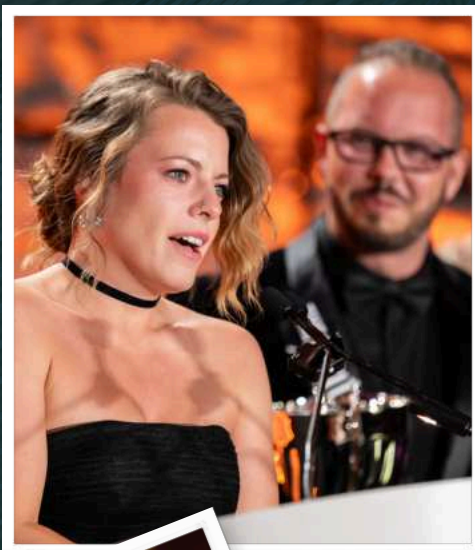




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AFTER PARTY







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THE WINNERS FOR THE POOL NATION AWARDS



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MENTORSHIP & PEER SUPPORT

Connect with industry professionals, mentors, and peers to share insights, overcome challenges, and grow together. The Pool Nation Business Matrix provides valuable advice and collaborative support to drive your business success.

POOL PRO BUSINESS MATRIX

Are you ready to take your pool business to the next level? The Pool Nation Business Matrix is an exclusive program designed for ambitious pool professionals who are committed to growth, efficiency, and sustainable success. This unique mastermind group offers you the tools, insights, and connections to transform your business.

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