

APRIL 2025 | ISSUE 11

POOLNATION

SPOTLIGHTS & INSIGHTS

KINDLE COUDER
POOLIE

**HERITAGE
BOOT CAMP
2025**



TRAINING FOR CHAMPIONS:
THE 2025 POOL NATION
BOOT CAMP ISSUE

THE KEY MOMENTS,
BUSINESS BREAKTHROUGHS,
AND STANDOUT STORIES FROM
THE EVENT

WELCOME LETTER

Dear Pool Nation Family,

We couldn't be more excited to welcome you to this special issue dedicated to one of the most impactful events we've ever hosted—**Heritage Boot Camp 2025.**

This wasn't just another training. It was a movement. It was a gathering of men and women who are hungry to not only master the trade, but to transform their lives through business. We came together in McKinney to learn, to grow, and to challenge ourselves to think bigger—not just as techs, but as leaders, owners, and visionaries.

What makes our boot camps different is simple: we teach the business behind the pools. We're not just focused on equipment—we're focused on efficiency, leadership, and profitability. Because the truth is, if you can run a business well, you can change your future.

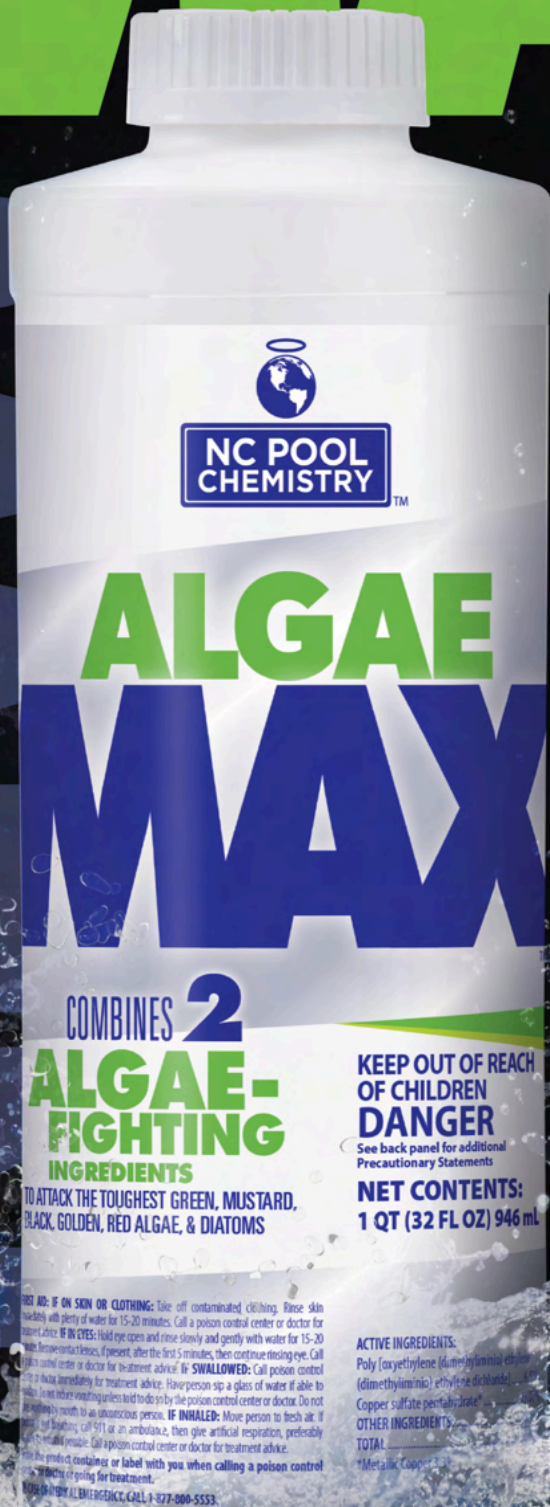
We want to personally thank every person who showed up, took notes, asked questions, and committed to the process. Your dedication is what drives this industry forward.

Let this issue inspire you, challenge you, and remind you that you're not alone. You're part of a nation—and together, we're raising the bar.

With gratitude,

Edgar, Zac, John
Pool Nation

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HERITAGE BOOT CAMP 2025

TAKING EDUCATION TO THE NEXT LEVEL



MCKINNEY, Texas More than 90 pool professionals from across the country gathered at the Heritage Headquarters on March 27–28 for a two-day training event that redefined what it means to be educated in the pool industry.

Hosted by Pool Nation, the Heritage Boot Camp 2025 marked a new chapter in the way service techs, builders, and business owners are equipped—not just with hands-on skills, but with the business acumen needed to thrive in today’s competitive market.

“This isn’t just another training. Our goal is to transform the industry by teaching professionals how to think like business owners,” said Edgar from Pool Nation. “We’re not just showing people how to clean pools—we’re teaching them how to build legacies.”

What sets Pool Nation Boot Camps apart is the intentional focus on the business side of the industry. The second day of the event was devoted to specialized business classes tailored specifically for pool companies, with sessions diving deep into strategic management, financial planning, marketing innovation, and operational efficiency.



“These are topics most pool professionals don’t get access to,” John Flawless said. “When you empower people with both technical skills and the tools to scale, you change their future—and the future of the industry.”

LESSONS THAT MOVED THE NEEDLE

Among the standout sessions was *“Basic Principles of Leadership,”* led by Doreen King of Pool Nation. Her class zeroed in on the kind of leadership that produces long-term results in a service-driven business. From effective communication to lea-

ding by example, King broke down how to drive results through accountability. She emphasized the importance of emotional intelligence, clarity in expectations, and creating a culture where team members feel empowered to take ownership.

Her practical, down-to-earth style resonated with attendees, many of whom took pages of notes on topics like navigating difficult conversations, developing trust, and recognizing the difference between authority and influence.

Edgar also led a high-impact session titled *“Business Efficiency: Master Operational Efficiencies for Success.”*

With real-world examples and systems built from years of experience, Edgar walked attendees through how to track key performance indicators, streamline service routes and business operations, and implement scalable SOPs.

“Too many people are working harder, not smarter,” Zac Nicklas said. *“Efficiency is how you reclaim your time, protect your margins, and grow with confidence.”*



A FATHER-SON LEGACY IN MOTION

For Dan Marcotte and his son Thomas, the business-focused sessions were exactly what they came for. As the owners of Boardwalk Pools in Houston, the duo represents the third generation of a family business that has endured for decades.

Dan has worked in nearly every corner of the industry—spanning Austin, the Bay Area, and now Houston—as a pool builder, repair tech, and factory rep. He brought his son to Heritage Boot Camp to build on the family's foundation.

"I know the trade. I've done this for over 30 years," Dan said. "But both my sons are great with technology and the business side. I wanted to come because I've been to technical training all my life. Now we're at the stage where we want to scale correctly, understand our margins, and make smart decisions about growth. This boot camp gave us that clarity."



Thomas, who left his engineering job in corporate America to join the family business, said the decision was sparked by watching his dad work outdoors and make an impact.

"I started imagining what it would be like to build something of our own, with our family name on it," Thomas said. "Coming here helped me see that the vision is real—and we're not alone in chasing it."

PUSHING LIMITS TO SHOW UP

Stories like Dan and Thomas's weren't unique. All throughout the room, you could feel it—people showed up with grit, determination, and a deep hunger to grow. Some traveled from across the country. Others hustled hard on their routes just to carve out the time to be there. Everyone had a story, and every seat was filled with someone ready to take their business to the next level.

Heritage Boot Camp 2025 wasn't just about skills—it was about shifting mindsets. For many attendees, it marked a turning point in how they saw themselves: not just as workers in the field, but as entrepreneurs and future industry leaders.

As the last sessions wrapped and connections were made over handshakes and shared stories, one thing was clear: Pool Nation Boot Camp isn't just building better businesses—it's building a stronger, more united industry.

And for those who showed up hungry to grow, the ripple effects are only just beginning.

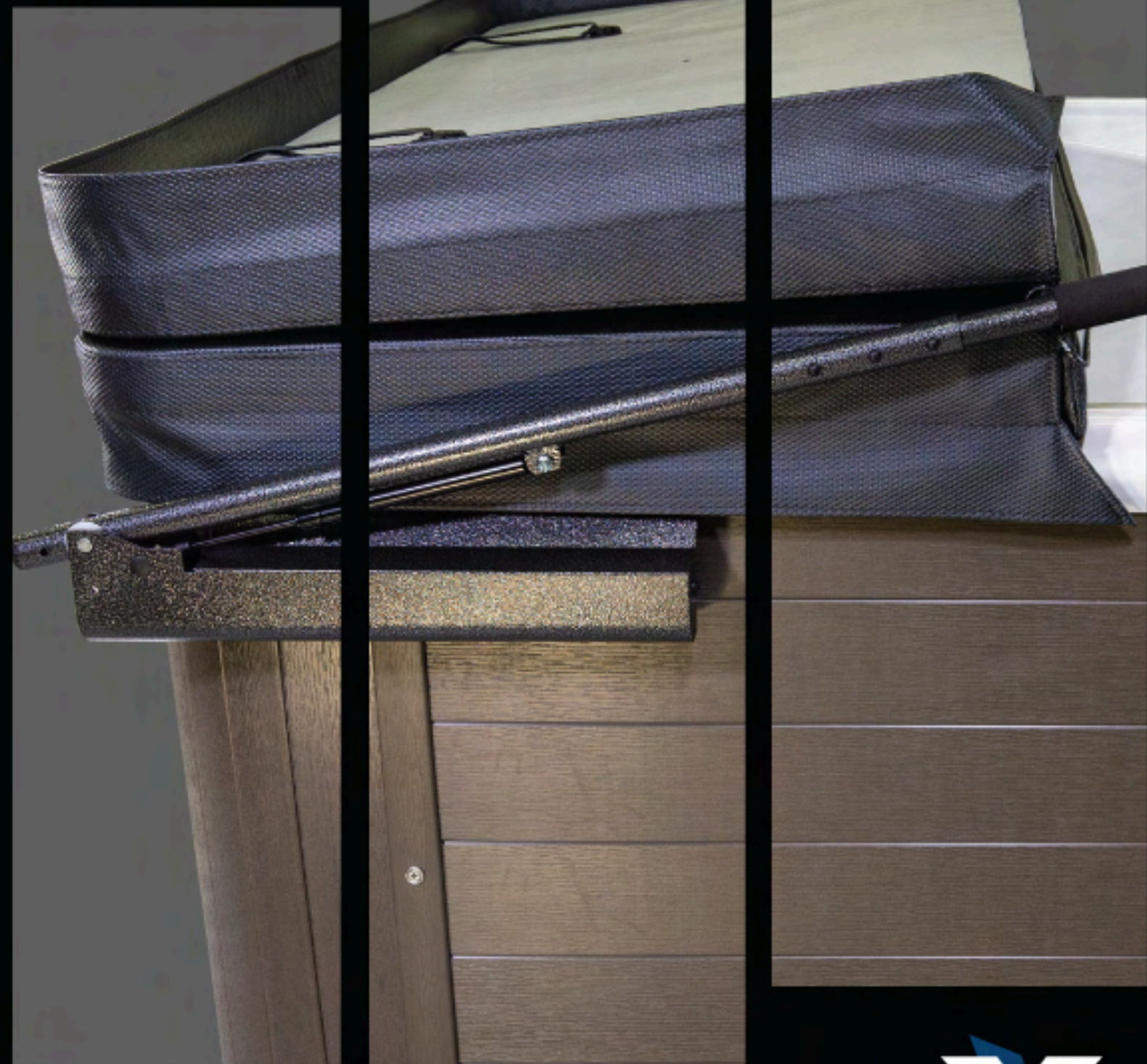
ABOUT THIS ISSUE

Every month in Pool Nation: Spotlights & Insights Magazine, we celebrate the people who are redefining what it means to work in the pool industry. These are the doers, the dreamers, and the difference-makers who show up with purpose and passion.

In this issue, we're proud to introduce three individuals who are rising to the challenge, owning their stories, and leading the way forward.



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SPOTLIGHT: MEET KINDLE COUDER

HOW A FORMER GYMNAST AND YOUNG MOM IS CLIMBING THE RANKS IN THE **POOL INDUSTRY**

When service technician Kindle Couder pulled into the parking lot at Heritage Headquarters for the 2025 Pool Nation Boot Camp, she did so after completing 20 pool routes the day before—just to make it in time. “That was a record for me,” Couder said with a smile. “But I didn’t want to miss this. It’s worth every ache and every energy drink.”

Couder works for Poolie, a premiere pool care company serving the Dallas area with a reputation for excellence in cleaning, maintenance, repairs, and renovations. She represents the kind of drive Poolie is known for across Texas.

With only a year in the industry, Couder is already turning heads—not just for her work ethic, but for the passion she brings to the job. A former competitive gymnast, she brings the same intensity and discipline to the pool deck as she once did to the gym floor.



“I’ve always loved hard work. I want to feel tired at the end of the day,” she said. “With this job, I get to be outside, solve problems, and serve people—and that’s where I come alive.”



Her journey into the industry was the result of a leap of faith. After working in a call center for Texas 811 and being surrounded by blue-collar professionals, Couder felt drawn to the trades. She submitted over 30 applications and prayed for direction. That same day, Poolie called.



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"It felt like confirmation," she said. "I told God I'd go wherever He led me—and He led me here."

Couder became a mother at 17 and earned her GED shortly after. Today, her daughter is her biggest cheerleader. "She's always bragging about how hard her parents work," Couder said. "That means everything to me."

Life has brought a lot of change lately. She married her husband, David, at the start of 2025 and is now learning to balance the demands of work and family life—something she approaches with the same determination she brings to every pool route.

Her first hands-on training event at Heritage Boot Camp left a lasting impression.

"Getting to work with heaters, automation systems, and diving into water chemistry—this is the stuff that builds confidence," she said. "And everyone here wants you to succeed. That's what makes these events so special."

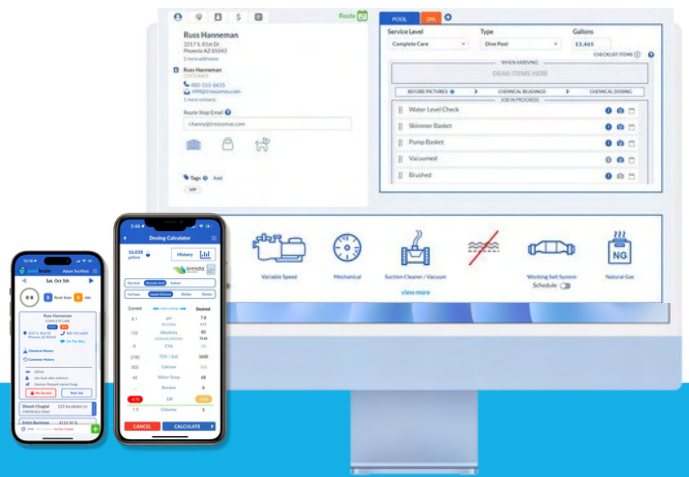
Couder is climbing the ranks with one goal: to master every aspect of the industry. "I may not be the strongest, but I'll outwork anyone," she said. "And I'll do it with joy."

Kindle Couder isn't just showing up—she's paving the way.



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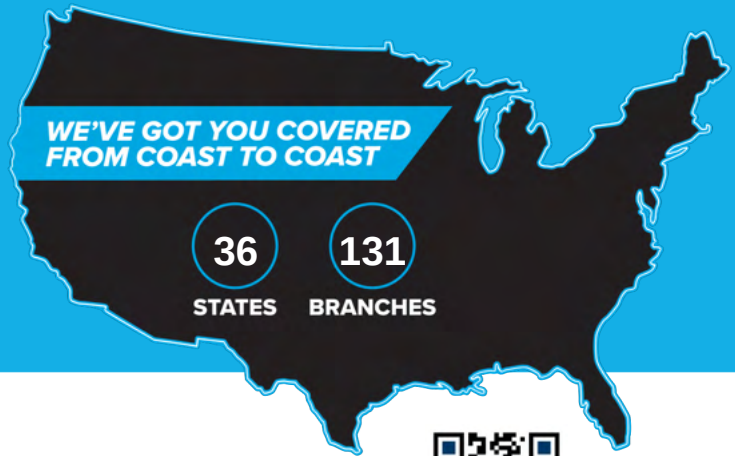
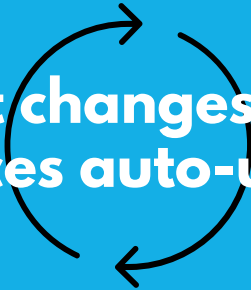
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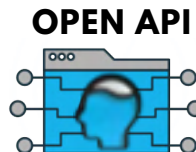
Other Integrations



Auto-dose or adjust for LSI
with Orenda built right in



Advanced integration with
automatic 2-way sync



Build your own
integrations



Get Spin Touch readings into
Pool Brain with one tap



Get data and trigger alerts
with daily remote monitoring

SPOTLIGHT: MEET DANIELLE BAHR

PROTECTING THE INDUSTRY, ONE POOL PRO AT A TIME

Danielle Bahr didn't set out to lead one of the fastest-growing pool professional insurance programs in the country—but when the opportunity came, she built something bold.

Bahr is the CEO and Director of Bahr Insurance Agency and the Swimming Pool Pro Alliance (SPPA), overseeing coverage for thousands of pool service and repair professionals across the United States, Puerto Rico, and Canada. Her agency specializes in liability protection tailored for the pool and spa industry—a field she knows well.

"I was born into the industry," Bahr said. "My dad started cleaning pools at 17. My mom did the books. It's in my blood."

Raised in the beach town of Encinitas, California, Bahr originally dreamed of being an actress. But after trying everything from hairdressing to caregiving and orthodontic assisting, it was pool insurance that caught her attention—and her heart.

At 26, after working in direct sales for another insurance company, Bahr began to question the quality of the policies she was selling. "They weren't A-rated, and I didn't feel good about offering shared limit policies," she said. "I wanted to do better."



With no guarantees and a lot on the line, she left that company and quietly launched her own agency. Her first office was small. Her startup funds were limited. But her vision was clear—and relentless.

"I remember sitting in the Jacuzzi with my husband, who was my fiancé at the time, and he said, 'You can do this.' That was the push I needed," she said.

Today, SPPA has nearly 4,000 active members and is widely regarded for its personalized service, customized programs, and rock-solid coverage. Bahr's best friends run her operations from two states, and her leadership style is centered on relationships, education, and protecting the people who keep the industry running.

"I don't want our clients to ever feel like a number," she said. "We text them back. We pick up the phone. We care about their business like it's our own."

As a woman in both the male-dominated insurance and pool industries, Bahr has had to earn respect—and sometimes fight for it.

"There were times people would come to my booth and ask to speak to the boss," she said, laughing. "I'd say, 'That's me.'"



She's not just making noise—she's making a massive impact. SPPA now offers excess liability, workers' comp, and other business lines. But the mission remains unchanged: provide meaningful protection with a human touch.

"My dream is to reach 5,000 members," Bahr said. "Not just for the numbers, but because every one of them matters."

She's also passionate about getting out in the field and meeting the people who make up the industry.

"I've watched what Pool Nation is doing for the industry, and I love seeing how it brings people together," Bahr added. "It's building something that was missing for a long time—real community, real resources, and real education."

She balances it all while raising 7-year-old twins, Hudson and Pearl, with her husband, a business owner and pilot. On weekends, the family is often traveling together—by small plane, dirt bike, or river trip—making memories while building a legacy.

"Being a mom made me even more passionate about protecting people," she said. "Because when something goes wrong in business, it impacts families—and we're here to make sure they're covered when it counts."





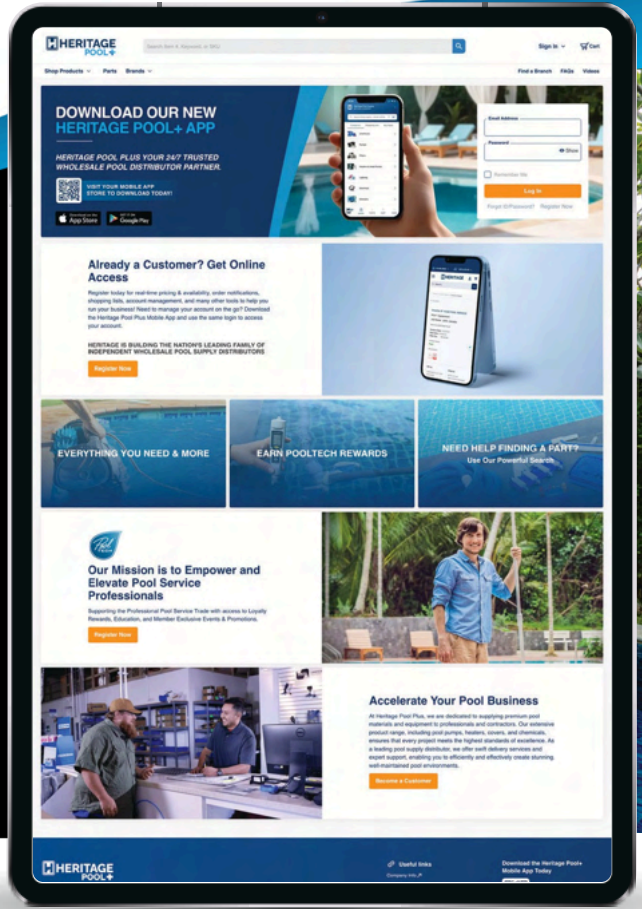
COMING UP IN THE NEXT ISSUE

In our next edition, we'll take you behind the scenes of an exclusive experience shared by members of the Pool Nation Business Matrix. During the recent boot camp, Matrix members received a private tour of Gold Medal Pools and participated in high-level sessions with Josh Sandler, gaining real-world insight into what it takes to grow a thriving pool business.

Through photos, stories, and first-hand perspectives, we'll explore why the Business Matrix isn't just a program—it's a movement. Discover how this community continues to expand, empower, and equip pool professionals to scale smarter and lead stronger. You won't want to miss it.



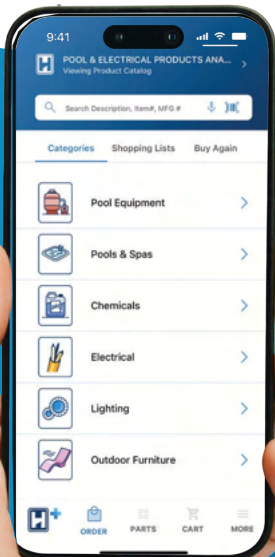
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SPOTLIGHT: MEET ANTONIO ESCALERA

FROM TECH TO TRAILBLAZER: HOW ONE POOL PRO REWROTE HIS FUTURE

For Antonio Escalera, owner-operator of AE Pool Services in Washington state, the pool industry wasn't the dream—it was the door that opened when life demanded he rise to the occasion.

Now entering his third season as a business owner, Escalera has more than 23 years of experience under his belt. But the road to AE Pool Services began when he was just 19 years old, after a trusted family friend offered him a job in the pool industry. Initially, he declined—until his father stepped in.

“My dad said, ‘You need to take that job,’” Escalera recalled. “At the time, I couldn’t see what he saw—that this could actually become a career. But it turned out to be the best decision I ever made.”

That leap of faith led him to eventually manage one of the largest pool companies in his region, overseeing a team of 25 employees, thousands of customers, and full-scale service operations. But after decades of 14-hour days, Escalera felt something was missing.

“When my youngest daughter was born, I realized I didn’t really know my older kids,” he said. “That was the wake-up call. I loved my job, but I needed to be more present at home.”

In 2022, he stepped away from the company he helped build, giving his former employer a full year’s notice.



From there, he started AE Pool Services with a bold goal: to build a business rooted in balance, purpose, and legacy.

"I wanted to do it differently this time," he said. "I wanted more freedom and the chance to pour into others the way I wish someone had poured into me."

That mindset brought him to the Pool Nation Boot Camp in Texas. He's also a member of the Business Matrix, a program designed to equip pool pros with the tools and knowledge needed to grow and scale their companies. Despite his years in the field, Escalera says the Matrix is giving him the next-level business insight he didn't get while managing someone else's company.

"I know pools—I've fixed every system out there. But I didn't know much about KPIs or financial structure," he said. "The Business Matrix is filling in the gaps and giving me the tools I need to build something sustainable."

Now, AE Pool Services offers full-service pool care, repairs, and even new builds. Escalera is also investing in the next generation, mentoring younger pool professionals and encouraging others in his region to attend industry events like Pool Nation.

"In my old company, everything was closed off—we didn't share, we didn't network," he said. "Now I text other companies and tell them to come to these trainings. There's more than enough work for everyone. We grow by growing together." As a father of six, with kids ranging from 20 years old to five months, Escalera says his motivation goes far beyond business.

"I'm building something that my kids can one day step into, or at the very least, learn from," he said. "Legacy isn't just about leaving something behind—it's about living it out in front of them, every single day."



POOL NATION BUSINESS MATRIX

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Participate in intensive workshops and hands-on training sessions with industry experts. Engage in panel discussions, gain insider tips from top professionals, and network with like-minded business owners who share your vision of success.



EXCLUSIVE TOOL

Specialized tools to set business goals and monitor your progress. Members will also have exclusive access to videos and content designed to reinforce learning and support your business development journey. This ensures you stay aligned with your objectives and advance your skills and strategies.



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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