

ISSUE 18

NOV-DEC 2025

# POOL NATION

**PSP EXPO 2025**

OCT 22-24 - LAS VEGAS, NV

**PSP EXPO BRINGS INNOVATION,  
CONNECTION AND HEART**

**SPOTLIGHTS & INSIGHTS**



**DANIEL BODDEN  
\$10K - POOL PRO  
CHAMPION 2025**

- *Lisa Kennedy - Core Covers*
- *Bobby & Kelli Kelley - Dedicated Pool & Spa*
- *Pazmino Family - Academy Pools*
- *Chuck Woolstenhulme - IPS Controllers*
- *Molly Snyder - Plunge Pool Concepts*
- *José Vallés - Wybot*



# WELCOME LETTER

## A Week to Remember at PSP Expo 2025

*Dear Pool Nation Family,*

What a week it was in Las Vegas! This year's PSP Expo reminded us why Pool Nation has become more than an organization. It's a community built on connection, unity, and a shared love for the craft. Walking the show floor, you could feel the energy everywhere! Competitors cheered one another on, new friendships formed, and every conversation carried a sense of pride in what we do.

The inaugural \$10,000 Pool Pro Challenge Finals was a moment we will not forget. The energy in the room grew with every round and it was powerful to witness the level of skill on display. Congratulations to everyone who competed. You're truly the best in the business! In this issue, we introduce you to our first champion, Daniel Bodden, and share his story.

Another highlight from the week was the 5th Annual Pool Nation Awards. It is always meaningful to watch peers celebrate one another. There is something special about seeing excellence recognized. We will dedicate our December issue to those award winners and the stories behind their achievements.

We wrapped up the week with the Pool Nation Business Conference, where nearly a hundred professionals filled the rooms for hands-on business training. Even after long days of travel and events, they showed up eager to learn, grow, and sharpen their vision for the year ahead. That kind of commitment is what defines true pool pros.

Now, as we move into the fall months, many of you are catching your breath after a long, demanding season. This is the time to reset, reflect, and prepare for what's next. Whether you're fine-tuning your systems, mapping out goals for next year, or finally taking that well-earned break, remember that growth often happens in the quiet seasons too. This issue captures the heart of PSP Expo week including the moments, the memories, and the people who make this industry what it is. Whether you were there or cheering from home, we hope these pages bring the experience to life.

**Happy Holidays,  
Edgar, John and Zac**

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# PSP EXPO 2025 BRINGS INNOVATION, CONNECTION, AND THE HEART OF POOL NATION TO LAS VEGAS



LAS VEGAS – When we sat down with Megan Magaña at the Pool Nation Women's Summit in August, she already understood how significant this year's PSP Expo would be. As the Show Manager, carries the responsibility of coordinating an event that brings thousands of industry professionals from around the world into one place each year.

*"People see the lights, the booths, the energy," Magaña said. "What they don't see are the thousands of moving parts it takes to make it happen."*

Long before attendees ever stepped through the doors, Magaña and her team were already immersed in the work. Venues are secured years in advance, education schedules are built with input from every corner of the industry, and exhibitor partnerships take shape long before opening day. "At the end of the day, my job

is to create spaces where people connect, grow, and feel seen," she said. "That is what makes this work matter." This year, that sense of connection was impossible to miss. From October 22–24, Las Vegas became the center of the pool and spa world as the International Pool Spa Patio Expo welcomed professionals from more than 40 countries to explore the latest trends, products, and technologies. Sponsored by the Pool & Hot Tub Alliance (PHTA), the event once again delivered an unmatched blend of innovation, education, and collaboration.

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unmatched blend of innovation, education, and collaboration. The Pool Nation Business Conference wrapped up the week with nearly 100 professionals filling rooms for hands-on business training. Topics ranged from leadership and profitability to scaling operations and customer experience. "Even after a long week, the turnout showed just how eager pros are to keep learning," De Jesus said. "That's what sets this industry apart."

Throughout the event, the spirit of collaboration was highlighted by industry leaders. "This week brought together the most innovative minds and visionary professionals to engage in transformative discussions that will shape the future of our sector," said Dana Hicks, Group Director for the Pool Spa Patio and Deck Expo. "The progress demonstrated here reflects our shared commitment to advancement,

advocacy, and meaningful dialogue that benefits consumers and professionals alike." The 2025 PSP Expo proved that the pool and spa industry is thriving and moving full speed ahead. Next year, the PSP heads to New Orleans, Louisiana, November 17-19, 2026, at the Ernest N. Morial Convention Center. The Big Easy's lively atmosphere, combined with perfect pre-Thanksgiving timing, promises an unforgettable experience for pool professionals ready for connection and growth.

*In this issue, we'll take you inside the moments that made this year's Expo unforgettable and introduce you to the people and vendors who brought it all to life.*



### **Save the Date:**

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# MEET SOME OF THE ATTENDEES & VENDORS FROM THIS YEAR'S PSP EXPO







## BOBBY & KELLI KELLEY

*Dedicated Pool and Spa  
Yucca Valley, California*

When Bobby and Kelli Kelley founded Dedicated Pool and Spa in Yucca Valley, California, they did not picture growth or expansion. They wanted to take care of their community, support their family, and take pride in honest work. The business began with a single route, a lone truck, and a determination to do things the right way.

"We started as a one-man show," Kelli said, smiling at the memory. "It was just us, figuring things out day by day. But I always told Bobby that education was key. You cannot grow unless you surround yourself with people who challenge you." Bobby had already spent more than twenty years in the pool industry when he decided to walk away. He felt worn down and unsure whether the industry had a future.

"I stepped out for about five years," he said. "At the time, I did not see a path forward. I thought maybe this industry was fading." During that season away, he tried new jobs and explored other opportunities. Kelli watched and encouraged him from the sidelines, convinced that his talent and work ethic were still needed in the trade. "I kept reminding him, you are good at this. You should be doing what you are good at," she said. "There was still more for us to do."

Eventually, she urged him to attend the Western Pool and Spa Show, but Bobby resisted at first. "I thought, what could I possibly learn after all these years," he said. However, once he arrived, everything shifted. Surrounded by professionals who valued humility, curiosity, and collaboration, he realized that the industry was not dying at all. It was evolving. "That was the moment everything changed," he said. "I saw people who were trying to get better. I did not feel like it was a competition. I felt like it was a community."

## FINDING THEIR FUTURE AT THE PSP EXPO

That experience led the Kelleys to the PSP Expo, where they encountered the Pool Nation Business and Leadership track for the first time. The impact was immediate. "The PSP Expo is on another level," Kelli said. "You have vendors from all over the world, incredible education, and so many chances to learn from people who do things differently. Then you add Pool Nation with the leadership classes and the conversations that push you forward. It feels like a family." The lessons Bobby learned there transformed how he viewed leadership.



"Through Pool Nation, I learned what it means to be a servant leader," he said. "I realized I could be the kind of boss who teaches and guides rather than demands. I learned to humble myself and grow." These changes reshaped the culture within Dedicated Pool and Spa. Bobby now trains his team with patience, clarity, and purpose. "You can get people to move through fear or frustration," he said. "Or you can take the better path. You lead by example." Kelli approaches each year with a strategic mindset. Before every PSP Expo, she studies the schedule and selects sessions that address their current challenges. "I always ask myself what we need most right now," she said. "Then I build our plan around that. The right tools and systems can make everything easier, but you have to stay open to learning."

She values the relationships that form each year just as much as the classes. "Talking to other business owners reminds you that you are not alone," she said. "We all face similar challenges and the PSP Expo gives us a place to learn from each other." Today, the Kelleys have grown their business with purpose and clarity. They are passionate about encouraging the next generation of pool professionals. "The industry is not stagnant," Bobby said. "The younger generation is curious and driven. One day they will surpass us, and that is the beauty of it." They plan to attend the 2026 PSP Expo in New Orleans, continuing their tradition of learning, connecting, and celebrating with the Pool Nation community. "We always leave inspired," Kelli said. "Every year we come home with something new. An idea. A relationship. A reminder that we are part of a community that believes in each other. That is why we keep coming back."



## LESSONS FROM THE KELLEYS

### **NEVER STOP LEARNING**

Even after two decades in the industry, the Kelleys approach every show with fresh eyes. "No matter how long you've been doing this, there's always something new to learn," Kelli said.

### **LEAD WITH HUMILITY**

Through Pool Nation's business and leadership classes, Bobby learned the value of servant leadership. "I stopped being the guy who just told people what to do," he said. "Now I try to show them and grow with them."

### **BUILD COMMUNITY, NOT COMPETITION**

One of the biggest lessons the Kelleys have learned is that collaboration fuels growth. "At the PSP Expo, your competition becomes your friend," Bobby said. "You realize we're all in this together."

### **PLAN WITH PURPOSE**

Before every show, Kelli makes a list of current business challenges and seeks vendors and sessions that address them. "I don't just attend," she said. "I attend strategically."

### **STAY INSPIRED**

For the Kelleys, each year's show is a reminder of how far they've come – and how much more there is to do. "Every time we leave, we feel re-energized," Kelli said. "It's like hitting the reset button for our business and our hearts."





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**LISA KENNEDY**

*Core Covers,  
Vice President of Sales*

After more than two decades in the pool and spa industry, Lisa Kennedy has seen it all from the changing technology, evolving design trends, and a market that continues to expand with every passing year. But for her, one thing has remained constant: the importance of community and connection.

As Vice President of Sales for Core Covers, the world's largest manufacturer of hot tub covers, Kennedy has dedicated her career to creating products that make life easier for pool and spa professionals everywhere. From her base in Toronto, she oversees operations that span North America, with major facilities in Tampa, Florida, and San Diego, California. "We supply about 75 percent of the OEMs in our industry," Kennedy said. "Our hot tub covers are our

main product, but we also do expanded cut-and-sew work and accessories. It's a dynamic business." This year, Kennedy and her team unveiled one of their most exciting innovations yet: the Rolling Hot Tub Cover. "There's been a huge demand in the industry for something to replace traditional swim spa covers," she explained. "We all know how large and cumbersome those covers can be. We wanted to develop something lighter, more energy-efficient, and more sustainable and do it using onshore products people already know and trust." That commitment to continuous improvement is part of what keeps Kennedy and her team coming back to the PSP Expo year after year. "As far back as I can remember, I've been attending this show," she said. "It's a must for us. We meet new potential vendors, strengthen relationships with current partners, and get inspired by what's happening across the industry."

## A SHOW THAT EVOLVES WITH THE INDUSTRY

For Kennedy, who has been in the business for over 23 years, the PSP Expo offers a pulse check on where the industry is heading. "The last couple of years have been great," she said. "But this year, something felt different – in a good way. The energy was incredible. We saw a lot more traffic in our booth, and there was this positive, invigorating vibe. Every day, you'd see people smiling, reconnecting, and genuinely excited to be here. It's one of the best years we've had." She also praised the show's improved layout, which separated categories like hot tubs and service areas into distinct sections.





"That definitely helped with the traffic flow through our booth," Kennedy said. "It was organized in a way that made it easier for people to find what they were looking for."

Even the shift in scheduling with the show taking place earlier this year than in the past didn't affect her experience. "I wasn't sure how that would work out, but honestly, it didn't make a difference either way," she said. "People showed up, and they showed up ready to do business."

## CHAMPIONING THE NEXT GENERATION

Beyond product innovation, Kennedy is passionate about supporting newcomers to the industry, especially the independent service professionals and small business owners that Pool Nation champions. "For someone who's new to the industry, this show is such an opportunity," she said. "Come in, walk the floor, and say hi. See what's working for others, and find what's new and upcoming. You might discover an innovative product that could be a game changer for your business."

Kennedy says the future of the pool and spa industry has never looked brighter. "It's an industry built on relationships," she said. "That's what keeps people coming back. We are given the opportunity to share knowledge and celebrate innovation." Her favorite part of the show? The people. "It's so nice to catch up with everyone," she said. "I love this industry. It's dynamic, it's creative, and it's full of people who genuinely care about what they do. This year's show was proof that the energy is alive and well."







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## GINA ARTALEJO AND THE PAZMINO FAMILY

*ACADEMY POOL SUPPLY*  
*Riverside, California*

The sound of laughter is often the first thing customers notice when they walk into Academy Pool Supply in Riverside, California. Behind the counter, four family members move with joy, helping loyal customers who have trusted the business for decades.

For more than 30 years, this family-run company has been a fixture in the community. It began with Gina Artalejo's father, who believed that great service and strong relationships were the foundation of good business. When he retired, leadership transitioned to the next generation. Today, Gina works alongside her brother's children, Michael, Angelo, and Nicole Pazmino.

"We have kept it within the family," said Gina, who serves as office manager. "Michael took over after my dad retired, and now we all work together. Angelo and Michael handle the technical side, and Nicole manages sales. Each of us brings different strengths, and that balance keeps us strong."

That strength was recognized in 2023 when Academy Pool Supply was named Pool Nation's "Retailer of the Year." Academy Pool Supply has been a BioGuard dealer for three decades and carries every major brand of pool products. "We do not play favorites," Gina said. "Our focus is on what the customer needs. We take pride in helping them find the right solution."



## DISCOVERING INNOVATION AT THE PSP EXPO

A customer-first mindset is what keeps the family returning to the PSP Expo each year. For them, the event is a chance to learn, connect, and stay inspired by the latest industry developments to bring home to the people they serve. "We attend to see all the new products," said Michael. "You get to meet the vendors and learn directly from them. It is different from just reading about something online. At the show, you have real people showing you how the products work, which makes a big difference."

This year, the family was particularly excited by a new six-in-one chlorine floater manufactured by Bonnie Manufacturing. "It has a built-in thermometer, tongs, a tether, and a see-through display," Gina said. "We look for products like that because our customers expect innovation. They count on us to bring them something new."

Michael said the PSP Expo creates a unique atmosphere. "Everyone is inviting and willing to talk," he said. "You can ask questions, get advice, and connect with other professionals who understand what you do. It brings everyone together. You leave feeling like you are part of something bigger." That spirit of collaboration was also felt by Angelo, who represented the company in the Pool Nation \$10,000 Pool Pro Challenge. Competing against skilled professionals from across the country, he impressed the crowd with his focus and technical ability. "I was the first one to compete," he said. "I had to troubleshoot a heater, and I finished in eight minutes."



Angelo believes training and education are critical. "You have to know what you are doing," he said. "We work with high voltage, so safety and understanding are essential. Out in the field, I use all my senses. I listen for air leaks, smell for gas, and look for damaged wires. That is how you protect the customer and do the job right."







## WOMEN IN THE INDUSTRY AND THE POOL NATION IMPACT

For Nicole, being part of the family business also means breaking barriers. "After attending the Women's Summit, I saw how much women bring to the pool industry," she said. "Men and women think differently, and that makes the team stronger. The men bring structure and strategy, and we add polish and perspective. Together we get better results." Gina agreed that visibility matters. "This used to be considered a man's world, but it is not anymore," she said. "Women belong here too. Attending events like the PSP Expo gives us confidence. We see how things are built, how systems are designed, and that knowledge is empowering."

Michael summed up the family's approach simply. "If you are a pool professional, do not be shy," he said. "Ask questions, attend the shows, and keep learning. We are all in this together." From their shop in Riverside to the national stage at the PSP Expo, the Academy Pool Supply team continues to represent the best of what the industry stands for. Their success is not only measured by sales or products but by their shared values of hard work, unity, and genuine care for others.







**CHUCK  
WOOLSTENHULME**  
*IPS CONTROLLERS*

Talk to Chuck Woolstenhulme about water chemistry and his eyes light up. He has spent nearly his entire life in the pool industry, building a career grounded in innovation, precision, and education. From service technician to vice president of engineering, and now founder of his own company, his journey reflects both longevity and leadership. "I have been in the industry for 45 years," Woolstenhulme said. "I started in service, then went to work for Polaris Pool Systems as a manufacturer.

I eventually became vice president of engineering before launching my own company, IPS Controllers."

Founded in 2008, IPS Controllers designs advanced chemical automation systems that monitor and maintain pool chemistry. "We monitor the pH and chlorine strength in the water and automatically feed liquid or dry chemicals, depending on what the customer prefers," Woolstenhulme said. "Our systems make it easier and safer to keep water balanced."

Over the years, IPS Controllers has earned a reputation for reliability and innovation. Its flagship product, the IPS M920CA, showcases that approach. "It is an ORP and pH controller that measures chlorine strength, not just the amount," he explained. "It also calculates the parts per million of chlorine in real time. The data is transmitted through Wi-Fi or hardwire to our website and app, so service companies can view all their properties on one dashboard." He smiled as he described its benefits. "If something goes wrong, the system sends an alert before the customer even knows there's a problem," he said. "That's the goal. It helps technicians stay ahead of issues and deliver better service."

IPS Controllers also recently introduced a CO2 controller, which helps maintain pH levels without lowering alkalinity. "Acid is the traditional method for pH control, but it can drop alkalinity to unsafe levels," he said. "Using CO2 is safer and more stable, especially for commercial spas where pH fluctuates constantly."





## WHY THE PSP EXPO MATTERS

With four decades of experience, Woolstenhulme has attended the PSP Expo every year since the early 1990s. For him, the event remains a cornerstone of professional growth and connection. "I have probably been coming since 1994, maybe even earlier," he said. "I have not missed a year since then. The PSP Expo is where you go for exposure, education, and networking. There is no better way to get your product in front of the trade at a reasonable cost."

As both a longtime exhibitor and an innovator, he sees the value in being visible. "We still use a simple 10-by-10 booth, and it works great," he said. "Every year, new customers come by who have never heard of us, even after 15 years in business. It is also a great opportunity for our existing customers to finally meet us in person. Putting a face to a name matters." Woolstenhulme also appreciates the opportunity to meet other manufacturers.

"It is not just about competition," he said. "It is about seeing what is out there, exchanging ideas, and learning from each other." He has witnessed the evolution of the show firsthand. "The PSP Expo has changed over the years," he said. "There used to be more manufacturers and attendees, but consolidation has reshaped the industry. Even so, it remains one of the best places to see all the latest products in one space." He praised this year's event for its organization and flow. "The new layout is much better," he said. "In the past, tall booth walls sometimes blocked visibility. This year, the floor plan made it easier for people to move around and find what they were looking for."





# SHARING KNOWLEDGE AND BUILDING COMMUNITY

Education has always been central to Woolstenhulme's mission. He believes knowledge empowers professionals to work smarter and safer. "Chemical automation is still a segment that many people are unfamiliar with," he said. "That is why we focus on training. We have videos on our YouTube channel, longer sessions available online, and in-person classes at distributors or customer locations. We want people to understand how our systems work and how to use them correctly."

For new entrepreneurs, he offers simple advice. "Exposure is everything," he said. "If you have a new product or idea, this show is where you need to be. It is affordable, effective, and full of people who want to learn. The education sessions are excellent, and you get to see every product in one place."

After more than four decades in the business, Woolstenhulme remains as passionate as ever. "Even after all these years, I still learn something new at every show," he said. "The PSP Expo gives you the chance to grow, whether you are a manufacturer, distributor, or technician. It keeps the industry moving forward. You meet people here that you will never meet anywhere else," he said. "That is what makes this show so special. It brings everyone together, and that is how progress happens."







**MOLLY SNYDER**  
*PLUNGE POOL CONCEPTS*

When Molly Snyder joined Easton Pool and Spa five years ago, she could not have imagined how quickly her role would evolve. What started as a traditional pool company was about to take a leap into one of the fastest-growing categories in the industry: compact, customizable plunge pools.

*"They were just starting to develop the concept when I came on," Snyder said. "I got to see it from the beginning, which was really exciting. I helped with logo design, branding, and building visibility for a new idea."*

That idea became Plunge Pool Concepts, now one of the leading names in the small pool space. Based in Massachusetts, the company offers innovative designs that give homeowners the luxury of a pool without the lengthy construction process. "It is such a fun product to market," Snyder said. "You are helping people create something beautiful that also fits their lifestyle."

## A PRODUCT THAT CHANGED THE GAME

Plunge Pool Concepts offers three main lines: Plunge Plus, Quantum, and Wellness. The Plunge Plus line features precast, fully customizable pools made in Cape Cod. Each pool is built to order, allowing homeowners to choose their own size, shape, and finishes. "It is our most popular line because it is completely personalized," Snyder said.

The Quantum line is made from composite materials that are 200 times stronger than steel, yet lighter and easier to transport. The difference, Snyder explained, is that Quantum pools can be installed in tighter spaces and shipped anywhere in the country. "They have the same look and feel as our precast models but can go places where traditional pools cannot," she said. The Wellness line focuses on hydrotherapy and health. It includes cold plunges, hot tubs, and dual-temperature models for recovery and relaxation. "That line is perfect for people who are into wellness or fitness," Snyder said. "It is smaller, easy to maintain, and perfect for any backyard." Plunge Pool Concepts has become known for its patented modular construction process, which cuts installation time dramatically.





"Traditional pools can take months to finish," Snyder said. "Our process is different. It causes minimal disruption to your yard and lets people start enjoying their pool much sooner." The company now ships and installs pools across the United States. "We started on the East Coast, but we are officially coast to coast," Snyder said. "That has been one of the most exciting parts of our growth." Snyder credits much of the company's expansion to its participation in the PSP Expo. Plunge Pool Concepts made its debut at the Dallas show in 2023 and returned this year in Las Vegas. "The exposure from the PSP Expo has been incredible for us," she said. "It is where we meet new partners, build relationships, and introduce our products to new regions. Every conversation opens a door." She also sees the Expo as a place of learning and inspiration. "It is not just about selling," she said. "It is about seeing trends, connecting with other professionals, and understanding where the industry is headed."

## BRINGING WELLNESS HOME

Snyder believes that the future of the pool industry lies in accessibility and wellness. "Homeowners want something that looks amazing but is practical," she said. "Plunge pools are perfect for that. They are compact, easy to maintain, and still offer all the benefits of a full-size pool."





For service companies, she said, it is also a smart business move. "We are working with more service professionals who want to add plunge pools to their offerings," she said. "They already understand pool systems, so it is an easy and profitable addition." What motivates Snyder most is seeing how her work helps people transform their spaces.

"It is not just about selling a product," she said. "It is about helping people create something they will truly enjoy. Whether it is a cold plunge after a workout or a family sitting around a backyard pool, it is about building moments that matter."

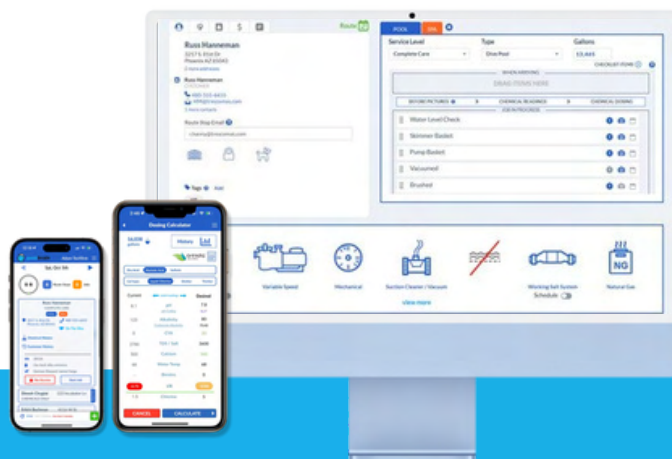






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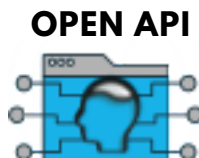
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Get data and trigger alerts  
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**JOSÉ VALLÉS**  
WYBOT

José Vallés believes the best technology feels personal. He has built his career around that idea, shaping how people interact with products that quietly make their lives easier. Today, as Vice President and General Manager of the Americas for WYBOT, a world leader in robotic pool technology, he continues that mission – this time through water and innovation. “People often think technology is complicated,” Vallés said. “But real innovation should simplify your life. It should give you freedom, not frustration.” That philosophy drives every decision behind WYBOT’s growing presence in the pool industry. The company has spent more

than 20 years pioneering robotic pool cleaners and now leads the global market with its latest breakthrough, the WYBOT S3 Pool Cleaning Robot. The new model uses artificial intelligence, 3D mapping, self-emptying capability, and solar charging to handle every aspect of pool maintenance. “The WYBOT S3 is the ultimate testament to our commitment to innovation and convenience,” Vallés said. “It is the smartest, most sustainable way to keep your pool clean for weeks at a time without lifting a finger.”

## A LIFE BUILT ON UNDERSTANDING THE CONSUMER

Before entering the pool world, Vallés spent more than three decades in consumer technology. Originally from Venezuela, he built his career in the United States with global brands like Whirlpool, Sharp, and iRobot. Each experience taught him that customers value ease of use above all else.





He laughs when he compares WYBOT's pool robots to a familiar household name. "It is like the Roomba for your pool," he said. "You drop it in, and it learns as it goes. It figures out where the debris is and how to clean the most efficiently. That is the kind of simple brilliance that changes lives."

When he first joined WYBOT, the company was already a quiet powerhouse, designing and manufacturing robots for other major brands. But Vallés helped shift the strategy to build WYBOT's own identity and expand into new markets. "For years, we were the makers behind the scenes," he said. "Now we are bringing our brand and our technology directly to the people who use it." He sees WYBOT's success as a reflection of curiosity and care. "We are not just building machines," he said. "We are learning from the people who use them. That is what makes the innovation meaningful."

## SMARTER CLEANING, SAFER FUTURES

The WYBOT S3 isn't just another robotic cleaner. Its artificial-intelligence camera scans and maps the pool, recognizing debris and adjusting its route for maximum efficiency. It even filters microscopic particles while cleaning, leaving water clearer and healthier. When its power runs low, it returns automatically to a docking station that charges through solar energy. "It thinks for itself," Vallés said. "And when it needs to rest, it recharges on its own. That is how technology should work." Yet Vallés's vision extends beyond convenience. He believes the same AI capabilities that clean pools can also protect families. "Imagine if your robot could detect movement and alert you when a child or pet gets too close to the pool," he said. "That is where we are heading using innovation to prevent accidents before they happen."





This forward-thinking approach has earned WYBOT international acclaim. The company was recently named a 2025 CES Best of Innovation Award Honoree and received the 2024 French, New York, and Paris Design Awards for its excellence in engineering, sustainability, and design.



## CREATING CONNECTIONS IN THE INDUSTRY

At this year's International Pool Spa Patio Expo, Vallés was struck by how hungry pool professionals are to learn and grow. Many, he said, are small-business owners looking for smarter tools that help them scale. "Some worry robots will replace them," he said. "But they never will. These machines are partners. They do the in-between work so the pros can focus on the bigger jobs and grow their business."

It is a message that resonates across the industry and one that Vallés delivers with conviction. "Technology should make people feel empowered," he said. "When innovation serves people, everyone wins." For Vallés, that belief is personal. He has spent a lifetime helping consumers trust the machines around them. And as WYBOT continues to evolve, his goal remains the same: to keep technology human. "We are not just creating robots," he said. "We are creating confidence. And confidence is what turns a product into something that truly changes lives."





# THE AMENITY COLLECTIVE ACCELERATES GROWTH WITH TWO NEW EVP APPOINTMENTS



KEVIN MAC

Kevin Mac brings a strong track record of national sales leadership and industry expertise to his new role as Executive Vice President of New Business Development. With experience spanning fitness equipment, recreation, and multi-sector client environments, Kevin has consistently built high-performing teams and scalable commercial strategies. He joined The Amenity Collective in early 2024 through LIVunLtd, where he led U.S. fitness equipment sales and helped expand the brand's national footprint through a refined sales structure and strengthened partner relationships. His leadership combines a client-centric approach with an ability to

activate growth across highly specialized service categories. Before joining the organization, Kevin spent more than two decades with Life Fitness, including serving as Vice President of Sales for North America. In that role, he oversaw strategy across hospitality, multi-unit housing, education and athletics, and country club verticals experience that now directly supports the company's cross-platform commercial strategy. Most recently, he partnered closely with CEO Brian Sheehan to shape the strategy and negotiations that led to the acquisition of Advantage Sport & Fitness in January 2025. This milestone positioned The Amenity Collective as North America's largest distributor and servicer of commercial fitness equipment and created a unified platform for growth across aquatics, fitness, and recreation.

As EVP of New Business Development, Kevin will help unify the company's commercial voice and advance an integrated approach to national partnerships. His priorities include strengthening brand visibility in key markets, aligning sales methodologies across business lines, and expanding cross-platform value for clients who operate both aquatics and fitness spaces. A goal-oriented, results-focused executive, Kevin builds high-performing teams and has a proven track record of driving organizational success. With a background in team development, scalable sales systems, and long-term partner relationships, he will help drive the company's next phase of national growth.





**PHIL CARTER**

Phil Carter brings more than 25 years of aquatics leadership to his new role as Executive Vice President of New Business Development, drawing on decades of operational, commercial, and organizational experience across The Amenity Collective. His tenure includes leading Amenity Pool Services through a complex consolidation of nine companies into one unified brand platform a pivotal effort that strengthened operational consistency, modernized technology and processes, and reinforced that successful large-scale change always begins with people. Phil's leadership centers on improving the employee experience, expanding opportunities for growth, and aligning teams around shared outcomes to

create stronger, more resilient organizations. Across his career, Phil has shaped many of the systems, standards, and commercial strategies that guide The Amenity Collective today. He designed the bidding model that evolved into the organization's current Salesforce matrix, created multi-brand sales training programs that set the foundation for enterprise sales, and led the development of early technology innovations such as the AmenityLinc pool pass concept. During the early months of COVID-19, Phil also played a key role in guiding operational and client strategy, helping develop statewide safety standards and strengthening client relationships during a period of uncertainty contributions that continue to influence the organization's approach to preparedness, clarity, and service.

As EVP of New Business Development, Phil will help advance The Amenity Collective's integrated commercial strategy across aquatics, fitness, and recreation. His priorities include strengthening brand visibility, unifying the company's growth voice, and expanding cross-platform value for clients who operate across multiple amenity spaces. He sees significant opportunity to centralize key data, deepen national account partnerships, and build a business development engine that accelerates scalable growth. Guided by a "Live Life in Drive" mindset, Phil brings momentum, strategic clarity, and a long-term vision for elevating The Amenity Collective's integrated service model across North America.

**THE AMENITY  
COLLECTIVE**





# THE INAUGURAL \$10,000 POOL PRO CHAMPIONSHIP





# WORLD CHAMPION'S CORNER

The inaugural **\$10,000** Pool Pro Challenge winner, Daniel Bodden, opens up about his background, what drives him, and how he plans to use the grand prize

The highlight of the 2025 PSP Deck Expo unfolded at the inaugural \$10,000 Pool Pro Championship. Pool Nation launched the competition to shine a spotlight on repair technicians whose skill and precision often stay behind the scenes. After a year of preliminary events across the country, the best of the best advanced to Las Vegas for a high-intensity final showdown.

During the championship, the crowd pressed in tight around the competition floor with phones already recording. People leaned in from every angle trying to get a better view. At the center of it all stood Daniel Bodden. "I am not a big look-at-me kind of guy," he explained. "So having all those eyes on me was different, but I just did the job in front of me."

By the end of the finals, Daniel emerged as the first Pool Nation World Champion. His performance across Automation and Controls, Heater Repair, Pump and Motor Installation, and the Mystery Challenge set a new benchmark for excellence. In the Q&A that follows, Daniel opens up about his career, his journey into the trade, and the mindset that carried him to the top.





**Q: Daniel, for readers who may not know you yet, tell us about your background. Where did you grow up and how did you get into the pool industry?**

**A:** My dad has been in the pool industry since he was 18 or 19. He started in New York, moved to Arizona, and eventually we settled in Las Vegas. I grew up running around pool offices and job sites. As soon as I could drive, I was out cleaning pools. So I've literally been in the industry my whole life. It's just part of who I am.

**Q: Your father recently retired. What has it meant to follow in his footsteps?**

**A:** He retired this past February at age 68. His name is also Daniel Bodden. Seeing him dedicate his life to this trade definitely shaped me. He built a reputation by doing things the right way, and that's something I picked up from him. Even though I never planned it this way as a kid, following in his steps feels natural.

**Q: What does your work look like today?**

**A:** I'm the field supervisor for Bali Falls Pools here in the Las Vegas area. We handle commercial pool construction, remodels, service, and repair. Before that, I spent eight years at Leslie's as a lead technician. Over time, you really learn to deal with whatever is in front of you. That has shaped the way I work today.

**Q: How did you first get connected to Pool Nation?**

**A:** Through John. He's a good buddy of mine, and that's how I first heard about Pool Nation. Then I met Edgar and Zac, and watched as everything started to come together. Their idea just kept growing, and now it's something big for the whole industry.

**Q: Had you competed in anything like this before stepping into the Pool Pro Challenge finals?**

**A:** No. Nothing like this. But I was confident because I know the work. I've been in the field long enough that installations and repairs are second nature to me. I just showed up and did what I always do. I don't really have a strategy other than that.

**Q: What parts of the competition came naturally to you?**

**A:** Honestly, all of it. The challenges were things I've done for years. At Leslie's, the stores would sell the job and you'd have no idea what equipment or setup you were walking into. That teaches you to adapt fast. You show up, look at the equipment, and figure it out. That experience helped a lot during the challenge.

**Q: Was anything harder than expected? Or did you stay comfortable the whole way through?**

**A:** I was comfortable with the work, but the pressure was real. I was pouring sweat up there. I'm not a "look at me" kind of guy, so having a crowd around was different. But the actual tasks felt familiar. Pumps, heaters, filters, automation... across brands, they're all basically the same thing with different names.

**Q: For younger techs who want to compete one day, what advice would you give them?**

**A:** Read the manuals. I say that all the time. The manufacturer knows more about that product than anyone else.



Pay attention, watch what's happening in front of you, and learn the right way to install things. Practice and stay curious. That's how you get better.

**Q: What was going through your mind when they announced you as the champion?**

A: Relief. A lot of people had told me they believed I would win. I didn't want to let anyone down. So when they called my name, it was just this mix of relief that I finished strong and appreciation that my confidence paid off.

**Q: Now that you're the inaugural Pool Pro Champion, what do you plan to do with the \$10,000 prize?**

A: A little bit of everything. We're going to pay off some bills and save some. And my wife and I are finally going on our honeymoon. We got married two years ago but couldn't afford to take a trip because between the two of us we have three kids. So we focused on life first. Now we're finally going to do something for ourselves.

## DANIEL'S TOP TIPS FOR TECHS

### READ THE MANUAL FIRST.

The manufacturer always knows the product best. Most installation mistakes happen when people skip this

### PAY ATTENTION TO WHAT IS RIGHT IN FRONT OF YOU.

Let the data guide you. Slow down and observe before making assumptions.

### 1. PRACTICE THE RIGHT WAY.

Repetition builds confidence. Do not practice shortcuts. Practice the correct method every time.

### 2. STAY ADAPTABLE.

In the field, every job is different. The more comfortable you become with unpredictability, the better tech you will be.

### 3. STAY HUMBLE AND KEEP LEARNING.

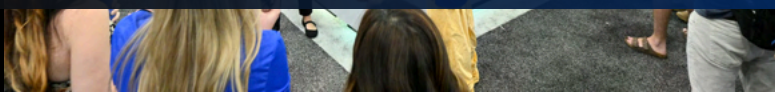
The best techs are students for life.







# POOL NATION CONFERENCE 2025 RECAP





# BUSINESS. LEADERSHIP. COMMUNITY.

The 2025 Pool Nation Conference arrived at the PSP Deck Expo with a mission to strengthen the industry from the inside out. This isn't your average tradeshow, it is a dynamic, action driven event designed to boost business IQ, sharpen financial skills, and equip professionals with real strategies that lead directly to profitability. That vision did not end when the Expo did. Even after the show wrapped, attendees stayed in town for Pool Nation's extended classes, setting the stage for one of the most meaningful parts of the entire week. Doreen King, VP of Business and Leadership Development at Pool Nation, said the business classes stood out from the moment they began. "Each session was packed with energy, engagement, and a genuine hunger to learn which you could feel in the room," she said. "Even though the Expo Floor had closed, we had 100 plus people stay to attend the two day Pool Nation business and leadership classes. This demonstrates the hunger and commitment our pool pros have in gaining new skills and tools to help develop to their next level of personal growth."

## BUILDING A STRONGER BUSINESS

The business development portion focused on financials, leadership, accountability, and



operational clarity. King said her favorite moments came between sessions, when owners swapped ideas and helped one another on the spot. "I noticed in the corner of the room two pool professionals from different companies helping one another out," she said. "One was conducting a role play with the other on effective interviewing skills. That's where the magic happens."

The classes built on last year's foundation and pushed the content further. King said the goals this year centered on strengthening Pool Nation's Business Matrix, expanding the Learning Management System, and giving owners tools that make the learning stick. "We focused on providing not just knowledge, but practical tools and resources owners can use to build skills long after the event ends," she said. Every attendee received an interactive workbook filled with templates, reflection prompts, and exercises they could take back to their day to day operations.



Sessions on collaboration and accountability drew some of the strongest engagement. "Cultivating Collaboration quickly became a highlight of the day," King said. Participants connected, problem solved, and applied the concepts in real time. Day two closed with Driving Results Through Accountability, a session that tied financial clarity back to leadership behaviors and performance. King said the energy in the room "was incredible," and she could tell people left "inspired and ready to take action."

## LEARNING THAT STICKS

For many attendees, the conference was more than a workshop. It was a checkpoint in their business journey. King recalled one story about Bobby and Kelli Kelley from Dedicated Pool and Spa, who stopped by the booth to share how they used strategies

from prior Pool Nation training to solve a major challenge. "They made a personal commitment to apply what they learned about developing their team before the Expo so they wouldn't bring the same problem to the next training we offered," she said. Their follow through, she added, is "what true ownership and growth looks like in action."

King said her favorite part of the conference was reconnecting with owners who have attended Pool Nation events over the years. "I heard so many stories of how Pool Nation has made a real difference in their business and personal lives," she said. She also reflected on the Pool Nation Awards, which took place earlier in the week. "It's the only event I've attended that brings competitors together in one room to celebrate one another in a way I've never experienced before. You can truly feel the pride and camaraderie in the room."





## A COMMUNITY RISING TOGETHER

When asked why someone should attend future Pool Nation events or join the Business Matrix, King's answer was simple. "If you're serious about growing your business, your leadership skills and your impact in the industry, you need to experience a Pool Nation event and attend the International Pool and Spa Expo," she said. "These events aren't just about learning. They're about connection, inspiration, and education that provides real world application."

King attended the PSP Expo for the first time this year and described the atmosphere as "electric." She spent time with vendors, watched strangers collaborate, and saw firsthand how the Expo connects people with new ideas. "I could feel the motivation and momentum building throughout the week," she said. By the time the conference ended, one theme was clear. Pool pros are hungry for growth. They want better systems, stronger leadership, and the confidence to build businesses that last. Pool Nation provided the space. The attendees brought the heart. And as King said, those moments when professionals mentor one another in the corner of a room are the ones that change an industry. As the conference came to a close, King said she left encouraged by the momentum and passion she saw in every session. "This industry is changing," she said. "People are ready to grow. They are ready to learn. They are ready to lead. Being part of that evolution is what makes this work matter." The 2026 Pool Nation Conference will build on that foundation and expand even further.

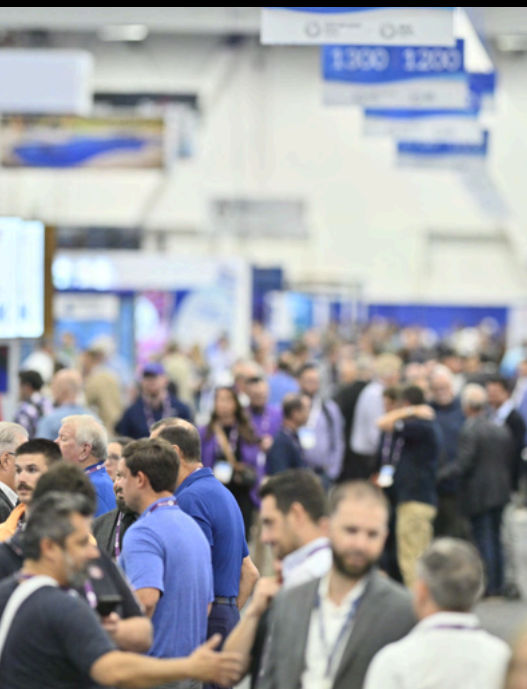
For now, the 2025 event stands as a reminder that when pool pros commit to learning the business behind the business, they do more than improve their companies. They elevate the entire industry.

*As we close this issue, we want to extend our gratitude to each of you.*

*Make sure to return for our Next Issue, where we'll honor this year's Pool Nation Award winners and shine a spotlight on the excellence and leadership shaping the future of the industry.*











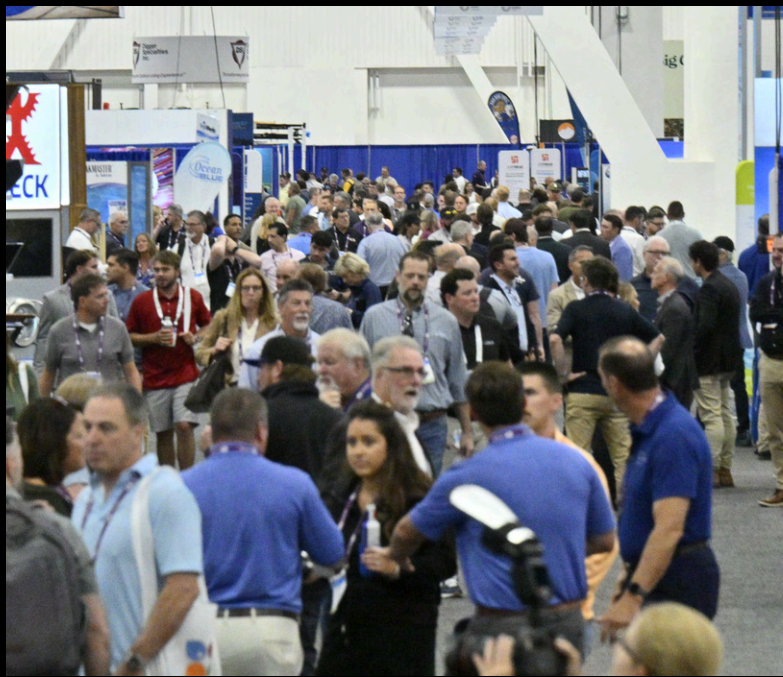












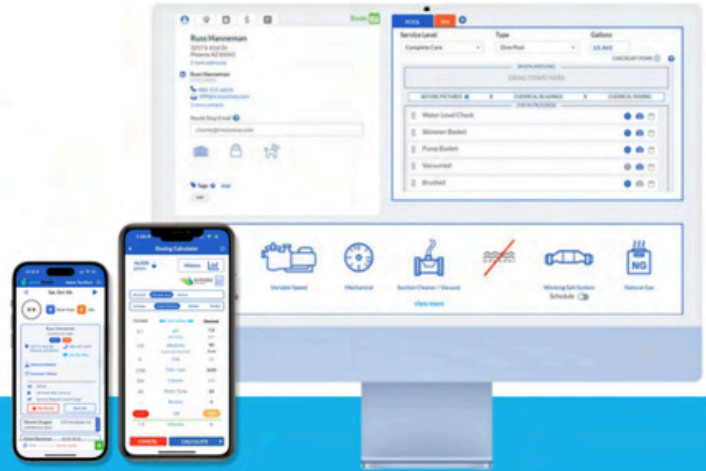








**poolbrain**  
Game Changing Pool Software



## NEW INTEGRATION



**HERITAGE**  
POOL SUPPLY GROUP

# Integrated Product Ordering

**Order products from Heritage without ever leaving Pool Brain!**

Order products, track shipping, receive purchased items directly into inventory for trucks or locations, check branch inventory, and create new products in Pool Brain using Heritage info as an auto-filled starting point.

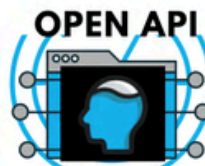
### Other Integrations



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