

JUNE 2026 | ISSUE 22

# POOLNATION

SPOTLIGHTS & INSIGHTS



**JOSE PEREZ**  
ONCORE FILTRATION

**ALISA GOTAY**  
787 SERRANO  
CONSTRUCTION

**ONCORE  
FILTRATION**

# WELCOME LETTER

**Dear Pool Nation,**

Summer is here, and there is a lot happening across Pool Nation!

This season always brings momentum to the industry, but this year feels especially meaningful for our company and our community. Since the beginning, Pool Nation has been built around one clear purpose. We want to elevate the pool industry, bring professionals together and create opportunities that help this community grow stronger.

**That purpose is leading us into an exciting new chapter.**

Over the next few months, we will be sharing major news about what is ahead for Pool Nation. We are not ready to release every detail yet, but we can say that this next step has been built with the industry in mind. It will create more opportunities to connect, give back, host meaningful events and bring greater value to the pool professionals who continue to support this community. We are also preparing for this year's Pool Nation Awards – one of our favorite times of the year! This issue includes key dates and categories as we get ready to recognize the individuals, companies and leaders who continue to raise the standard across the industry. As we head into the busiest months of the year, we want to encourage you to keep leading with excellence. Pay attention to the details. Build strong relationships. Keep learning, growing and serving your customers well. The work you do every day matters, and it continues to shape the future of this industry

Thank you for being part of Pool Nation. We are so grateful for this community and honored to keep building something that serves, supports and celebrates the people who make this industry what it is.

Have a safe and successful summer,

**Edgar, Zac and John**  
**Pool Nation**



# HERITAGE

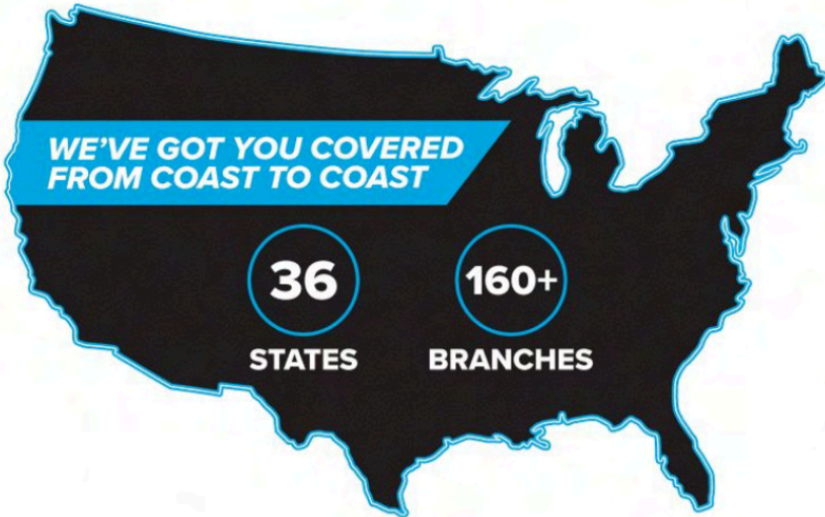
POOL SUPPLY GROUP



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| <br>CHEMICALS             | <br>ELECTRICAL        | <br>EQUIPMENT | <br>LIGHTING       |
| <br>MAINTENANCE           | <br>OUTDOOR LIVING    | <br>PLUMBING  | <br>POOLS & SPAS   |
| <br>TESTING & MEASUREMENT | <br>TILE & HARDSCAPES | <br>TOOLS     | <br>WATER FEATURES |



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**POOL  
NATION**  
*News*

# SIXTH ANNUAL POOL NATION® AWARDS 2026

Pool Nation is taking its biggest night to New Orleans, and now is the time to start making plans! The sixth annual Pool Nation® Awards will take place Wednesday, Nov. 18, 2026, during the PSP Expo, bringing the pool service and repair industry together for a night built around you!

“These awards belong to the pool pros,” said Edgar De Jesus, co-founder of Pool Nation. “We do not pick the winners. The industry does. Zac, John and I do not even vote. Every year, we listen to the people in the field because they know which categories matter, which products are making an impact and which pros deserve to be recognized. What we love most is that anyone in the nation can be nominated and anyone can win. Year after year, new people and companies are recognized, and that is the beauty of this industry. Everyone matters.”

This year, that feedback helped shape several category updates.

Rookie of the Year will pause for 2026 and return in 2027. Best Warranty of the Year. After Sales has been added to recognize companies that continue supporting pros after the sale. Industry Innovation of the Year replaces Innovative Product of the Year, and Trailblazer of the Year replaces Woman Trailblazer of the Year.

## EVENT DETAILS

### Date

Wednesday, Nov. 18, 2026

### Location

Ernest N. Morial Convention Center New Orleans, Louisiana

### Event

Held during the PSP Expo

### Awards Ceremony

6 to 9 p.m.

### Official After Party

10 p.m. to 1 a.m.

Location to be announced

## KEY DATES

**Nominations Open:** June 17, 2026

**Nominations Close:** Aug. 5, 2026

**Nomination Night:** Aug. 19, 2026

**Voting Opens:** Aug. 19, 2026, at 9 p.m. Central

**Voting Closes:** Oct. 7, 2026

### **Pool Nation® Awards**

Nov. 18, 2026, during the PSP Expo

## HOW TO GET INVOLVED

Voting runs throughout the year on the official Pool Nation® Awards Portal. Pool professionals are encouraged to nominate, vote and take part in recognizing the people, products and companies making an impact across the service and repair side of the industry.

## NOMINATED CATEGORIES

### **Premier Individual Awards**

Pool Guy of the Year  
Pool Girl of the Year  
Trailblazer of the Year  
Trainer of the Year  
Sales Rep of the Year

### **Company and Industry Awards**

Pool Service Company of the Year  
Builder of the Year

Retailer of the Year  
Distributor of the Year  
Sales Rep Group of the Year

### **Product and Equipment Awards**

Automation of the Year  
Filter of the Year  
Heat Pump of the Year  
Heater of the Year  
Salt System of the Year  
Variable Speed Pump of the Year  
Industry Innovation of the Year  
Best Warranty of the Year, After Sales  
Creative and Brand Awards  
Best Truck Wrap

## SPECIAL RECOGNITION

### **30 Under 40 Female of the Year**

Nominated through PoolPro Magazine

### **30 Under 40 Male of the Year**

Nominated through PoolPro Magazine

## SPECIAL HONORS (SELECTED, NOT NOMINATED)

- Edgar, Zac & John Award
- Hall of Fame Inductee
- Bob Lowry Lifetime Achievement Award

# POOL NATION RECEIVES EVERY CHILD A SWIMMER AWARD

Pool Nation was recognized with the Every Child A Swimmer Award during the International Swimming Hall of Fame's 2026 Aquatic and Specialty Awards ceremony, held last month in Fort Lauderdale, Florida.

The award, presented by ISHOF and the Every Child A Swimmer program, recognized Pool Nation's support of education, training and industry development within the pool and aquatics sector. Representatives of ECAS founder Judge G. Harold Martin's family, including daughter Julie Boniec, participated in the presentation.

"We are truly honored to receive the Every Child A Swimmer Award and grateful to the International Swimming Hall of Fame and the Every Child A Swimmer organization for this recognition," said Edgar DeJesus, CEO of Pool Nation. "The work they are doing to advance water safety and make swim





education accessible to more children is incredibly important. As an industry, we all have a role to play in supporting that mission, and Pool Nation is proud to stand alongside organizations that are helping protect lives and strengthen the future of aquatics.”

The award reflects Pool Nation’s commitment to strengthening the pool industry through professional education and community support.

The annual ISHOF event also included aquatic sports and specialty award presentations, along with inductions into the Masters International Swimming Hall of Fame. The ceremony drew nearly 200 attendees, including aquatics professionals, industry supporters and honorees from around the world.



POOLNATION

NATURAL CHEMISTRY IS...

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NATURAL CHEMISTRY

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From our flagship **MAX** product line to our industry-leading algaecides, enzymes and clarifiers, Natural Chemistry® delivers trusted and reliable products for effortless pool maintenance. By integrating our solutions into your existing program, you ensure crystal-clear water, peak efficiency, and unparalleled customer satisfaction.



SMART CHEMISTRY - BRILLIANT WATER.

# POOL NATION'S WOMEN'S SUMMIT RETURNS WITH A FOCUS ON IMPACT



**T**he Pool Nation Women's Summit returns Aug. 20-21, 2026, bringing women from across the pool and spa industry together for two days of leadership development, practical training and meaningful connection. The event will take place in McKinney, Texas, at Heritage Pool Supply Group headquarters.

Built around the theme "Ignite Your Impact: Activate Your Potential.

Amplify Your Impact," this year's summit is designed to move beyond inspiration and into action. The two-day event will bring together women from across the industry for leadership development, hands-on workshops, candid conversations, peer networking, mentor discussions and practical sessions designed to help attendees grow in their careers, companies and influence.

This year's focus is built around three words: **Aspire**. **Activate**. **Achieve**.

**Aspire** speaks to vision, ambition and possibility. **Activate** points to action and application. **Achieve** centers on outcomes, results and measurable growth. Together, the theme reflects the heart of the 2026 summit, helping women build

the skills to lead at every level and make a meaningful impact in their careers, companies and the broader industry. “The 2026 Pool Nation Women’s Summit is designed to be more than two days of great speakers and networking,” said Doreen King, Vice President of Business and Leadership Development for Pool Nation. “This year, we’re creating an immersive, hands-on leadership journey focused on self-discovery, connection and practical growth.”

***For the first time, attendees can begin the experience with the exclusive DRiV Leadership VIP Experience, a pre-summit add-on scheduled for Wednesday, Aug. 19.***

The four-hour interactive workshop includes the DRiV Assessment and a personalized leadership report designed to uncover the hidden drivers that influence how participants communicate, make decisions, solve problems and lead others. The VIP experience is intentionally scheduled before the summit, giving participants a deeper understanding of themselves before entering two full days of keynote sessions, peer networking, mentor discussions



and leadership development. “The DRiV Leadership Experience is the perfect way to begin the Women’s Summit because leadership starts with self-awareness,” King said. “When you understand what drives you, you communicate better, lead better and create a greater impact on the people around you.” The full summit agenda includes sessions on executive presence, communication, persuasion, mental health, resilience, AI, career development, coaching, mentorship and team leadership. Attendees will also have the opportunity to connect with mentors, industry leaders and

peers through interactive forums and networking events. For many women, the value of the summit goes beyond the sessions themselves. It is also about being in a room with others who understand the realities of being overlooked, underestimated or expected to work twice as hard to be heard.

“Our goal has never been to create just another conference,” King said. “We want women to leave with a deeper understanding of themselves, stronger connections with others and practical tools they can use to lead with greater confidence and impact.” With limited seating, early interest and a growing reputation as one of the industry’s most anticipated leadership gatherings, the 2026 Pool Nation Women’s Summit is expected to draw women from across the pool and spa industry who are ready to grow, connect and lead with greater purpose

## EVENT AT A GLANCE

### Pool Nation Women’s Summit 2026

**Theme:** Ignite Your Impact

**Dates:** Aug. 20-21, 2026

**Location:** Dallas area

**Summit Registration:** \$299

**DRiV VIP Experience:** \$149 add-on

**DRiV Date:** Wednesday, Aug. 19, 1-5 p.m.

**Summit Capacity:** Limited to 130 attendees

**DRiV Capacity:** Limited to 40 attendees

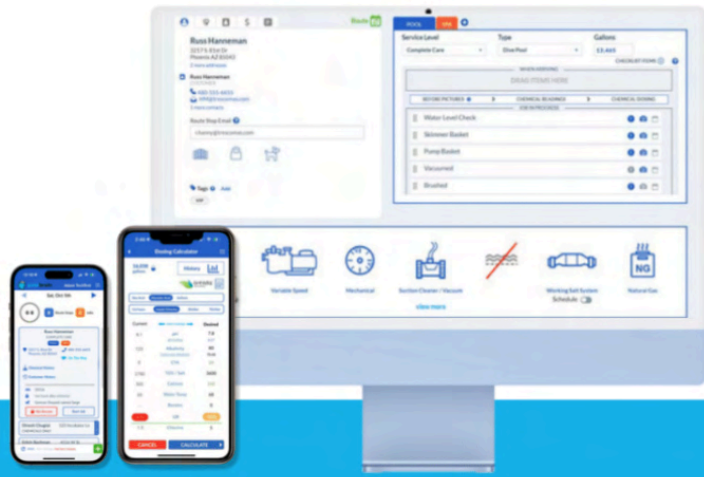
### Included with summit registration:

Breakfast, lunch, networking event, leadership sessions, mentor discussions and professional headshot opportunities.





**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.

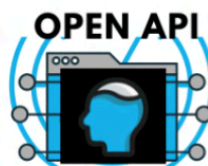
### Other Integrations



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

## WHY ATTEND THIS YEAR?

This year's summit is built around three major differentiators:

### APPLICATION OVER INSPIRATION

Attendees will walk away with practical tools, stronger conversations and action plans they can apply immediately.

### THE DRiV VIP EXPERIENCE

The pre-summit add-on helps attendees gain deeper self-awareness through the DRiV Assessment and a personalized leadership report.

### COMMUNITY THAT CONTINUES

The summit connects women with a cohort of peers, mentors and industry leaders who continue supporting one another long after the event ends.



*Our goal has never been to create just another conference. We want women to leave with a deeper understanding of themselves, stronger connections with others and practical tools they can use to lead with greater confidence and impact."*

**-Doreen King**

## DRiV VIP EXPERIENCE

Everyone has drive, but not everyone is driven in the same way. The DRiV Leadership VIP Experience is a new optional pre-summit add-on designed to help attendees understand the "why" behind how they communicate, make decisions, solve problems and lead others. The four-hour workshop includes the DRiV Assessment and a personalized leadership report.

**Date: Wednesday, Aug. 19**

**Time: 1-5 p.m.**

**Cost: \$149**

**Capacity: Limited to 40 attendees**

Note: The location will be shared directly with DRiV attendees closer to the event.

# SUMMIT SCHEDULE

## WEDNESDAY, AUG. 19

**1-5 p.m.**

### **DRiV Leadership VIP Experience**

A four-hour interactive pre-summit workshop featuring the DRiV Assessment and personalized leadership report. Limited to 40 attendees.

## THURSDAY, AUG. 20

**9-10:30 a.m.**

### **Success, Rewritten**

#### **Emily LoMenzo Washcovick**

Redefine resilience and success through an honest conversation about leadership, mental health, burnout and building a business that supports both performance and personal well-being.

**10:45 a.m.-12:15 p.m.**

### **Communicating With Impact**

#### **Doreen King**

Learn to communicate with greater clarity, intention and influence through practical techniques that help engage an audience, structure meaningful conversations and move work forward with confidence.

**12:15-1:15 p.m.**

### **Lunch**

**1:15-3 p.m**

Mentor Forum Roundtables

Connect with experienced women leaders through candid, small-group conversations focused on leadership, growth, career development and real-world challenges.

**3:30-5 p.m.**

### **The Science Of Persuasion**

#### **Alicia Stephens**

Explore practical strategies to influence decisions, communicate ideas effectively and build alignment across teams and stakeholders.

**6-8 p.m.**

### **Heritage Networking Event**

## FRIDAY, AUG. 21

**9-10:30 a.m.**

### **Multipliers**

#### **LeAnne Nix**

Understand the difference between Multipliers and Diminishers and how each affects team performance, engagement, confidence and contribution.

**10:45 a.m.-12 p.m.**

**Your AI Thought Partner: Smarter  
Communication, Sharper Decisions**

**Speaker TBA**

Learn practical ways to use AI as a thought partner to enhance communication, problem-solving and productivity while applying your own judgment, expertise and creativity.



**12-1 p.m.**

**Lunch**

**1-2:15 p.m.**

Own Your Career Development  
Multiple Facilitators  
Choose between two interactive breakout sessions focused on building a personalized career development action plan or strengthening coaching skills using the GROW coaching model.

**2:15-2:30 p.m.**

**Summarizing Success: Final Thoughts**

**Missy Morgan**

**Event closing and final thoughts.**



# POOL NATION

*Spotlights*



Gas Line



Water Connections



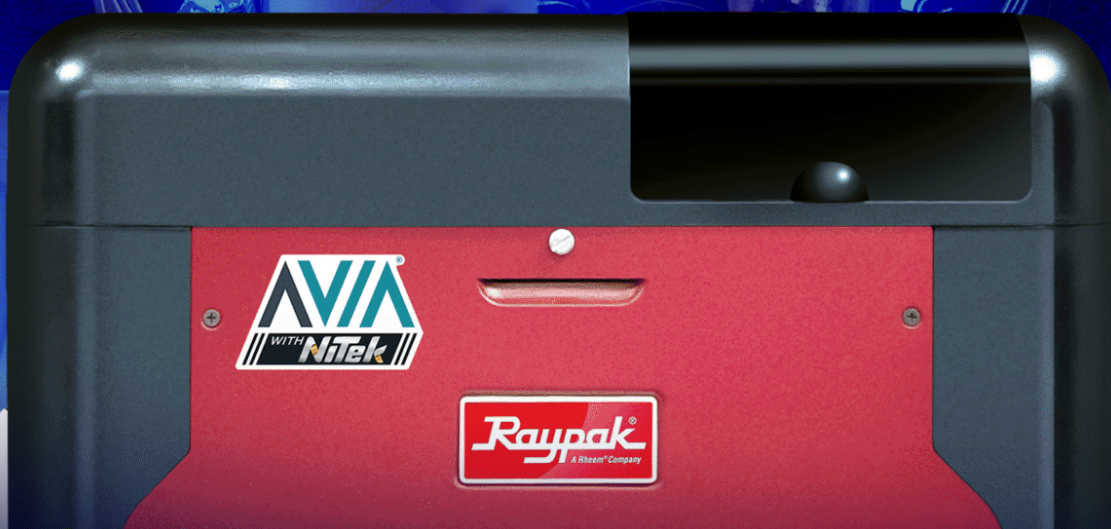
2'x2' Footprint



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NiTek Strength



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NO PURCHASE NECESSARY. Open to legal residents of the United States who are 18 years of age or older at time of entry and professional pool contractors, technicians or business owners. Void where prohibited. Promotion ends at midnight PST on Dec. 31st 2025. Limit 1 entry per person. See Entry Form for Alternative Method of Entry.

# MEET ALISA GOTAY, THE RISING FORCE BEHIND 787 SERRANO POOLS & PLUMBING IN EL PASO



***In the pool industry, plenty of people are ready to tell a woman what she cannot do. Fortunately, Alisa Gotay stopped listening a long time ago.***

In the pool industry, plenty of people are ready to tell a woman what she cannot do. Fortunately, Alisa Gotay stopped listening a long time ago.

Today, Gotay runs 787 Serrano Pools & Plumbing in the El Paso and Socorro, Texas, area, where she serves as CEO and co-owner. The industry has already taken notice. She earned Pool Nation's Rookie of the Year honor in 2022 and landed on PoolPro Magazine's 30 Under 40 list the same year.

However, her story does not begin at a job site or trade show. It begins on an island, where Gotay was raised by a single mother who started speaking destiny over her life at a young age. "Even as a little girl, I was always putting my room and my little world in order," Gotay said. "My mother would watch me line things up just so, and she used to tell me, 'You are going to be a leader one day.' She saw it in me long before I ever saw it in

myself, and I think about that every time I stand in front of my crew.” The 787 in the company name is no accident. It is the telephone area code of Puerto Rico, the island Gotay still carries with her. She grew up there, then moved to Philadelphia at 12 with her mother, who was raising her alone. Those years taught her how to adapt fast. She learned English in an unfamiliar city, returned to Puerto Rico at 16 to finish high school, and went on to earn a business degree with a concentration in human resources and a minor in accounting.

“All of my books were in English, so I was learning the language and learning business at the very same time,” Gotay said. “I had no choice but to master both, and today I am grateful that I did.”

That instinct to figure things out followed her to Texas. When her husband and co-owner, Joey Serrano, a licensed plumber, moved the family to El Paso, Gotay arrived with a general manager job already lined up. But the 16- to 18-hour days collided with life as a new mother in a city where she knew almost no one. “I was a mother in a brand-new place, without family around,” Gotay said. “I needed work that left room for my children, so I went looking for it.” Her husband stepped in as his personal assistant instead. She found a receptionist position at a pool company. The owner, Juancarlos Rodriguez, took one look at her resume and told her she was aiming too low. He hired her. There was just one catch.

***“I told him plainly. I don’t know anything about construction.” Gotay recalled. “He said, don’t worry about that. So I started learning, and I never stopped.”***



## THE MENTOR WHO SAW IT FIRST

Gotay's adaptability has always worked in her favor, and she hit the ground running in the pool business. She studied how to draw plans, read a construction schedule, move through the phases of building a pool and program equipment.

After only two months on the job, Rodriguez asked her to step up as his right-hand project manager. He had seen her potential, her hunger for knowledge and her willingness to learn. He pushed her to earn her Certified Building Professional and Certified Pool Operator credentials, and he became the mentor who convinced her she belonged. "I may not have every answer," Gotay said, "but I will find it, alongside someone who knows more than I do. I believe we rise as a team."

The following summer, Rodriguez told her he was retiring and selling the company. He offered it to her first, but the asking price sat just out of reach. The business eventually changed hands and then closed for good. Gotay had already read the room. In December 2021, she registered a company of her own. By March 2022, she and Joey were building 787 Serrano from nothing. "Joey told me, it's all right, we'll start from nothing," Gotay remembered. "And that is exactly what we did, little by little."

## BUILDING 787 SERRANO FROM SCRATCH

Today, Gotay runs her office from a 12-by-15-foot building next to her home. She oversees sales, design and construction supervision, while Joey leads the plumbing side. Their business launched during the pandemic, when crews, parts and schedules turned into a daily puzzle. Her human resources background, it turned out, was ideal training for the chaos.

That same year handed her an unexpected opening when builders across El Paso started abandoning projects. Some took deposits and walked off the job, leaving customers with holes in their backyards and bank accounts. 787 Serrano finished 18 of those projects.



# make a splash!



**REVDUP**  
APPAREL

"Clients would ask me what I thought of the builder who walked away," she said. "My ethics won't let me speak against him. I showed them compassion and then said, 'I don't have all the answers why they did this. But what I can do is finish the work if you'll let me.'" The proof shows up in the backyards, and the customers do not hold back. A woman named Yessie wrote online that her family waited nearly a year before they could break ground, and Gotay stayed with them the whole time. "Alisa came over to meet us the first time and designed the backyard of our dreams," Velez wrote.



Once the work started, the updates arrived weekly. "Alisa was always upfront and honest whenever we had hiccups with the project," she added, noting that the pool finished on schedule and even drew compliments from the city at final inspection. She also praised Joey, who "showed up to the house multiple times out of the kindness of his heart to make sure the pool was working properly. They take pride in their work and their customer service is top tier." A man named Danny was just as complimentary. "787 Serrano Pools was absolutely exceptional," he wrote. "From start to finish, they were patient, professional, and dedicated to delivering perfection."

***He praised a crew that communicated clearly and made certain his family knew how to operate everything before they left, calling it "truly an outstanding experience from an outstanding team."***

At the end of 2024, Gotay added a second line of business: regular pool maintenance. Building a pool is a one-time job that pays once and ends. Service is different. For a recurring fee, her crew returns week after week to clean the water, balance the chemicals and keep the equipment running. She learned the model at a Pool Nation boot camp, and the math behind it convinced her on the spot.

“When the slow season comes, you have to stay alive,” she said. “Service is what keeps you breathing.” The bet is paying off. Her service route has grown to 26 pools and counting, with a new account that recently closed.

## **‘YOU’RE SPEAKING TO HER. IT’S ME’**

For all the projects she has finished and all the credentials she has earned, Gotay still spends a good part of her week proving she is the person in charge. She walks into sales appointments and watches the doubt move across people’s faces. “They look at me and say, you’re just the lady, you don’t know construction,” she said. “Or they call and ask for the owner. I tell them, you’re speaking to her. It’s me. And they say, no, I want to talk to the man.” She does not flinch. She quotes the bid, walks the job and lets the work answer for her. Some clients still chase a cheaper number, vanish for months and then circle back when the discount builder lets them down. Gotay welcomes them anyway. She knows what her crew delivers, and she knows why she shows up. That conviction runs deeper than the business. Gotay is a Christian and woman of faith and believes God places people on her path for a greater glory. “Every client who walks through my door is there for a reason,” she said. “They have a purpose in my life, and I have one in theirs.”

***“Every client who walks through my door is there for a reason,” she said. “They have a purpose in my life, and I have one in theirs.”***

Gotay does a masterful job as a mother and businesswoman. She wakes before dawn, trades her office clothes for boots when the crew needs another set of hands, and steps away from work around 3 p.m. so the rest of the day belongs to her two sons, ages 13 and 5. When a job runs long, the boys come along. Her oldest already tests water with strips, drops and an electronic meter, and he has started eyeing the family name on the truck. “He asked me, ‘Mom, what happens to the company when you’re gone?’” Gotay said. “I told him, ‘Well, it could be yours.’ He said, ‘I’ll keep it. I think I like this.’” Ask Gotay how she carries all of it – the building, the service, the sales calls, the motherhood and the ministry and she does not pretend the weight is light. “Some days it is a lot to carry,” she said. “Then I remember I’m here to be a blessing and show up for someone else. My grandfather once told me I could do whatever I wanted in life, whether it’s to stay home or build something of my own. He has believed in every crazy idea I have ever had. I carry that belief onto every job site, and on the hardest days, those words keep me going.”

**POOL  
NATION**

*Spotlights*

**JOSE PEREZ**

## JOSE PEREZ AND ONCORE FILTRATION ARE CHANGING THE GAME FOR SERVICE PROS

Success in the pool industry doesn't start in a boardroom. It starts at the equipment pad. That's a lesson Jose Perez learned long before he ever stepped foot in the pool and spa industry.

Today, as President of OnCore Filtration, Perez leads one of the fastest-growing cartridge manufacturers in the industry. His journey didn't begin with pools, filtration systems or manufacturing plants. It began in the orange groves of Florida and the apple orchards of Michigan, traveling with migrant families and learning firsthand what hard work, resilience and service really mean. Those lessons would eventually shape a company built on a simple but powerful belief: Take care of the service professional, and everything else falls into place.

Perez grew up in a migrant family. "We harvested oranges in Florida and apples in Michigan," Perez recalls. "I was born during apple harvest season in Michigan and later raised in Florida." By age 12, he had already worked alongside his family who taught him something that would become his greatest business



skill -- listening. He learned to listen to understand, rather than simply listening to respond. Years later, that same mindset carried him through a successful career at one of the world's largest air filtration manufacturers, Flanders Precisionaire, where he oversaw 11 facilities across the United States and Mexico. He mastered manufacturing, logistics, and operations, but more importantly, he learned how successful businesses solve real customer problems.

Eventually, the corporate world wasn't enough. Perez wanted to build something of his own. In 2011, he launched On Time Distribution with a mission that was refreshingly simple: Deliver hard-to-find products faster than anyone else. Instead of chasing high-volume commodity items, he focused on custom air filters and specialty sizes that customers struggled to find. While competitors took weeks to deliver, Perez built a system capable of producing and shipping products in as little as 24 hours.

The market responded immediately and customers wanted more. Soon the company expanded into air purification, humidification, water filtration, and eventually pool and spa products. What started as a niche distribution business was becoming something much bigger.

"The vision was always to expand on the products we offered and deliver them with unmatched value and service," Perez said. That vision would eventually lead him straight to pool service professionals.

### **JOSE PEREZ:**

**"SUPPORT THE SERVICE PROFESSIONAL. NEVER COMPETE AGAINST THEM."**

When On Time Distribution began selling pool cartridges, the company relied on outside manufacturers to supply products. The demand exploded, backorders increased and lead times stretched. For Perez, that was unacceptable, so he did what many executives rarely do. He got out of the office and into the field. He met service professionals, whether it was at distribution centers, restaurants, hotels or in corporate boardrooms. He met anywhere he could have a real conversation. Those conversations revealed two major opportunities, the first of which was surprising. First, no one could clearly identify a true leader in replacement cartridges. People could name brands, but when asked why those brands were considered the best, the answers became vague.

The second insight hit even harder as he learned the service professionals were frustrated because many manufacturers were selling the same products online that dealers and service companies stocked every day. The result? The very businesses supporting those brands were being undercut by the ones they trusted with their business.

Perez listened to these service pros. Then he made a decision that would become a cornerstone of OnCore's identity: Support the service professional. Never compete against them.

"What I love about Pool Nation is that they are a platform that wants to unite and bring a message and resources to the service professional," Perez said. "That is my goal. It is a common vision and value that I share with Pool Nation. Let's set brands aside. Let's set personal agendas aside."



Let's come together as an industry for the betterment of those who put us in business, and that is the service professional."

OnCore Filtration officially launched in 2020 after nearly five years of planning, development and investment. The timing coincided with the pandemic-era boom, but Perez is quick to point out that the vision was already years in the making. Today,



OnCore manufactures and distributes replacement cartridges from two facilities in South Carolina. Impressive manufacturing capabilities aren't what make the company different. Its focus does. Most manufacturers market from the top down, but OnCore's focus uses an inverted approach. "We built the business 100 percent around the service professional," Perez shared. The industry clearly noticed. The company has now grown to partner with the best OEMs, retailers and distributors within the industry.

remember to order them, stock them and remember to load them on their trucks. It was a small problem that created a big headache. Perez found a simple solution by putting everything in one box, with no extra SKU and no added hassle.

The result became known as a FitKit, which is a feature that bundles lubricant and O-rings directly with the filter cartridge. It wasn't flashy, and it wasn't revolutionary technology, but it solved a real-world



## **FITKIT SOLVES A REAL-WORLD PROBLEM FOR SERVICE PROFESSIONALS**

One of the clearest examples of OnCore's philosophy came from a simple complaint heard repeatedly from technicians: Every annual filter replacement required an O-ring and lubricant. Perez found this simple enough, except technicians had to

problem for service professionals. And that's exactly the point. The best innovation often isn't about adding complexity, but is about removing friction. The most successful companies in our industry understand a fundamental truth: Service professionals are the backbone of the pool and spa business. They are the ones diagnosing problems in 100-degree

heat, and they are the ones managing customer expectations. They are also the ones keeping water clear, equipment running and businesses profitable.

When manufacturers truly understand those challenges, everyone wins. That's why Perez continues spending time in the field. He wants direct feedback and appreciates honest conversations. He wants to know what's actually happening on routes, at service counters and in backyards across the country. That's because markets change, customer expectations change and technology changes. However, listening never goes out of style.

Perez's career offers an important reminder for pool professionals looking to grow their own companies. He says don't get trapped by the noise, and don't wait for perfect conditions. Most importantly, don't allow industry skepticism to define your future. When Perez launched OnCore, plenty of people told him the cartridge market was already crowded. They said there wasn't room for another manufacturer and that it couldn't be done. If he had listened to them, OnCore wouldn't exist today; but instead, he listened to customers, and they told a different story.

"Do not overthink it," Perez advised. "There are always reasons not to do something."



"We would not be where we are without our 150 employees," Perez said. "They are phenomenal people. Manufacturing is a very difficult segment to be in here in the U.S. for many reasons, but it takes great leadership, a support staff and the commitment to create that quicker, better, faster environment." For pool and spa professionals looking to build stronger businesses, create loyal customers and leave a lasting impact, that's more than good advice. It's a blueprint. Because in an industry built on relationships, the companies that listen best are often the companies that lead. And the businesses that never stop serving are the ones that never stop growing. "At the end of the day, we are here to serve people," Perez said. "We are still learning. We are making adjustments, but the opportunity is there if you are willing to listen and make bold moves."

360 DEGREES

CUSTOM

SPF 50



REVDUP  
APPAREL

**POOL  
NATION**  
*Gallery*

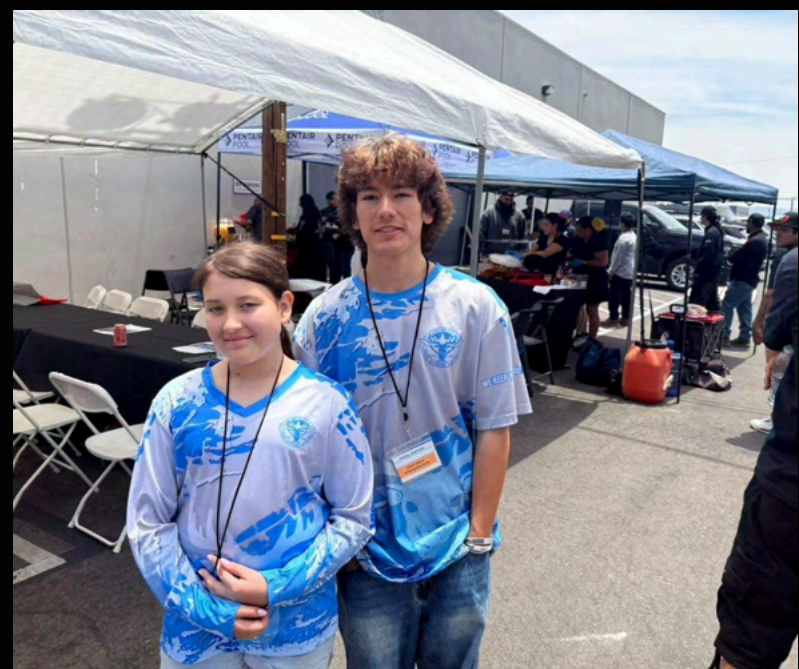












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