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AQUA

The Business Magazine for Spa & Pool Professionals

AQUA

Thirteenth Ann

100

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Motto: The home relaxation specialists

Founded: 1985

Outlets: 2

Employees: 13 year-round, 15 in-season

Professional Affiliations: Better Business Bureau, NAHB, NSPI

AQUA 100 Appearances: 3

Products Sold: fiberglass pools, above-ground pools, portable spas, gazebos, saunas, fireplaces, chemicals, supplies, toys

Status Report: Adding a line of San Juan fiberglass pools helped this Madison, Wis., company grow sales of in-ground pools by 29 percent in 2001. General manager Pete Papineau predicts an even bigger increase this coming season. "We are developing a better pricing and presentation program to be more competitive this year," he explains. The company plans to scale back on advertising dollars but to use the money more effectively, adding that radio has been its most successful form of advertising, aside from word-of-mouth.

Best thing I did for my business in 2001: Focusing on our service department. We also searched out and acquired a quality staff.

Tip for Success: Develop a business plan utilizing individual goals for success.

Backyard Amenities

Location: Baytown, TX

Principals: Brad Stephens, president

Motto: When quality counts . . . Count on us

Founded: 1998

Outlets: 1

Employees: 10 year-round, 10 in-season

Professional Affiliations: Better Business Bureau, Chamber of Commerce, NSPI

AQUA 100 Appearances: 4

Products Sold: custom gunite pools/spas, chemicals, supplies, toys

Status Report: "Being better than the competition" will allow Backyard Amenities to bounce back in 2002 after gross revenues failed to increase last year, according to co-owner Patty Stephens. In addition to selling more in-ground pools and chemicals, the company plans to expand its warehouse facility by adding a second floor with two executive offices, a conference room and reception area.

Best thing I did for my business in 2001: In an effort to maintain our edge over the competition, we joined the elite Carecraft group.

Tip for Success: Never forget the fact that customer service and satisfaction must always be your top priority and everything else will follow. Never be afraid of competition . . . just be better.

Build Your Own Pool (BYOP Inc.)

Location: Mesa, AZ

Principals: Rex Richard, president; Donna Erzen, vice president

Founded: 1992

Outlets: 2

Employees: 19 year-round, 21 in-season

Professional Affiliations: Aquatech, NSPI

AQUA 100 Appearances: 1

Products Sold: custom gunite pools/spas, supplies

Status Report: Few companies had as good a year in 2001 as Mesa, Ariz.-based Build Your Own Pool. The company's in-ground sales grew by an impressive 33 percent, which

Happy Anniversary!

If there's an "average" AQUA 100 Company (and we're not saying there is), it opened its doors in 1977 and will be celebrating its 25th anniversary in 2002. But numbers can be deceiving as none of this year's AQUA 100 companies was founded that year. Oh well.

Shown below are the approximate ages of the AQUA 100 companies. One company, C.C. Steepleton, has been in business for 92 years, conjuring up images of coal-fired hot tubs and horse-drawn service wagons. Another, Caribbean Pools & Hot Tubs, wasn't even around two years ago. It just goes to show you that age is not essential to professionalism and success.

| Years in Business | Number of AQUA 100 Companies |
|-------------------|------------------------------|
| 1-5..... | 3 |
| 6-10..... | 7 |
| 11-15..... | 8 |
| 16-20..... | 5 |
| 21-25..... | 4 |
| 26-30..... | 9 |
| 31-35..... | 7 |
| 36-40..... | 2 |
| 41-45..... | 4 |
| 46-50..... | 1 |
| 51-55..... | 1 |
| 56-60..... | 0 |
| 61-65..... | 0 |
| 66-70..... | 0 |
| 71-75..... | 0 |
| 76-80..... | 0 |
| 81-85..... | 0 |
| 86-90..... | 0 |
| 90-95..... | 1 |

