

Kenneth Stockley, Founder & President

- ◆ National Swimming Pool Foundation, Certified Pool/Spa Operator® (CPO), Test Score 85: March 23, 2010

2017

- ◆ NESPA/APSP the Pool & Spa Show, Atlantic City, NJ: January 23-26
 - Errors & Omissions Insurance: Why It's Important for You & Your Business, 1.5 CEU
 - Winning in Today's Competitive Market, 1.5 CEU
- ◆ Rhode Island Builders Association Training Institute, East Providence, RI: April 26
 - Intro to Workplace Health & Safety (1-5), 1 hr.
 - Fall Protection (1-11), 3 hr.
 - Confined Spaces (1-12), 1 hr.

2016

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 25-28
 - Email Marketing: The Workhorse of Online Communications, CEU 1.5 hours
 - Energizing Your Service Company for Today's Consumer, CEU 1.5 hours
 - Fighting Back: How to Compete and Win in Today's Market, CEU 1.5 hours
 - Increase Profits Through Customer Loyalty, CEU 1.5 hours
 - Strategies to Win in A Challenging Economy, CEU 1.5 hours
 - Field Service Management: Now More Than Ever, CEU 1.5 hours
- ◆ Accu-Care Swimming Pool Supplies, Open House Seminars: March 9
 - Blue Torrent Pool Products
 - Trevi/Cornelius Above Ground Pools
 - Megna Inground Pools, Custom Pool Kits
 - Aqua Products, Robotic Pool Cleaners
 - Energy Star, 2016 Pool Pump Rebate Program
 - Nirvana Heat Pumps & Glass Fiber Media

2015

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 26-29
 - I Don't Have Time to Plan, I'm Busy Running a Business, 1.5 CEU
 - Characteristics and Strategies of the Most Successful Pool & Spa Companies, 3.25 CEU
 - Improve Your Customer's Overall Shopping Experience, 1.5 CEU
- ◆ The Target Group Nirvana Sales & Service Training, Pool & Patio Center, Coventry, RI: March 26

2014

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 27-30
 - You'll Love Working Here: The Performance Power of Workplace Culture
 - Ways to Immediately Improve Your Bottom Line
 - Inventory Management and Pricing Strategies
- ◆ American Safety & Health Institute, CPR & Safety Classes of RI: February 27

2013

- ◆ NESPA/APSP Atlantic City Pool & Spa Show: January 28-31
 - Fifteen Things All Successful Companies Have in Common
 - Cost-Cutting Techniques
 - Business Killers: Don't Risk Your Future

2012

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 23-26
 - Communications in The Workplace
 - How to Prevent Fraud in Your Business
 - NESPA 2012 Industry Survey Results
 - Maximizing FREE Marketing Outlets: 5 Minutes Per Day
 - Here Today, Here Tomorrow: Keeping the Best Employees
 - Three Killer Marketing Secrets to Sell More Pools

2011

- ◆ National NESPA (APSP Affiliate) Presentation on Pool and Spa Standards to Rhode Island Building Officials Association, Coventry, RI: June 29
- ◆ Dynamic Experiences Group, Creating Extraordinary Customer Experiences, Boxborough, MA: March 30
- ◆ Dynamic Experiences Group, Create & Coach an Extraordinary Team, Boxborough, MA: March 30
- ◆ Aqua Comfort Technologies LLC, Aqua Comfort Heat Pump Sales/Service: March 24
- ◆ NESPA/APSP Atlantic City Pool & Spa Show: January 24-25th
 - Get in the Game: Facebook Marketing for Small Business
 - Industry Economic Trends & Business Indicators for 2011
 - Own Your Market: Yes, You Can!
- ◆ Bullfrog Sales & Social Media, Atlantic City, NJ: January

2010

- ◆ N. Jonas & Co., Inc., Problems Solving for Swimming Pools, Coventry, RI: February 22
- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 25-27
 - Sure-Fire Tips to Build Your Service Business
 - Dashboard Indicators: Key Vital Signs to Drive Your Profitability
 - The Secrets of Job Costing
 - Your Greatest Tool for Business Success: Making the Numbers Work for You

2009

- ◆ CareerTrack Seminars, Criticism and Discipline Skills for Managers and Supervisors, Providence, RI: December 17
- ◆ Accu-Care Supply, Chemical Seminar & Product Expo, Warwick, RI: March 17

- ◆ Baystate Pool Supplies & Target Group Seminars, Atlantic Pool Products, GLI Pool Products, Hayward Pool Products, Zodiac Pool Care, Merlin Industries, Raypak, Marketing & Economic Climate, Foxwoods Casino, CT: February 11-12
- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 28
 - The Power of Job Costing
 - Fire Up Your Employees & Smoke Your Competition-How to Invite, Excite & Ignite Extraordinary Performance
 - 10 Steps to Entrepreneurial Success
 - Attracting & Retaining the High-End Customer

2008

- ◆ International Pool, Spa & Patio Expo, Las Vegas, Nevada: November 18
 - Making Green Gorgeous, How to Create A “Green” Store That Looks and Sells Great!
 - Service, A Necessary Evil or Profit Maker!
 - How Builders & Contractors Can Get Top Dollar for Every Job
 - How Builders & Contractors Can Stay Profitable in Tough Times
 - How to Survive Your Employees, The Government, The Economy & The Weather, Part 1
 - How to Survive Your Employees, The Government, The Economy & The Weather, Part 2
- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 28-30
 - Staying Up in a Down World
 - Act, Don’t React to Unacceptable Employee Conduct
 - New Trends in Retail Design

2007

- ◆ WaterLink Express Certified Water Testing Professional
- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 22-24
 - How to Make a Million Dollars Servicing Pools
 - Maximizing Employee Longevity, Productivity & Loyalty
 - IRS Secrets You Should Know
 - Building Powerful Sales Presentations
 - The Value of Value
 - Put Money in Your Pocket-Don’t Give It to the IRS or Insurance Companies
- ◆ Bullfrog Spas, Dealer Roundtable, Utah: March

2006

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 23-25
 - Resolving Your Customer Disputes
 - Too Much Customer Service Can Actually Hurt Your Business
 - Growing a Profitable Service Business
 - Marketing for Small to Medium Businesses
- ◆ AQUA Excellence Certified Retailer: November
- ◆ AQUA Show, Las Vegas, Nevada: November
 - Pricing Service & Products

- Cash Flow & Cash Flow Budgeting
- Labor Pricing
- I Quit but Forgot to Tell You
- The Critical 7 Seconds
- Taking Control of the Future: Valuing Your Business & Planning for Succession
- Uncover the Success Strategies Hidden in Your Financial Statements
- Real World Sales Techniques
- Achieve Off-the-Chart Sales & Service
- The 4 Best Kept Secrets of Business Growth
- The I Do's and Don'ts of Running a Business with your Spouse

2005

- ◆ The Leone Resource Group, Sales Master Course, The Target Group: February 14
- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 25-27
 - Balancing, Estimating, Job Costing & Accounting
 - The New Rules of Leadership
 - The Seven Non-Negotiable Laws for Business Success

2004

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 26-29
 - How to Create a Killer Marketing Plan That Gets Results
 - How to Know When the Profit Starts
 - Make a Hot Tub Shopper a Hot Tub Buyer
 - Risk Management & Loss Control
 - Sell the Value, Not the Price
- ◆ Certified AQUA Retailer of Excellence: January
- ◆ AQUA Conference & Expo, Las Vegas, Nevada: January 6-8
 - How to Make Every Day a Great Day
 - Genesis 3: Job Costing for Profit vs. Existence
 - Finance Can Be Fun
 - Six Steps to Hiring Achievers
 - Sales Diagnostics
- ◆ SkillPath Seminars, Attitude Tune-Up for Customer Service: February 4
- ◆ Certified AQUA Retailer of Excellence: November
- ◆ AQUA Show, Las Vegas, Nevada: November 9-11
 - Sales Day with Ray Leone
 - Creating Customer Evangelists
 - Creating Synergy Between Service Operations & Sales
 - Accountability
 - What It Takes to Motivate People
 - Real World Sales Skills Part I & II
 - Negotiating & Closing Like a Pro
 - Differentiate or Die
- ◆ CareerTrack, Self-Discipline & Emotional Control: September 29

2003

- ◆ The National Spa & Pool Institute: November 4-7
 - Vinyl Liners-Measuring to Installing
 - Create Your Own Dream Team-How to Hire, Train & Retrain Employees
 - Ordinary to Extraordinary! 7 Secrets to Building Customer Loyalty
 - Stop, Look, Touch & Buy! The Dynamics of Merchandising
 - Doing More for Less! Maximize Sales with Creative Merchandising, Innovative Marketing, & Inspired Employee Performance
- ◆ SkillPath Seminars, Dealing Effectively with Unacceptable Employee Behavior: March 28
- ◆ Bullfrog Sales Institute, Utah: January 15
- ◆ Certified AQUA Retailer of Excellence: January
- ◆ AQUA Retail Conference & Expo, Las Vegas, Nevada: January
 - Getting Extraordinary Results from Ordinary People
 - Power Promoting Unique Ideas for Promoting Your Retail Business
 - The Art of War for Independent Retailers
 - Managing Your Store to Peak Performance
 - Nontraditional Marketing
 - Making the Mundane Memorable
 - How to Run a Sale
 - How to Survive Your Employees, The Government, The Economy & The Weather

2002

- ◆ NESPA/NSPI Atlantic City Pool & Spa Show, Atlantic City, NJ: January
 - A Blueprint for Effective Advertising
 - Creating Value in the Sale
 - Pooling Your Thoughts for a Powerful Memory
- ◆ The National Spa & Pool Institute: October 30 to November 1
 - Hiring, Training & Managing to Success
 - Chemical Treatment & Process Committee Symposium on Public Health & New Technologies Part I
 - Hot Water Chemistry
 - Why Not Your Best? New Technologies Part 1

2001

- ◆ The National Spa & Pool Institute, Natural Enzymes & Phosphate Removal: March 27
- ◆ The National Spa & Pool Institute, Nature 2 Training: March 27

2000

- ◆ The National Spa & Pool Institute: November 7-9
 - How to Market & Sell in a Cyber World – Getting Focused on What Customers Want & Expect

- Negotiation Skills for The Experienced Sales Professional – How to Increase Your Profitability & Selling Success
 - Show & Sell – Designing Showrooms that Sizzle!
 - Capturing Market Dominance Street Smart Marketing Principles
 - MarketQuake 2010 Capturing the Trend Forces That Will Shape Your Future
- ◆ Forklift Training, Brodie: April 5

1993-1984

- ◆ Baquacil Technical Training Seminar: June 15, 1993
- ◆ Baquacil Technical Training Seminar: June 1, 1992
- ◆ Baquacil Technical Training Seminar: April 25, 1991
- ◆ Kreepy Krauly Training in the Sales & Service: March 15, 1991
- ◆ The National Spa & Pool Institute, Advanced Water Chemistry: 1990
- ◆ Baquacil Technical Training Seminar: March 17, 1988
- ◆ Baquacil Technical Training Seminar: September 15, 1987
- ◆ Baquacil Technical Training Seminar: March 21, 1984