

President

Kenneth Stockley

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

2014

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ:
January 27-30, 2014
 - 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
- ◆ 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
 - 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
 - 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
 - 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, 2004

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
 - A Blueprint for Effective Advertising
 - Creating Value in the Sale
 - Pooling Your Thoughts for a Powerful Memory
- ◆ The National Spa & Pool Institute: October 30 - 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
- ◆ Kreepy Krauly Training in the Sales & Service: March 15, 1991
- ◆ Baquacil Technical Training Seminar: March 21, 1984
- ◆ Baquacil Technical Training Seminar: September 15, 1987
- ◆ Baquacil Technical Training Seminar: March 17, 1988
- ◆ Baquacil Technical Training Seminar: April 25, 1991
- ◆ Baquacil Technical Training Seminar: June 1, 1992
- ◆ Baquacil Technical Training Seminar: June 15, 1993
- ◆ The National Spa & Pool Institute, Advanced Water Chemistry: 1990