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AQUA

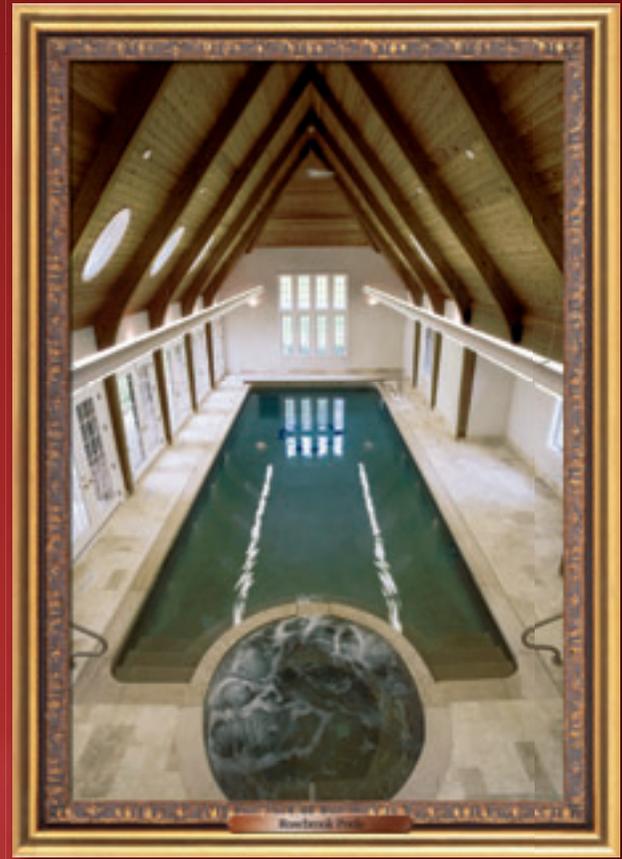
The Business Magazine for Spa & Pool Professionals

Concrete Pools: **WET VS. DRY**

Keep An Eye On The Vanishing Edge

APCs: **BRIGHT SPOT IN A BAD MARKET?**

AQUA
100
Twentieth Annual



Pools of Fun, Inc.

WWW.POOLSOFFUN.COM

LOCATION: Plainfield, Ind.

PRINCIPALS: Tim Colon, president

MOTTO: Yes, there is a difference . . . With Indiana's Largest Pool Company

FOUNDED: 1981 | **LOCATIONS:** 5 | **EMPLOYEES:** 31 year-round, 46 in season

AQUA 100 APPEARANCES: 6

PRODUCTS/SERVICES: vinyl-liner pools, fiberglass pools, indoor pools, commercial pools, renovations, decks, spas, chemicals, pool equipment, casual furniture, toys, grills

PROFILE: Everybody did battle with the economy in 2008, but Pools of Fun also had to wage war against the weather last summer. Those forces, combined with the difficulty for customers to secure financing, conspired to dampen sales. Bruce Holmes, vice president of sales and marketing, cites those same factors for his cautious forecast for 2009. He's expecting revenues to match last year's, however. The company's new back-to-basics business approach and some internal reorganizing should help Pools of Fun achieve that goal, Holmes says.

BEST THING I DID FOR MY COMPANY IN 2008: Reorganizing and becoming the right sized company.

TIP FOR SUCCESS: Get back to basics in business practice, increase communications and restructure.

Rosebrook Pools, Inc.

WWW.ROSEBROOKPOOLS.COM

LOCATION: Libertyville, Ill.

PRINCIPALS: Jamison C. Ori, president; Jona Ori, president; Joe Ori, CFO; Jason Ori, vice president

FOUNDED: 1943 | **LOCATIONS:** 1 | **EMPLOYEES:** 48 year-round, 63 in season

AQUA 100 APPEARANCES: 2

PRODUCTS/SERVICES: gunite pools, indoor pools, commercial pools, renovations, ponds, decks, residential service, commercial service

PROFILE: Rosebrook built fewer pools in 2008 than it did the year before, but the projects were larger in scope and had more high-end features and water effects. For that reason, the company's gross revenues grew by a healthy amount. The company expects another jump in revenues for 2009 as it continues to focus on this segment of the market, says owner Jamie Ori.

BEST THING I DID FOR MY COMPANY IN 2008: Putting systems in place to enhance communication between our customers, job site foremen, managers and company owners. We provide an environment where our customers are able to have any and all questions or concerns addressed with immediacy.

TIP FOR SUCCESS: Continuing education is extremely important (we are Genesis 3 members). Not only does a company stay current in the industry, it also provides an outstanding network of information sharing.