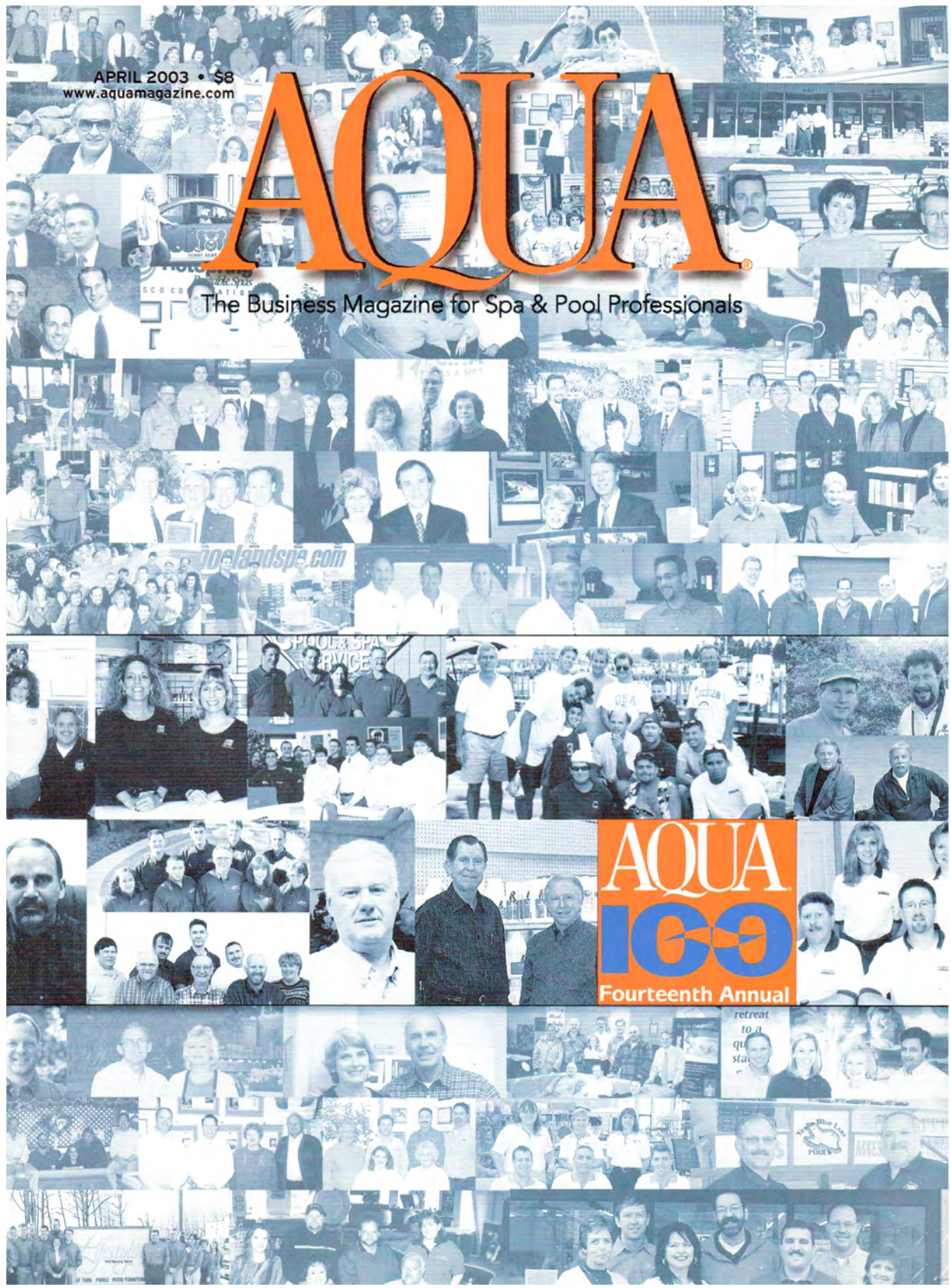


APRIL 2003 • \$8
www.aquamagazine.com

AQUA

The Business Magazine for Spa & Pool Professionals



AQUA
100
Fourteenth Annual





AQUA 100 profiles

general manager Pete Papineau thinks a new 2,500-square-foot space for displaying outdoor furniture will help increase sales in 2003. The company is also looking to partner with a home builder to spur sales of in-ground pools. Like many spa and pool retailers, Papineau is counting on an improving economy to boost sales this year.

Best thing I did for my business in 2002: We hired more service and delivery personnel and fine tuned incentive service programs.

Tip for Success: Success is activating a creative, thoughtful plan to achieve goals, and modifying the plan until the desired results are acquired.

Backyard Amenities

Location: Baytown, Texas

Principals: Brad Stephens, president; Patty Stephens, secretary treasurer

Motto: When quality counts . . . Count on us

Founded: 1998

Outlets: 1

Employees: 12 year-round, 12 in-season

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

AQUA 100 Appearances: 5

Products Sold: custom gunitite pools/spas, decks, chemicals, supplies, toys, grills

Status Report: Backyard Amenities saw sales of in-ground pools increase by 8 percent in 2002 while many of its competitors had down years, according to owner Patty Stephens. "While most companies in

our area were down, we feel we beat them in customer service and quality," she says. Chemical sales were also up, thanks in part to a local competitor shutting its doors. Stephens is optimistic about 2003, and is forecasting a 10 percent increase in gross revenues.

Best thing I did for my business in 2002: We installed GPS monitors in all of our company trucks. This has helped us change some things to increase productivity.

Tip for Success: Never put down your competitors. With hard work and customer service as your top priority, everyone will see who is the best.

Build Your Own Pool (BYOP Inc.)

Location: Mesa, Ariz.

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

Motto: Golden rule principle

Founded: 1992

Outlets: 2

Employees: 21 year-round, 23 in-season

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

AQUA 100 Appearances: 2

Products Sold: custom gunitite pools/spas, supplies

Status Report: This Mesa, Ariz.-based company sold about the same number of in-ground pools in 2002 as it did the year before. Next year, look for more of the same, says Kevin Woodhurst, general manager and vice president of operations. While he's satisfied with the amount of business the company does, he feels last year would have been even better if the economy would have cooperated. "But taking the 94→



Coverstar automatic pool covers provide modesty that's safe, reliable, innovative, and easy to put on...or take off. It's also easy to install. Choose from a large variety of styles and colors that ship within 48 hours. Plus, we do custom tailoring.



ELECTRIC SYSTEMS WITH WATERPROOF MOTORS
HYDRAULIC SYSTEMS | ALL STAINLESS DRIVE | COVERSTAR CUSTOM FABRICS

800.617.SAVE 800.617.7283 www.coverstar.com

