



# Inductee

## Pool & Patio Center, Inc.

**LIKE MANY AQUA READERS**, Annette Stockley says she always looked at the companies in the AQUA 100 and the many ideas they had and said to herself, "We're already doing what they're doing, and more." So, determined to show everyone else what she already knew, she decided to enter her first AQUA 100 competition in 2001. Her first entry proved a winner, and was the beginning of a five-year winning streak that culminates in the company's enshrinement into the AQUA 100 Hall of Fame

"First of all, I always read about the different dealers in the magazine and thought, 'They've got such great ideas.' So I love to hear what other people are doing, and I love having the opportunity to share what we're doing with others," she says. "Being on the AQUA 100 has been great for that."

For Annette and her husband Kenneth, the journey to the top of the pool and spa retailing industry began 20 years ago, after Kenneth's stints in mass merchandising and managing a pool store and her job as a corporate executive assistant.

"Most people who enter the retail swimming pool industry do so in quite the opposite manner than we did," she explains. "They accumulate the service industry knowledge first then open a retail store. We assembled the retail, corporate and business knowledge first, the industry knowledge second and then opened a retail store."

Today that retail store is among four specialty spa and pool retailers in Coventry, a modestly sized town of just over 33,000 in the smallest state in the U.S. "Outside our town there are approximately 15 pool and spa stores within a 15-mile radius.

"Our business has continued to grow and thrive in spite of increased competition," she says. In fact, she adds, each new competitor sharpened the couple's skills by forcing them to continually examine and



Annette and Kenneth Stockley and crew.

**"It's like earning a Ph.D. in the pool and spa industry."** — Annette Stockley

improve every facet of the company's operations.

The future looks bright, too, as the couple's sons, ages 20 and 24, have been closely involved with the store for years. Joseph, the elder of the two, recently graduated with a business degree while younger brother Eric is pursuing a similar track.

As for her company's entry into the Hall, Stockley says she's proud and likens it to "earning a Ph.D. in the pool and spa industry."

**LOCATION:** Coventry, R.I.

**PRINCIPALS:** Kenneth J. Stockley, president and treasurer, Annette M. Stockley, vice president and secretary

**FOUNDED:** 1986 **LOCATIONS:** 1 **EMPLOYEES** 5 year round, 30 in-season

**PRODUCTS SOLD:** portable spas, above ground pools, chemicals, equipment, toys, billiards, residential service