

Vice President

Annette Stockley

- ◆ National Swimming Pool Foundation, Certified Pool/Spa Operator®:
Test Score 98, March 23, 2010

2014

- ◆ American Safety & Health Institute, CPR & Safety Classes of RI,
February 27.

2012

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ:
January 23-26
 - Strategies for Women in Business
 - Planning Your Great Escape: Retirement
 - A Family Affair
 - Leadership Strategies for Tomorrow's Pool Industry
 - Here Today, Here Tomorrow: Keeping the Best Employees
 - Goal Setting and Accountability

2011

- ◆ Target Group, 2011 Road Trip Central New England Swimming Pool Store Comparative Studies, April 8
- ◆ 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

2010

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

2009

- ◆ 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

2008

- ◆ GE: Understanding Financing and Promotions
- ◆ GE: Introduction to Financing
- ◆ International Pool, Spa & Patio Expo, Las Vegas, Nevada: November 18-20
 - Cheap & Easy Guerilla Marketing Tactics For Hot Tub Dealers To Outsmart, Outmarket & Outperform The Competition
 - How To Attract All The First Time Spa Buyers Your Store Can Handle

- Improve Your Service Company's Customer Service Performance!
- Help Them Grow Or Watch Them Go: Employee Retention Strategies That Really Work!
- 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, Hiring and Retraining Great Employees, Atlantic City, NJ: January 28-30
 - Branding Can Increase Your Bottom Line
 - A Niche Will Make You Rich
 - Grace Under Pressure How To Control Your Emotional Behavior
 - Professional Sales Management What's It All About?
 - Hiring & Retaining Great Employees

2007

- ◆ Bullfrog Spas, Dealer Roundtable, Utah: March
- ◆ King Technology, Inc., Spa Frog Dealer Training: October 15
- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January 22-24
 - How to Make a Million Dollars Servicing Pools
 - Monopolize Your Marketplace-The New Rules of Marketing
 - 10 ½ Mistakes Managers Make
 - Maximizing Employee Longevity, Productivity & Loyalty
 - The Value of Value
 - Building Powerful Sales Presentations
- ◆ Bullfrog Spas, 2007 Sales Training Course, Utah: January
- ◆ WaterLink Express Certified Water Testing Professional

2006

- ◆ NESPA/APSP Atlantic City Pool & Spa Show, January 23-25
 - Resolving Your Customer Disputes
 - Growing a Profitable Service Business
 - Too Much Customer Service Can Actually Hurt Your Business

- Marketing for Small to Medium Businesses
- ◆ AQUA Excellence Certified Retailer: November
- ◆ AQUA Show, Las Vegas, Nevada: November
 - Turn Your Store Into A Consumer Destination
 - Ten Rules for Courting Baby-Boomers
 - Identifying New Profit Centers & Unleashing Their Potential
 - I Quit But Forgot to Tell You
 - The Critical 7 Seconds
 - The Wise RETAIL Method
 - Train Wreck Sales: Turning Around Difficult Customers
 - Real World Sales Techniques
 - Achieve Off-the-Chart Service
 - The 4 Best Kept Secrets of Business Growth
 - The I Do's and Don'ts of Running a Business with your Spouse

2005

- ◆ N. Jonas & Co., Inc., Chemical Seminar, Boxborough, Massachusetts: March 31
- ◆ 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
 - The Seven Non-Negotiable Laws for Business Success
 - The New Rules of Leadership
 - Managing Your Emails - MS Outlook, Spam, Viruses & More

2004

- ◆ Certified AQUA Retailer of Excellence: November
- ◆ AQUA Show, Las Vegas, Nevada: November
 - Sales Day with Ray Leone
 - Creating Customer Evangelists
 - You Don't Know What You Don't Know
 - Accountability
 - What It Takes to Motivate People
 - Real World Sales Skills Part I & II

- Negotiating and Closing Like a Pro
- Differentiate or Die
- ◆ CareerTrack, Self-Discipline & Emotional Control: September 29
- ◆ SkillPath Seminars, Attitude Tune-Up for Customer Service: February 4
- ◆ NESPA/APSP Atlantic City Pool & Spa Show, Atlantic City, NJ: January
 - Creating Employee Policies for Your Business
 - How to Create a Killer Marketing Plan That Gets Results
 - 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
 - Designing for Profits
 - Visual Science
 - Planning for a Successful Remodel/Buildout
 - Finance Can Be Fun
 - Six Steps to Hiring Achievers
 - Sales Diagnostics
 - How to Make Every Day a Great Day

2003

- ◆ The National Spa & Pool Institute: November 4-7
 - Business Law for the Pool & Spa Industry
 - 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
 - Keynote Presentation - Frank Abagnale
- ◆ SkillPath Seminars, Dealing Effectively With Unacceptable Employee Behavior: March 28
- ◆ 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
 - Nontraditional Marketing
 - Managing Your Store to Peak Performance
 - 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
 - Creating Value in the Sale
 - A Blueprint for Effective Advertising
 - Pooling Your Thoughts for a Powerful Memory
- ◆ SkillPath Seminars: Excelling as a First-Time Manager or Supervisor: November 4
- ◆ The National Spa & Pool Institute: November 1
 - Hiring, Training & Managing to Success
 - Chemical Treatment & Process Committee Symposium on Public Health & New Technologies, Part I
 - Why Not Your Best?
 - Hot Water Chemistry
- ◆ SkillPath Seminars, Conflict Management Skills for Women: June 20

2001

- ◆ Systemetrics, Inc., Introduction to Intuit Quickbooks 2000 & 2001: December 18
- ◆ The National Spa & Pool Institute, Nature 2 Training: March 27
- ◆ The National Spa & Pool Institute, Natural Enzymes & Phosphate Removal: March 27

- ◆ The National Spa & Pool Institute, Basic Baracuda Training: March 27
- ◆ Tutor Interactive Sales Training, Water Care System Baqua Spa
- ◆ Tutor Interactive Sales Training, Water Care System Baquacil Ultra
- ◆ Tutor Interactive Sales Training, Pinpoint Water Analysis System
- ◆ Tutor Interactive Sales Training, Baquacil Pool Care System

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!
 - MarketQuake 2010 Capturing the Trend Forces That Will Shape Your Future
 - Capturing Market Dominance Street Smart Marketing Principles
- ◆ Bullfrog Sales Institute, Utah: April 7

Former

- ◆ Zeneca Pool & Spa Products, Baquacil Training Program: 1998
- ◆ Nature2, Swimming Pool Purification Equipment: May 22, 1996
- ◆ Sustain Pool Care System, Certified Sustain Specialist: 1991
- ◆ Baquacil Technical Training Seminar: September 15, 1987
- ◆ Baquacil Technical Training Seminar: April 25, 1989
- ◆ Baquacil Technical Training Seminar: May 16, 1990
- ◆ Baquacil Technical Training Seminar: April 25, 1991