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## **Pleatco crowns the 2011 Perfect Pool Guy – and Gal!**

Gil Serrano of Bay Area Pool Service, in Florida, and Jennifer Angevine of Gold Coast Swimming Pools, in New York make a big splash in the fourth annual Pleatco Perfect Pool Guy/ Gal international contest.

GLEN COVE, N.Y. – October 27, 2011

Pleatco, LLC, the leader in the science of filtration, has found the nation's Perfect Pool Guy and Gal. With such an overwhelming response this year, Pleatco has discovered even more to celebrate in the pool and spa industry...

The Pleatco Perfect Pool Guy/Gal contest is an innovative way to honor the hard-working men and women of the pool service industry. With over 200 contestants, this year's entrants were as impressive as ever. This year's Perfect Pool Guy and Gal winners are Gil Serrano of Bay Area Pool Service, in Florida, and Jennifer Angevine of Gold Coast Swimming Pools, in New York.

"From all of us here at Pleatco, thank you to everyone who entered, nominated, and voted in our fourth annual 'Pleatco Perfect Pool Guy Contest,'" said Howard Smith, Pleatco's Chief Executive Officer. "We have been truly overwhelmed by the quality of the hundreds of nominated entrants and the thousands of votes cast. The entries were extremely powerful and heartfelt across the board."

"Over the four years that Pleatco has sponsored this contest, we've learned that being a professional pool or spa service technician is more than a job...it's a passion. Many homeowner's treat their service Guy or Gal like family; it's a special relationship." said Pleatco Chief Operating Officer, John Antretter. "A pool or spa is an integral part of a HOME – a way to relax and it's a place for a family to share time together. Homeowners trust their service professional to keep their "backyard-oasis" safe. The relationship with the homeowner is much deeper than that of the mailman, local handyman, or even the family doctor in most cases. Essentially, the Perfect PoolGuy and Gal are the unsung heroes of the neighborhood."

Both winners receive a trip for two to the International Pool, Spa, and Patio Expo hosted in Las Vegas at the Mandalay Bay Resort on November 2-4. Most important, both winners receive a \$5,000 continuing education scholarship from Genesis Three Design Group to attend the G3 Certified Pool Operator Program. Additionally, both Jennifer and Gil will star in Pleatco's nationwide follow-up ad campaign.

Gil Serrano has become the go-to "service master" over the past 14 years and now trains and re-trains pool service technicians in industry best practices. Humble through the entire competition, Gil was shocked to learn how many people supported and rallied for him through voting and calling as references during the Perfect Pool Guy Contest. His long-time local title as "the pool whisperer" is also well-earned. Co-workers and clients alike claim that Gil uses all five senses to diagnosis and fix a pool in distress. Regarding the pool and spa industry, Gil says he is "full of excitement to be part of this industry... It is all about the heart you put into it."

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## Premium Pool & Spa Products

Jennifer Angevine has owned Gold Coast Swimming Pools for nearly 10 years and has been in the industry since she was old enough to accompany her father on service calls. Every member of the Gold Coast team expressed great pride in working for Jennifer and could not brag enough about their boss who goes above and beyond for clients and her team every day of the year. In regards to winning the 2011 Perfect Pool Gal title, Jenn “couldn’t be more proud to be a part of the contest and to hold the title of the year.” She gracefully acknowledges that she wouldn’t be where she is today without the encouragement and enthusiasm from her team and the true support of her father.

With so many worthy entrants, Pleatco once again expanded the contest and created additional awards. "During our final interviews, we were impressed with the caliber of so many individuals that we felt it was proper to recognize the outstanding achievements of several other entrants," commented Pleatco’s COO, John Antretter. "In that spirit, we selected contestants for six other Special Awards based on their contribution towards their community and the pool and spa industry."

Those winners include:

- \* 2011 Industry Achievement Awards to Jim DeBerry of Aqua Pool Dealer in Florida and Annie Abbate of Chem-Tech Pool Cleaning in Arizona.
- \* 2011 Big Heart Award to Bob Charlton of The Pool Guy in Florida.
- \* 2011 Future Leadership Awards to Chris Hamm of Crystal Clear Pools in Florida.
- \* 2011 Most Creative Entry Award to Jonathan Santoscoy of True Blue Pool Service in Texas and Larry Sniezek of Burnett Pools and Spas in Pennsylvania.
- \* 2011 Customer Service Award to Lesley Leal of Optimus, LLC in Tennessee.
- \* 2011 Biggest Pool Personality Award to Paul Beauparlant of Paul and Sons Pool Service, LLC in Nevada.

Fourteen Finalists were also named: Adam Shulte of Watson’s Cincinnati in Ohio, Cameron Dillon of Tri-County Pool and Spa in Florida, Bob Hickle of Nierman Brothers Pool and Spa in Indiana, Andrew Meece of Amerimerc in Kansas, Michael Berggren of Berggren Pool and Spa Services, LLC in Washington, Geoffrey Dillon of Pools and Spas a Go-Go, Bob Malsack of Hansens Pools and Spas in Wisconsin, Jason Blake of B&S Pools in Arizona, Anne Bostwick of Gulf Coast Pool & Spa in Florida, Jim Eiler of Aqua Pools in Illinois, David Bristow of David Bristow’s Pool Service in North Carolina, Beau Braisher of Beau Braisher’s Pool Service in California, Kyle Conlon of Cypress Pools in New York, and Ryan Landriault of In Hot Water Spas in Alberta, Canada.

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Pleatco, based in Glen Cove, N.Y., has served the pool & spa community for the past 40 years and leads the industry through innovation and the desire for constant improvement. For more information, visit us on the Web at [www.pleatco.com](http://www.pleatco.com).

**Pleatco Press Contact:**

Battista Remati  
Email: [Bat@pleatco.com](mailto:Bat@pleatco.com)  
Phone: 1-508-265-9084

**Pleatco Contact for Interviews:**

John Antretter  
COO, Pleatco  
1-516-609-0200

**Winners Contact Details: For Interviews**

**Gil Serrano – 2011 Pleatco Perfect Pool Guy**

Phone: 1-813-309-6474  
Email: [G.Serrano@bapsmail.com](mailto:G.Serrano@bapsmail.com)

**Jennifer Angevine – 2011 Pleatco Perfect Pool Gal**

Phone: 1-613-484-5625  
Email: [Jennifer@goldcoastswimmingpools.com](mailto:Jennifer@goldcoastswimmingpools.com)

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