

STATE OF THE ASSOCIATION....

By Keith Johnson, FSPA president

Where have we been, where are we now, and where to go from here. Over the past few years both the Association and each of our businesses has undergone a complete metamorphosis. Our business models have been redefined, income streams and expenses have undergone radical changes, and all of us have learned to do more with less on every possible level.

For some time now, we have consistently been concerned that the Association's budget would fall substantially in the red. We feared that the Orlando Pool & Spa Show may somehow fall victim to the economy and that in general the sky was falling. The Florida Swimming Pool Association has managed to weather the storm by trimming budgets, working creatively to overcome a shrinking member base and generally become better, leaner and more agile. The staff and volunteers have done a very good job and everyone's efforts should be applauded.

We now realize that life hasn't ended and that our Industry as a whole will continue to exist and resume growth. There is light at the end of the tunnel. The trade show is seeing an increase in attendance over the last two years and we are seeing increased participation by our business partners. We are also seeing a moderation in our loss of members. We can only hope and work very hard to see that these trends continue.

As the incoming president, I will work diligently to see that we strive to meet several specific goals for 2012. First, we will increase our membership retention rates and recruit new members through the addition of a new staff position. Secondly, work to reduce unlicensed activity. We are working to require a license for all within our industry and intend to work with the rest of the construction industry to increase fines for unlicensed activity, provide for a method of collection of those fines, and for increased enforcement activity. Lastly, work to include and find a place in our organization for the smaller service companies in our industry. These goals will require an "investment in our Association" through the additional staff position and increased lobbying/education efforts. Fortunately, the staff has done a wonderful job managing the budget and we are in a position that some conservative investment is both prudent and possible.

I am committed to the growth of this organization and to the members' needs. Any feedback and/or comments are most welcome and much needed. It is truly an honor to have this opportunity and to serve you and our organization through 2012. I can always be reached by phone at 863-967-2863 or via email at: trifloridawater@msn.com. Thank you and Happy New Year!