



Florida Swimming Pool Association
2555 Porter Lake Drive, Suite 106
Sarasota, FL 34240
[Find a Florida Pool Pro](#)

For Immediate Release

February 23, 2017

Contact: Kelsey Azadian

PR & Digital Engagement Specialist

Kelsey@floridapoolpro.com

(941) 952-9293

**LOCAL POOL BUSINESS OWNER WINS SERVICE PROFESSIONAL OF THE YEAR
AWARD**

(SARASOTA, Fla.) February 23, 2017—The Florida Swimming Pool Association (FSPA) recognized six individuals from all chapters of the FSPA at the annual *Everything Under the Sunsm Expo* for the Service Professional of the Year Award. This award recognizes excellence in customer satisfaction and the positive results that our pool and spa service professionals produce. The Florida Gulf Coast Chapter has selected Michael Bird, Water Medic of Cape Coral Inc. of Cape Coral, as the 2016 Service Professional of the Year.

Michael has been with Water Medic of Cape Coral for seven years and enjoys using his troubleshooting skills to problem solve on a daily basis. He loves the ability to develop relationships with his customers and strives to leave the customer feeling satisfied through honesty, hard work and communication. One of Michael's customers says he has done a good job and always takes a few extra minutes to answer questions.

FSPA Executive Director, Wendy Parker Barsell said, "This award recognizes those professionals who demonstrate their technical knowledge and their outstanding customer service skills every day in backyards of consumers across Florida."

The Florida Swimming Pool Association is a trade association for the pool and spa industry in Florida. There are approximately 600 member businesses in 16 chapters across the state. Members are required to abide by a code of ethics and to be properly licensed and insured. FSPA provides the industry with access to continuing education courses, information on current trends and issues, and an arbitration program and government relations representation.

###