

briefs



Evolution Promotes Rodriguez

Juan Rodriguez has been promoted to the position of production manager at Evolution Fence, based in Hauppauge, N.Y.

He will oversee all milling, routing, punching, bending and welding operations for the firm's fencing products. Rodriguez has been with the firm for five years.

Centrella Honored Again

Connie Sue Centrella has for the fourth time been awarded with the Evelyn C. Keiser Teaching Excellence Award from Keiser University. The honor recognizes



Centrella

a full-time instructor based on student attendance and completion, as well as test and evaluation scores. Centrella is the director of Keiser's eCampus Aquatic Engineering Degree Program.

MANAGEMENT NEWS

APi Expands Management Team

Michael Moore has joined the APi management team to lead its sales and marketing efforts. He brings more than 20 years' experience from several industries.

"We're very excited to have Michael on board and look forward to his immediate impact to our organization," said Jim Stuart, president of APi.

A veteran of the pool industry since 1995, Moore served most recently as vice president of marketing at Advantis Technologies Inc.

APi is a specialty chemical company based in Jupiter, Fla. ■



Moore

Kirby Joins Blue Hawaiian

Blue Hawaiian Fiberglass Pools has added Lesa Kirby to its national sales team. She will market the manufacturer's products to new and existing Blue Hawaiian Dealers. Kirby brings 14 years' industry experience to the Largo, Fla., company.



Kirby

In Memoriam

Dan Welsh, branch manager of PoolCorp in West Palm Beach, Fla., passed away Sept. 27 at age 58. He was a 20-year industry veteran, working for Coastal Wholesale and Hughes Supply before his tenure at PoolCorp. He also served on local and state boards for the Florida Swimming Pool Association. Welsh is survived by his wife, Sue Ellen, children Chay and Andy, and four grandchildren.

Longley Writes Spa Sales Book

By Jessy Goodman Marco Longley has come out with a book titled *The Ultimate Hot Tub and Pool Sales Book*. He says it's the first sales guide specifically for hot tubs.

His decision to write it was a natural, based on his background and the new path his career had taken.

The former director of sales and marketing at Pacific Spas lost his job when the Canadian manufacturer closed in January.

"I found myself unintentionally unemployed for the first time in my life," said Longley, who is now president of Top 10 Sales and Consulting in Langley, British Columbia, Canada. "I'd heard time and time again from my dealers that I should

write all my ideas and techniques down, which is how the book idea evolved."

Longley certainly has enough sales experience to fill several volumes.

After nearly 25 years in sales for other manufacturer-based industries, he joined Coast Spas in 2005, working in retail. His sales for that first year topped \$2 million and he was asked to manage all of that firm's sales and marketing efforts. In 2007, he transitioned to Pacific Sales and traveled through Canada and Europe to host seminars and share his sales techniques.

"At the end of every training seminar that I hosted, I always handed out attendee



Longley

surveys so I could see what they liked, didn't like, or what they wanted more of," Longley said. "This information became the cornerstone of my book." ■

For more information, visit www.top10salesandconsulting.com