



# POOL LIVING

PARAMOUNT POOL & SPA SYSTEMS

SUMMER 2020 EDITION



# SIMPLIFIED



SUMMER 2020 EDITION

# JUMP IN THE SUMMER'S FINE

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Congratulations to all our valued partners!

POOL AND SPA NEWS  
2020  
**TOP 50**  
**BUILDERS**  
**66%**  
**ARE PARAMOUNT DEALERS!**

- #1 Cody Pools Georgetown (Austin), TX (8 years running!)
- #4 Gib-San Pool & Landscape Creations Toronto, ONT
- #6 Morehead Pools Shreveport, LA
- #7 Pulliam Aquatech Pools Fort Worth, TX
- #8 Alan Smith Pools Orange, CA
- #11 South Shore Gunitite Pools & Spas North Billerica, MA
- #15 Robertson Pools Coppell, TX
- #16 Hamlin Pools Pharr, TX
- #17 Aqua Pool & Patio East Windsor, CT
- #18 Puryear Custom Pools Fort Worth, TX
- #20 Concord Pools and Spas Latham, NY
- #21 Easton Pool Spa South Easton, MA
- #22 American Pools and Spas Orlando, FL
- #23 Goodall Pools and Spas Camp Hill, PA
- #24 Superior Pools of Southwest Florida Port Charlotte, FL
- #25 Coast to Coast Pools Sarasota, FL
- #26 Burton Pools & Spas Fort Smith, AR
- #27 California Pools & Landscape Chandler, AZ
- #28 Premier Pools & Spas of Sacramento Rancho Cordova, CA
- #29 Gohlke Pools Denton, TX
- #30 Gibbons Pools Islandia, NY
- #31 Mission Pools Escondido, CA
- #32 Arvidson Pools & Spas Crystal Lake, IL
- #37 Intercoastal Pool & Spa Builders Melbourne, FL
- #38 Rising Sun Pools & Spas Raleigh, NC
- #40 Premier Pools & Spas of Dallas & San Antonio Plano, TX
- #41 Holiday Pools of West Florida Sarasota, FL
- #42 Essig Pools Miramar, FL
- #43 Premier Pools & Spas of Houston Pearland, TX
- #44 Sunshine Fun Pools College Station, TX
- #45 Legacy Pools Melbourne, FL
- #46 Paradise Pools by Design Altamonte Springs, FL
- #48 California Pools San Clemente, CA

Top 50 Builders list was released in the June 2020 issue of Pool & Spa News

# POOL OF THE MONTH

WINNERS RECEIVE 100 POINTS TOWARD OUR NEXT PASSPORT TO PARADISE TRIP

E-mail your photos to [poolsofthemonth@1paramount.com](mailto:poolsofthemonth@1paramount.com)



**MAY**  
Georgia Classic Pool  
Milton, GA



**JUNE**  
Russell Pool Company  
Baton Rouge, LA



**JULY**  
Design Ecology  
Austin, TX



**PROJECT HIGHLIGHTS:** Pool features 2 Paraskim skimmers, 4 MDX-R3 and 5 Buzztop drains for lazy river jets, 2 six port valves on separate pumps and 41 nozzles. 360° spill over spa with custom tile from Spain. Backyard features a large kitchen ramada plus underground wine cellar with trap door entrance and a pool window.

## *To my Paramount Family~*

As the saying goes, a grateful heart sees many blessings. As I reflect on the past 40 years at Paramount, I want you all to know how much of a blessing you've been to me and my family. Both in my personal and professional life, I've always lived by the belief that grateful people are successful people. You have made me such. I believe that when you're grateful for everything you have in life, your life is infinitely better.

I'm incredibly blessed to have had the honor and privilege to be on life's journey with you, and I cherish this legacy and friendship we've created together. It's something I will hold in my heart forever.

Life is a journey, not a destination.

This amazing journey with you has offered me the opportunity to make enduring friendships from around the world, that I may have otherwise never had. I've seen second and third generations take the reins from their parents and build upon the foundation left to them. We've celebrated together with weddings and marriage proposals on our Passport to Paradise trips. I believe there has been a few children conceived on our trips, and we've mourned together when we've lost some of our own Paramount family. I've been able to see the world and experience places I never thought I'd visit with so many of you on our Passport to Paradise trips.

Our journey together has been the ride of a lifetime, and one that will never leave me.

It's important for you all to know that our culture was defined and inspired by all of you. Your trust in me drove and inspired me to push for perfection and innovation – which helped define, shape and mold Paramount into what it became ... A Customer Centric Company!

As I reflect on my "why" and "vision" for the company, it was always to find a way to do more for others, become more valuable for our dealers, serve more, give more and be more than anyone else would for you.

Like many of you, my mother and father were, and still are, the biggest influences in my life. They taught me so much about life; their lessons have guided me to who I am today. I followed their lead to live my life with integrity, humility, treat everybody with respect, and always do the right thing.

I hope I have walked the walk and talked the talk with you all. Or you could say, I hope that I have lived up to those expectations with you all.

To me, our relationship goes way beyond business. We've created meaningful friendships that reach much farther than our work. Our relationships have never been just about business. My relationships with everyone in our Paramount family were intentional and genuine.

My journey with you all, no matter how long or short, will be unforgettable. The Bible says among faith, hope and love, the greatest gift is love. Love is what I have in my heart for all of you. I'll miss you all more that words can say.

This journey has also led me to work alongside three very important people to me: Lou Prioreschi, Bill Burt and Ryan Linnen. These three men are true warriors who have been shoulder to shoulder with me through the ups and downs, and they bleed Paramount blue. There is no one I would want to go to battle more than with you three. Paramount would not be what it is without your loyalty, passion, dedication and love for our culture. I'm most grateful to call you my friends before colleagues.

I would be remiss if I didn't thank my wife Janice for being my biggest advocate and supporter, and for all her love, dedication and patience in allowing me to give so much love and energy to Paramount. I couldn't have done it without her!

We've all heard the saying that good things must come to an end. It's a proverb that means nothing lasts forever, that all things are temporary. However, I'm going to refute that statement, because I believe our friendships and legacy will live on forever.

I've always believed God brings people into our lives for a purpose. I don't believe we meet people by accident or chance. Our paths have crossed for a reason. For me the reason is simple ... you made me a better person.

People ask me if I'm retiring but retiring feels a little like death of self. I'm looking forward to the rebirth and for the opportunity to reimagine my purpose!

There is a great Irish proverb that sums it all up for me: "There are old ships and new ships, ships that sail at sea, but the best ships are friendships, and may they always be."

Thank you all again for the opportunity to serve you, to call you my friends and for the incredible memories we created together.

May God bless you and your families with love, peace, joy, health and prosperity.

*Buzz*



*As many of you may be aware,*

I decided several months ago to transition into some form of retirement effective September 4. At the time of that decision we also promoted Kurt Duhamell into the National Sales Manager role; a position he was very well suited and one he'd certainly earned the opportunity for. It's been great to work closely for the last several months as I know the sales team is in very capable hands. There have been other positive changes including the hiring of David Goldman as the new Paramount Business Unit Manager. Buzz and I are working closely with David to make as smooth a transition as possible.

Change is never easy but the time has come, after a 40 plus year career across 3 distinct industries culminating with 28 years in the swimming pool industry. All 28 of the years in our industry I had the privilege of working side by side with my friend Buzz. I couldn't have asked for a better mentor in the swimming pool business and it only served to enhance our already great friendship. Paramount was a fraction of the size it is now when we began to pour ourselves into becoming the best manufacturing company we could be.

Along the way, we've been very blessed to build relationships with so many great people and companies within our industry. We've been fortunate to see parts of the world we might never have seen via our Passport to Paradise trips and through relationships built with our distributors/friends in many different

countries. While I fully intend to stay in touch with many dear industry friends, I also intend to enjoy life a bit more without the constant challenges and commitments that work demands; which we fully enjoyed tackling on a daily basis.

With that, I'd just like to close by thanking all of our clients domestically and around the world. Thank you for the support, the loyalty, the occasional business challenges but more importantly thank you for the friendship. I'd be remiss if I also didn't thank and also praise our outstanding Paramount team. The passion you all show on a daily basis made our jobs all that much easier. I salute you all!

Best of success to everyone on the road ahead!

*Bill*

**“Goodbye may seem forever.  
Farewell is like the end,  
but in my heart is the memory,  
and there you will always be.”**

*Walt Disney*



# RAISE YOUR VOICE A BUILDER'S PERSPECTIVE

## INTEGRITY YOU SIMPLY HAVE IT OR YOU DON'T

Article and image Kurt Kraisinger of LORAX Design Group  
Reprinting courtesy [www.tributaryrevelation.com](http://www.tributaryrevelation.com)

I'm sure there are many great approaches to acing marketing and branding for your company. However, I'm not as much interested in talking about the specific "how-to's" of SEM, SEO or your social media presence. I can't help think about the way an individual approaches their branding and whether it displays integrity or lack thereof. Integrity is something that you simply have or don't—it's a way of being and it's the way you operate in all spheres of your life (including your marketing). In the last month, I've discovered at least four other companies (that I know of) "borrowing" our images from my website to use in their marketing campaigns as their own. While these companies tout their high-end services and design, one has to wonder: If they lie about their portfolio, what else do they lie about?

It takes integrity to build a great portfolio. Ultimately, lazy people don't create great design because they want the quickest path from A to Z. By contrast, great design is a lot of work! The design process is rarely a straight path and typically is a meandering journey filled with unexpected challenges. An awe-inspiring portfolio doesn't spring up from overnight either—it is cherry-picked from a series of projects that each present their own victories and hurdles. And praising reviews don't come from nowhere—they come from long hours spent in client meetings, in phone conversations and problem-solving. In order to have a brand worthy of branding, owners need

to put in time to establish amazing design, build a breath-taking portfolio and win over a multitude of clients. In other words, laziness won't cut it. Creating a brand-worthy brand is not a straight path and it's a tremendous amount of plodded effort over the course of many years.

Only once these efforts are made can an individual really translate their integrity into the branding arena. Remember, integrity crosses all spheres of life, so it's important to market and brand yourself authentically. Do you have to wait ten years to build your portfolio before you can make a name for yourself? Of course not! You can always put energy into marketing and branding as long as what you're projecting to the public is congruent with your actual skill level and experience. In fact, I would say that marketing and branding are worth your time simply so potential clients can find you. My marketing strategies have evolved over the years and I run my own personal experiments—marketing and branding is dependent upon what you're trying to accomplish, who you're trying to reach, trends and your budget. In my current season, I've chosen to funnel marketing dollars from print advertisements to my website and online presence. Additionally, following the trends and understanding what's happening in the marketing industry is a way to benefit your company. For example, is your website still using Flash? It doesn't work! By not staying current with basic technology

advances, you prevent yourself from finding your best clients. Similar to your designs, portfolio and number of happy clients, there is no shortcut in branding. There is effort to make it from point A to point Z. In my first years, I didn't even have photos! Our original website was mostly drawings of our designs because we didn't have a portfolio of built work. We relied on those drawings, great customer service and word of mouth referrals to keep our company moving forward. We didn't fake people out with pictures from another local pool builder. Rather, we slowly accumulated photos and built our portfolio.

When people steal or "borrow" imagery, it shows that they are unwilling to put in the time, effort and integrity to build up their own business. Could I hire an attorney and fight them? Sure. Could I spend energy watermarking all my imagery? Sure. However, I've decided that those efforts ultimately take away from my business. I lean on the old phrase, "It'll all come out in the wash." People who falsely brand themselves will be found out eventually so I've decided to focus on moving my business and branding forward with integrity and simply encourage others to do the same. Every aspect of your business and branding relies on real work and integrity. And here's the bottom line: There is no shortcut.

Kurt Kraisinger of LORAX Design Group  
[www.loraxdesigngroup.com](http://www.loraxdesigngroup.com)

# MEET PARAMOUNT'S NEW LEADER!

Hello!

It's an honor and pleasure to serve you and the incredible team here at Paramount. For those of you who know me, I look forward to working for you. For those of you I have not met before, I hope to meet you soon.

For the last eight years, I've been with one of the "Big-3", most recently as VP of Product Marketing. I am no stranger to the legendary reputation of Paramount. Too many times to count, I have heard builders tell me about how we could learn from Paramount. So when the opportunity arose to learn from Buzz and his team, and lead this amazing group of people, I was excited and humbled. My promise to Buzz, and my promise to you, is that Paramount will remain committed to the core values that have led to its success – not the least of which is our obsession with the customer: We will continue to be the industry leader in personalized customer care – for you, your family, your team, and your business.

Lastly, for the Paramount team reading this who have given me such a warm welcome the last several weeks: I deeply admire your passion to serve and care for our customers – you are the best of the best. I aspire to bring the same level of care to you and to this incredible organization that you bring to our customers every day.

Yours truly,  
David

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dgoldman@1paramount.com



## *AOP simply means the purest, healthiest water.*



*The World Health Organization states controlling water quality is necessary to prevent the transmission of infectious diseases. As families are being asked to reduce outside contact or shelter at home, their pool and spa is a way to focus on their health and well-being. These pools and hot tubs need the best in sanitization and disinfection available.*

### **ECO-FRIENDLY OZONE AND UV COMBINE TO CREATE AOP - THE ULTIMATE IN DISINFECTION**

*The powerful combination of Ultra UV2's germicidal disinfection and ClearO3's oxidation processes kills 99.9% of microorganisms for a clean, naturally swim ready, family friendly and eco-friendly pool. All while using up to 80% less harmful chemicals. Plus, passing Clear O3 ozone infused water through the Ultra UV2 disinfecting chamber converts ozone into advanced oxidizers call Hydroxyl Free Radicals (AOP) which play a key role in the oxidative destruction of organic pollutants. A great one-two punch for powerful disinfection.*

# UltraClear™

Ozone + UV = AOP: the ultimate in sanitization & disinfection

# SIMPLY THE MOST ADVANCED VENTURI SKIMMER EVER.



## PATENTED VENTURI NOZZLE

- Effective skimming even at low pump speeds
- Offset design for easy vacuum hose connection

## WEIR DOOR DESIGN

- Notched for better flow at lower pump speeds
- Less potential for debris to become trapped

## DEBRIS BASKET

- Largest on the market means less maintenance
- Includes fine mesh bag for fine debris removal

## DECK LID

- Allows for full-open inside skimmer throat
- Works with Pour-A-Lid™ and paver decks

## OVERFLOW PORT

- Largest on the market (1 1/2" or 2" vs. competitors 3/4" - 1")
- Optional use in high storm regions

**PARASKIM<sup>V</sup>**  
VENTURI ENHANCED SKIMMER

Visit [www.1paramount.com](http://www.1paramount.com) to learn more!



# Horiatiki

## TASTY POOLSIDE GREEK SALAD

Known as *Horiatiki*, this traditional Greek salad is made with cherry tomatoes, cucumber, kalamata olives, thinly sliced red onion, and feta. Simply said, it's the best. Especially considering this Mediterranean side dish only takes 15 minutes to prepare. Add some grilled chicken or even baked Greek salmon and now you're talkin'.

### DIRECTIONS

In a large bowl, stir together tomatoes, cucumber, olives, and red onion. Fold in feta.

In a small bowl, combine vinegar, lemon juice, and oregano and season with salt and pepper. Slowly add olive oil, whisking to combine.

Drizzle dressing over salad.  
Enjoy!

### INGREDIENTS:

1 pt. grape or cherry tomatoes, halved  
1 cucumber, thinly sliced into half moons  
1 c. halved kalamata olives  
1/2 red onion, thinly sliced  
3/4 c. crumbled feta

### DRESSING:

2 tbsp. red wine vinegar  
Juice of 1/2 a lemon  
1 tsp. dried oregano  
Kosher salt  
Freshly ground black pepper  
1/4 c. extra-virgin olive oil

Nutrition (per serving): 230 calories, 5 g protein, 7 g carbohydrates, 2 g fiber, 4 g sugar, 20 g fat, 6 g saturated fat, 320 mg sodium



## CHECK YOUR POINTS HERE. THERE. EVERYWHERE.



Mobile, desktop, tablet - all your points are available to you at a glance! Manage your company's points and easily check on your sales goals and performance metrics.

All your points in one convenient spot. Paramount points, vendor points, distributor points, promotion points - all sortable by date and purchase source. Check totals and status easily!

You decide who has access! Assign administrators to manage your account. Your sales team can be assigned limited access to include training and marketing material.

Get a first look at new Paramount products in the works, plus keep up to date on the next Passport To Paradise trip details, excursions, awards gala and more.

\*See all your submitted in-floor plans at your fingertips, sorted by date, salesperson, or job name. Easy to view summary keeps everyone on track for sales goals and incentives.

\*Future enhancement coming soon

*Sign up today!*

[WWW.PARAMOUNTPASSPORTTOPARADISE.COM](http://WWW.PARAMOUNTPASSPORTTOPARADISE.COM)

PARAMOUNT PASSPORT TO PARADISE • HEALDSBURG, CA JANUARY 3-8, 2021



*Three Cheers!*

3 TRIP GIVEAWAYS!

We're giving away 3 trips to Wine Country USA and the beautiful Montage in Healdsburg, CA!

Visit [www.ParamountPassportToParadise.com/TripGiveaway](http://www.ParamountPassportToParadise.com/TripGiveaway) for full details - Promotion ends August 31, 2020.

[www.PARAMOUNTPASSPORTTOPARADISE.COM](http://www.PARAMOUNTPASSPORTTOPARADISE.COM)