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The Florida Swimming Pool Association (FSPA) announces the naming of Wendy Parker as executive director. The FSPA Board of Directors voted on Saturday, March 15, with no opposition, to promote Ms. Parker to this position. Wendy Parker has been with the Florida Swimming Pool Association since March 2001. In this time she has grown the annual trade show by more than 100%, established the Florida Pool Pro(sm) brand, and ensures FSPA continuously meets the needs of swimming pool professionals in Florida. Ms. Parker will manage six staff members handling marketing, technical training, meetings and events, accounting and government relations for the association.

Ms. Parker is a graduate of Florida Southern College, is Accredited in Public Relations and has a Certification in Exhibition Management. She currently serves as the Florida chapter chair of the International Association of Exhibitions & Events and is a past president of the Central West Coast Chapter of the Florida Public Relations Association. Prior to joining FSPA in 2001, she was promotions manager for a Tampa based corporate training company and director of public relations and marketing for the United Way organizations in Ocala and Lakeland.

The Florida Swimming Pool Association serves as the coordinating organization for 16 local Chapters throughout the state and is an affiliate of the Association of Pool and Spa Professionals. Member companies consist of swimming pool/spa builders, service companies, retail stores, manufacturers, distributors and firms allied with the aquatics industry.

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