

**NEWS RELEASE**

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## **APSP ANNOUNCES NEW PARTNERSHIP WITH AQUALINE/VENTURE PACIFIC INSURANCE SERVICES**

**(ALEXANDRIA, VA)** - The Association of Pool & Spa Professionals (APSP) announces a new partnership with Aqualine/Venture Pacific Insurance Services a national provider of a variety of risk management solutions. The new partnership will offer APSP members exclusive rates on commercial insurance including property, general liability, auto insurance, workers compensation, surety bonds, employee benefits, financial services and risk management.

"We selected Aqualine as our new partner to serve the changing needs demanded by our members, said APSP President & CEO, Lawrence Caniglia. "We are excited to provide unique insurance benefits and solutions which provide real value to our members."

Aqualine has a team of industry experts that work together to offer pool and hot tub industry member's comprehensive coverage at a competitive price. They provide simple solutions that protect member's businesses from a variety of industry risks. Aqualine offers exclusive discounts to APSP members for services such as general liability insurance, workers' compensation insurance, auto insurance, workers compensation, surety bonds, employee benefits, financial services and risk management.

APSP has a long history of leveraging our group buying power to provide valuable member benefits, and we are delighted to add Aqualine to our portfolio," said APSP Director of Membership and Business Development, Seth Ewing. "This is a great opportunity for our members to have or add to existing coverage. Our members have been asking for a new insurance provider and we are excited to deliver on their needs."

"We're pleased to partner with APSP," said Aqualine National Programs Director, Sam Houghton. "We believe that we will provide significant value to APSP members. As a proactive partner, we want to stay on the forefront of our client's needs and provide them with communication options that fit their lives. Soon we'll be offering members access to a new mobile app. This app will allow members to make direct contact with Aqualine when it is convenient for them, initiate dialog and

input insurance requests.”

Later this year, Aqualine will offer a series of free webinars and videos to help educate APSP members on their offerings. “Through showcasing our programs through webinars and videos, APSP members will see how our offerings can be tailored for their needs and how they will be taken care of with responsive and personalized customer support, said Houghton.”

For more information about the entire lineup of exclusive Aqualine services for APSP members, call Sam Houghton at 949.421.3551, Brandon Riggs at 949.421.3522 or visit [AqualineInsurance.com](http://AqualineInsurance.com).

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### **About APSP**

The Association of Pool & Spa Professionals (APSP) is the world’s oldest and largest association representing swimming pool, hot tub, and spa manufacturers, distributors, manufacturers’ agents, designers, builders, installers, suppliers, retailers, and service professionals. Dedicated to the growth and development of its members’ businesses and to promoting the enjoyment and safety of pools and spas, APSP offers a range of services, from professional development to advancing key legislation and regulation at the federal and local levels, to consumer outreach and public safety. APSP is the only industry organization recognized by the American National Standards Institute to develop and promote national standards for pools, hot tubs, and spas. For more information, visit [APSP.org](http://APSP.org).

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