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Lisa Grepps Appointed APSP Director of Marketing and Communications

Alexandria, VA, March 1, 2011—The Association of Pool & Spa Professionals (APSP) has named Lisa Scholik Grepps to the new position of Director, Marketing and Communications.

Grepps brings to APSP nearly 20 years' experience in the marketing and communications field. Prior to joining the association, she owned her own consultancy and specialized in marketing and brand management for associations, nonprofits and corporations. She is a former manager of strategic communications, Responsible Care Initiative[®], a major environmental, health, safety and security initiative of the American Chemistry Council on behalf of the chemical industry.

Previously, Grepps held marketing and public relations positions for the Ohio Mid-Eastern Governments Association, an association consisting of 67 member local governments, and the Prince William (VA) Health System, a network of seven regional health care providers.

Grepps earned a master's degree in communications from Ohio University and a bachelor's in professional writing from Wheeling Jesuit University.

“We are extremely pleased to have Lisa on our team,” said Bill Weber, president and CEO, APSP. “Her marketing, communications, and brand management skills and experience, coupled with her enthusiasm and creativity, will help strengthen APSP's position as the industry leader in government relations, standards, professional development and certification and consumer outreach.”

About APSP

The Association of Pool & Spa Professionals (APSP) is the world's largest international trade association representing the swimming pool, spa, and hot tub industry. Its mission is to promote consumer safety and enhance the business success of its members. Members adhere to a code of business ethics and share a commitment to public health and safety in the use of pools, spas and hot tubs. APSP member companies include manufacturers, distributors, manufacturers' agents, designers, builders, installers, retailers, and service professionals. For more information, visit www.apsp.org.

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