

'SHINING EXAMPLE OF GROWTH'

Destin businessman named Franchisee of the Year

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Oil and water did mix for one area businessman.

Despite the Deepwater Horizon oil spill and the economic recession, the Destin franchise of America's Swimming Pool Company saw immense growth in sales in the past year.

"I turned it into a positive by promoting to resorts whose pools would become their No. 1," said Ryan Eiland, co-owner and manager of the franchise.

Eiland was recently recognized for his work when he was named 2010 Franchisee of the Year

at the annual corporate meeting in Macon, Ga.

Located at 59 Long Lake Drive, the franchise provides comprehensive swimming pool services along the Emerald Coast from Panama City Beach to Fort Walton Beach. Services include pool maintenance, pool cleaning, swimming pool equipment installation, repair and full-service swimming pool renovation.

Eiland started his franchise Feb. 15, 2008, as a backup plan to his career in medical sales.

"I had been working in the field for 10 years and noticed sales were shrinking," Eiland said. "And in September 2008, they

let me go."

Starting out, Eiland had one employee and focused on maintaining residential pools. However, 2009 brought in twice as much business, and he expanded to commercial pool maintenance.

"Our maintenance guys start at 3 a.m. with our commercial properties," Eiland said. "We make sure the pools are up and running and look great at all times."

In the past year, Eiland has added four new employees and three new trucks and is expected to add to those numbers.

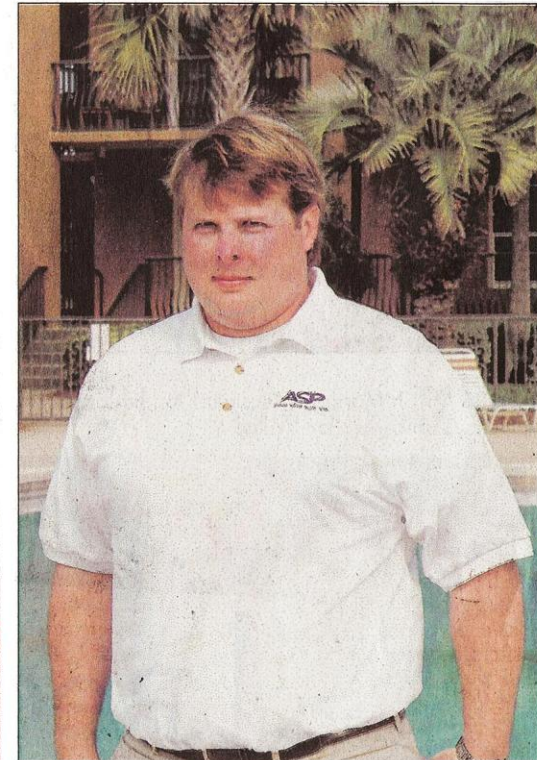
In addition to Eiland increasing sales by 168 percent, Stewart Vernon, CEO

and founder, said Eiland's strong business mind and work ethic have made him a shining example of the growth a franchisee can experience, despite the shaky economy.

"We have seen a dramatic change in Ryan's business," Vernon said. "He has seen triple-digit growth for the past three years."

In the upcoming year, Vernon said, Eiland is projected to have a 50 percent increase in sales. Eiland contributes his success to his employees, working hard and the support from his family.

"No one can outwork me or offer better service," he said.



KATHY HARRISON | The Log

LEADER: Ryan Eiland, co-owner and manager of the Destin America's Swimming Pool Company franchise, was named 2010 Franchisee of the Year at the annual corporate meeting in Macon, Ga. America's Swimming Pool maintains the pool at the Mediterranea, left.

