

Inventor Scot Weiss brings his innovations to the pool industry

Make it Better

By Jessy Goodman Scot Weiss, CEO/president of The Holden Synergy Group Inc. in Orlando, Fla., knew little about manufacturing pool products until he left his job as a high-level finance officer to pursue his true passion: inventing.

Since then, he's created several devices for pool and spa professionals, including his flagship product, the Parachute Skimmer.

"I've been around pools all my life," said Weiss, who swims competitively. "There are things around the house that I touch every day and think, 'Why can't this work faster and be better?' That was the case with cleaning my pool. I just wanted to get the mess of leaves and the dog hair out." He began developing his solution in 2006.

The tool consists of two parts: one that floats and one that sinks. When mesh is suspended between the two, a user can drag it through the pool with a rope or pole, removing dirt and debris from the surface down to the bottom without the need to fish around. His Parachute Skimmer currently is sold at Pinch-A-Penny franchises in his area, and he's been in talks with Recreonics, Rec Warehouse and Target stores to start stocking the product.

"With a down economy, you want to save time and labor. With this, you save tons of time and can service more pools on one route," he said, then added, "People still have to maintain their homes, and because I'm new to the industry, I can look at it from a consumer's point of view. An item like this, which isn't so pricey, can still sell."

As a former CFO, Weiss knows the importance of strengthening the economy. That's why, in his search for investors, he asks that his products be made in the United States. "If people [aren't] employed," he said, "they won't be able to buy pools."

Another tip Weiss can impart to pool pros who might be struggling right now: Be persistent. The inventor, who has patents pending on two other pool service



PHOTO BY SCOT WEISS

Search and rescue: Divers looking for Caylee Anthony scoured Orlando-area waters with Weiss' device in November 2008.

products, learned that lesson when he approached Florida rescue workers searching for 2-year-old Caylee Anthony, who disappeared in 2008. He brought the device to the sheriff's station in August, but was turned away. In November, Weiss delivered several Parachute Skimmers

directly to the search site. The divers began using them that same day and found what were then thought to be the little girl's remains. That night, CNN host Nancy Grace interviewed the lead diver, who gave the product a shout-out on the national broadcast. ■



Weiss

briefs

MANAGEMENT NEWS

Raypak Appoints Vice President

Raypak Inc. has named Michael Sentovich as its new vice president and general manager. He will oversee company growth in residential and commercial sales, product development and marketing, engineering, quality control, information technology, manufacturing and customer service operations. Sentovich served in senior management positions with multiple Emerson Electric divisions prior to joining the Oxnard, Calif.-based heater manufacturer. ■



Sentovich

Water Tech Promotes Martucci

Water Tech Corp., headquartered in East Brunswick, N.J., has promoted Jenna Martucci to operations manager. She'll be responsible for overseeing all departments, employees and accounting, as well as coordinating with the manufacturer's overseas factories and vendors. Martucci is an eight-year company veteran.



Martucci

Marquis Names Rep

Marquis Spas of Independence, Ore., has selected Reeder & Vermaat Inc. to represent its hot tub products in 12 states. The Naperville, Ill.-based manufacturer's rep will be responsible for Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, North Dakota, Ohio, South Dakota, West Virginia and Wisconsin. This announcement corresponds with Marquis' 2009 product line launch.