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Celebrating Excellence in Pool & Spa Retail Experience

– Award Winners Revealed

New Preston based company wins Gold

HAMILTON, NJ – 2/6/2024 – The Northeast Spa & Pool Association (NESPA) has recently named its winners for the 2023 Outstanding Achievement Awards – Retail Competition. Local company, Denscot Pool & Spa of New Preston, Connecticut has been awarded the Gold Award for their exemplary customer service and customer relations.

The industry's brightest stars were revealed at the 2024 Pool & Spa Show Welcome Party, sponsored by Pentair. Amidst cheers and applause, only four remarkable retailers recognized their outstanding retail environments, customer service experience, and customer connections. The excitement continued at the exclusive VIP reception hosted by Fluidra, where winners celebrated with peers, shared stories, and raised a glass to their well-deserved success.

"Beyond the awards and accolades, what truly inspires me is the positive impact our members create. From backyard havens to family gathering spaces, your work enriches lives and brings joy to countless individuals," shared Kyle Chaikin, president of the Northeast Spa & Pool Association. "May your passion and creativity continue to inspire us all. Together, we're shaping the future of the spa and pool industry, one customer at a time."

Each retail environment is judged on its own merits by a panel of experts in retail design and customer experience. Entrants submitted visual representations of various aspects of their store and a written narrative that provided an overview of the shopping experience.

“A renovated nineteenth century farmhouse is the base of operations, and many customers are surprised that so many products and services can be housed in, well, an old house. Our wide wrap-around porch is a welcoming feature that resonates with many customers who have deep roots in New England.”

The awards aim to recognize and reward NESPA members who deliver world-class in-store shopping experiences for their clients.

About Denscot Pool & Spa

Denscot Pool & Spa was founded in 1994 by Scott and Heather Meeker. Originally managing the business out of their home, the company transitioned a few times, finally landing at our current location just south of the center of historic New Preston, Connecticut. Denscot is a full-service premier pool company, offering construction, renovation, service, and retail to meet all your pool and spa needs.

About the Northeast Spa & Pool Association

The Northeast Spa & Pool Association (NESPA) is the Northeast affiliate of the Pool & Hot Tub Alliance (formerly APSP). Founded in 1958, NESPA represents the Northeast pool and spa industry and serves members through extensive training programs, safety promotions, design competitions, and compliance education. Connect with NESPA on [Facebook](#). Visit www.nespapool.org to learn more about the association.