



The Alliance and CPSA Announce Executive Director Association Excited to Increase Value to Members

Colorado Springs, COLORADO, March 6, 2018 - On March 1, 2018, seasoned-professional Eileen Benjamin assumed the role of Executive Director for The [California Pool & Spa Association](#) and The Pool Spa & Aquatics Alliance ([The Alliance](#)). With this strategic hire, The Alliance is set to grow its member base and benefits offerings.

Benjamin brings to The Alliance over 20 years of strategic corporate and client partner relationship experience. Recently the CEO of the [Chamber of Commerce in the City of Costa Mesa, California](#), and the Executive Director of the Foundation for the Children of the Californias, Benjamin is an experienced member representative. Benjamin's ability to reach strategic goals through collaboration has been demonstrated through her engagement with seven boards and affiliations over the past ten years. The Alliance stands ready to benefit from her ability to steward member and foundation resources.

"This is an exciting time for the pool, spa, and aquatics Industry," said Eileen Benjamin. "CPSA and [NSPF](#) are two potent organizations coming together to form one super-charged association. The Alliance is the new go-to source for effective legislative protection, top-notch education, innovative programs that promote demand for swimming, and much more. It's a perfect blend of expertise that will benefit members significantly. I could not be more honored to lead the efforts of this association," she added.



Recently expanding state-level government affairs representation from California to Arizona, the 180,000+ member association seeks to ensure the adoption of only reasonable codes and regulations nationwide. In addition, The Alliance actively supports the larger NSPF mission of encouraging more people to enjoy the benefits of water-based activities.

"I am excited to welcome Eileen on board, with her proven history of growing member organizations and leading non-profits," states The Alliance and CPSA Chairman of the Board Jerry Wallace. "Her experience lends itself perfectly to the mission of The Alliance, and we expect to benefit greatly from her leadership. We look forward to a bright future for our members and the industry, in California and beyond!"

Utilizing [GENESIS](#) and NSPF education, promotion, and protection initiatives The Alliance provides tremendous member benefits. With Benjamin at the helm, The Alliance is poised to increase value to members, expand the member base, and support the growth of the aquatics industry.

For more information, or to arrange an interview with Eileen Benjamin, CPSA Executive Director; Jerry Wallace, CPSA Chairman of the Board; or Thomas Lachocki, NSPF Chief Executive Officer, please reach out to Jacki Krumnow at 719-540-9119 or jacki.krumnow@nspf.org.

About National Swimming Pool Foundation

We believe everything we do helps people live happier and healthier lives. Whether it's encouraging more aquatic activity, making pools safer, or keeping pools open, we believe we can make a difference. To further this mission, in 2018 we welcomed The Alliance to the NSPF family, now the largest member association in the aquatics industry. In 2016 we acquired GENESIS, the educational leader for designers and builders of residential pools and spas. In 2012, we launched the Step Into Swim™ Campaign, a 10- year initiative to create one million more swimmers. Founded in 1965 as a 501(c)(3) non-profit and located in Colorado Springs, Colorado, NSPF proceeds go to fund education, research and to help create swimmers. Visit nspf.org, genesis3.com, stepintoswim.org, or call 719-540-9119 to learn more.

About the California Pool & Spa Association

The California Pool and Spa Association (CPSA) protects businesses that enable families to live happier and healthier lives. As you design, build, service, and supply pools and spas, we ensure sustainability and profitability through education, promotion, and protection efforts. We make a difference by lobbying against the adoption of unreasonable laws and codes, and influence public policy on your behalf at the state and local level. We partner with associations and collaborate with all segments of the California pool and spa market to maintain your voice to the industry and consumers. Holding members to the highest standards of professional conduct in pool construction, service, and repair, we elevate our members, their products, and their services. Visit www.thecpsa.org to join and for more information.