

SKIMMER
pro
summit
PHOENIX 2025

📅 Wednesday, November 12

📍 San Marcos Resort

GET YOUR PASS

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8:00 AM - 8:30 AM

SAN MARCOS FOYER

Registration

Visit the registration desk to pick up your Skimmer Pro Summit welcome package.

Note: There is plenty of free on-site parking.

San Marcos Resort

www.sanmarcosresort.com



8:00 AM - 8:30 AM

Continental Breakfast & Product Discovery Showcase

SAN MARCOS FOYER

Connect with industry-leading partners and explore their latest offerings in our Product Discovery Showcase.



8:30 AM - 8:40 AM

SAN MARCOS BALLROOM

Opening Remarks

A warm welcome to start the day as we launch a dynamic program of learning, collaboration, and fresh ideas.



Justine Rae
Director Customer Marketing, Skimmer

8:40 AM - 9:30 AM

SAN MARCOS BALLROOM

From Solopoolneur to Systematized Enterprise: Mapping Your Growth Journey

Every pool service business follows a predictable growth path, but many owners don't know which stage they're in or what comes next. This session provides a clear roadmap to help you identify where you are today and what specific actions will unlock your next level of growth.

Using his proven business stage framework, Casey Graham, Co-Founder of Yummy Pools, will help you understand:

- The predictable challenges at each growth phase
- Why most pool companies get stuck and how to break through
- The critical leadership shifts required to scale successfully
- How to align your business model with your personal goals

You'll gain a clear understanding of your current stage, the specific bottlenecks holding you back, and a practical action plan. Whether you want to stay lean and profitable or scale to enterprise level, you'll leave knowing exactly what to focus on next.



Casey Graham
Co-Founder of Yummy Pools and author of "From Skimming to Scaling"

9:30 AM - 10:15 AM

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BALLROOM

Pool Industry Outlook: Trends, Technology, and Market Forces

Our expert panelists will share their perspectives on the key trends shaping our industry and the strategic moves successful owners are making to stay competitive. You'll gain fresh perspectives on adapting to changing market conditions and actionable insights to help you make informed decisions about your business's future.

Key discussion topics:

- Pricing strategies in today's competitive market
- The impact of private equity investments on the industry
- Technology and AI tools transforming pool service operations
- Strategic priorities for 2026 and beyond



Jack Nelson
CEO, Skimmer



Mike Amatulli
Co-Owner, Prime Digital



Kyle Peter
Founder, Nevergreen Pools



Niki Acosta
Marketing Director, Skimmer



Mark Warshaw
VP, Digital Operations,
Heritage Supply Group

10:15 AM - 10:30 AM

Break & Product Discovery Showcase

 SAN MARCOS FOYER

10:30 AM - 11:15 AM

 SAN MARCOS
BALLROOM

How to Strengthen Your Brand: From Audit to Action

Kevin and Mike will walk you through their brand audit process to show you how to evaluate your online presence, identify missed opportunities, and prioritize the marketing moves that will impact your business most. You'll also discover simple strategies that work for any size team—from one-person operations to full crews.

Key focus areas:

- Step-by-step brand audit to uncover gaps in your online presence
- How to turn audit findings into a prioritized action plan
- Quick wins with photos, videos, and local visibility
- Advanced strategies like sponsorships and PR for growing teams

You'll leave with the framework to conduct your own brand audit and create a gap-closing roadmap, plus ready-to-use tools (including AI prompts) to strengthen your brand and attract more customers.



Mike Amatulli
Co-Owner, Prime Digital



Kevin Scott
Co-Owner, Prime Digital

11:15 AM - 12:00 PM

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BALLROOM

How to Master Confident Decision-Making to Drive High-Impact Results

Every day brings critical decisions that impact your company's success, from staffing and scheduling to customer service and strategic planning. This training gives you practical frameworks to reduce uncertainty, reduce stress, improve team confidence, and accelerate results through decisive leadership.

You'll gain:

- Strategies to overcome the top 3 decision-making traps that slow business growth and create operational delay
- Tools to eliminate analysis paralysis and make faster, more accurate choices under pressure
- Techniques to reduce second-guessing and strengthen your leadership credibility with teams and customers
- Methods to filter distractions and access your natural decision-making instincts during busy periods



Leslie Cunningham
Award-winning leadership
and teamwork development
expert

12:00 PM - 1:00 PM

Lunch & Product Discovery Showcase

 FOUNTAIN COURTYARD

1:00 PM - 1:30 PM

SAN MARCOS
BALLROOM

Skimmer's 2025 Release Highlights

This session showcases Skimmer's most significant releases from 2025 to ensure you and your team are getting maximum value from your subscription. You'll learn powerful workflow improvements and underutilized functionality that can transform your operational efficiency, enhance your customer experience, and improve technician accountability.



Amanda DaSilva
Director, Customer Success,
Skimmer

1:30 PM - 2:00 PM

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Protect Your Revenue: Building Systems That Secure Customer Commitment

Running a pool service business often means dealing with the constant challenges of last-minute cancellations, unexpected no-shows, and customers backing out after you've invested time, labor, and materials. These situations cost you money, disrupt your schedule, and create unnecessary stress.

This session focuses on building business systems that protect revenue and lock in customer commitment from the first interaction. We'll explore how to shift from reactive problem-solving to proactive protection through better processes and documentation without over complicating your operations.

Key focus areas:

- Setting clear boundaries with customers to reduce cancellations and protect your schedule
- Securing deposits and approvals before work begins
- Creating a seamless customer experience that reduces friction
- Developing documentation systems that legally protects your business



Ericka Steinbrick
Manager, Account
Management, Skimmer

2:00 PM - 2:15 PM

Break & Product Discovery Showcase

SAN MARCOS FOYER

2:15 PM - 3:45 PM

Breakout Sessions

Note: Pre-registration form will be sent prior to the Skimmer Pro Summit.

BREAKOUT SESSION

SAN MARCOS
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Skimmer Champions Training: Beyond the Basics

Join our hands-on training to learn new Skimmer skills and get more value from the platform. In this session, you'll learn about:

- Work order essentials and recurring service toolkit to streamline your processes
- Best practices for managing customer profiles, equipment, photos, and service history
- Required checklists to improve technician accountability
- Optimizing the schedule feature to manage your team's work across multiple days and techs



Jazmin Medrano
Customer Success Manager,
Skimmer

Note: We recommend you bring your laptop to follow along with our presenter.

BREAKOUT SESSION

- GROUP A
PALO VERDE
- GROUP B
PALOMA
- GROUP C
CHANDLER THEATRE
- GROUP D
LA VISTA ROOM

Owner Roundtable: Strategic Business Discussions

A Skimmer team member will lead our roundtable discussions, and these small groups are designed to create a safe space for learning, collaborative problem-solving, and sharing ideas and best practices. You'll engage in candid conversations with your peers about running a business on topics that matter to you: marketing, pricing strategies, customer experience, and employee engagement. This is your opportunity to get direct feedback from owners who understand your challenges, share what's working in your business, and benefit from the collective wisdom of your peers.

Note: You'll be sent your group assignment in advance.



Niki Acosta
Marketing Director, Skimmer



Amanda DaSilva,
Director, Customer
Success, Skimmer



Ericka Steinbrick
Manager, Account
Management, Skimmer



Halli Sanchez
Customer Success Manager,
Skimmer

3:45 PM - 4:00 PM

Break & Product Discovery Showcase

SAN MARCOS FOYER

4:00 PM - 5:00 PM

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BALLROOM

Skimmer Product Roadmap

Get an exclusive look at this quarter's releases from the Skimmer product team, including live demos and a sneak peek at our 2026 priorities.



Andrew Wilcox
VP Product, Skimmer



Bryan Hjelm
VP of Partnerships and Corporate
Development, Skimmer

5:00 PM - 7:00 PM

PERGOLA PATIO

Skimmer Social

Join us for food and drinks before you hit the road! It's the perfect opportunity to keep conversations flowing and deepen your connections with the local Skimmer user community and our team.



SKIMMER pro+csummit

PHOENIX 2025

Get your pass

The Skimmer Pro Summit is a full-day of professional training for pool service owners, executives, and Skimmer champions.

Passes are limited, click the button below to get yours before they're gone!

REGISTER NOW

PASS VALUE

\$500

FREE FOR SKIMMER CUSTOMERS

Stay the night

For attendees who want to book accommodations please click the button below to book a room at the San Marcos Resort with our discounted Skimmer Pro Summit rate.

BOOK A ROOM

San Marcos Resort

One San Marcos Place, Chandler, AZ
Wednesday, November 12



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