



IMMEDIATE RELEASE

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Cal Spas Announces New Vice President of Sales

Responsible for the direction and management of Cal Spas' sales operations worldwide.

Los Angeles, CA—(August 13, 2013) Cal Spas, the world leader in luxury Home Resort products, announced the hiring of Robert Durrúa as Vice President of Sales. Durrúa, a 27-year spa industry veteran, will oversee all Sales activities, which include the strategic direction and management of Cal Spas' US, Canada and International sales initiatives. He will also be developing new business opportunities both domestically and globally.

Durrúa began his career on the retail sales floor where he spent five years as a Sales Manager for a successful hot tub retailer in New Jersey. For thirteen years he served as a Regional Sales Manager for two of the industry's top spa manufacturers and was awarded Regional Manager of the Year five times. He has authored several sales training books, produced a series of highly acclaimed two-day retail sales training workshops, and has personally trained and certified more than 1,500 industry sales professionals from around the globe.



Recognized for his ability to build high-performance sales teams and develop long-term client relationships, Durrúa sees tremendous potential with Cal Spas. "I am looking forward to leveraging the rich heritage of the 35 year-old Cal Spas brand, along with the product diversity and versatility of manufacturing we offer our dealers and end-consumers," Durrúa said. "Our mission is to provide the best price-value proposition throughout the breadth of our

products as well as consistent high-value services to our valued customers."

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“Bob Durrua has a solid history within the spa industry and we are fortunate that he’s here,” said Casey Loyd, President of Cal Spas. “Our sales team, our dealers and our organization will be strongly influenced by his sales expertise and leadership. With the addition of Bob to our budding team of industry veterans, I have great expectations for Cal Spas growth.”

ABOUT CAL SPAS®

[Cal Spas®](http://www.calspas.com) was founded in 1979 as a provider of luxury hot tubs. Today, the celebrated hot tub giant is world renowned as the #1 Global Manufacturer of Home Resort Products™. The company produces premium collections of lifestyle products from its headquarters in Pomona, California and distributes worldwide through a network of specialty dealers. The Cal Spas brand family of products includes Cal Spas [hot tubs](#) and swim spas, Cal Designs gazebos, Cal Heat indoor and outdoor saunas, and Cal Flame high-end barbecue grills, outdoor barbecue islands, outdoor fireplaces and firepits. Learn about Home Resort Living and find a dealer near you at www.calspas.com.

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