



Florida Swimming Pool Association
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FSPA Hires New Executive Director

SARASOTA, FL – The Florida Swimming Pool Association is pleased to announce that effective September 8, 2021, Elizabeth McMurray is appointed as the association’s Executive Director. Elizabeth McMurray will lead the state office in Sarasota with her skills and experience in business organization, membership associations, revenue growth, and finance.

Elizabeth is a Florida native, a University of Florida alumni, and no stranger to the pool industry with seven years of experience as the Director of Operations for Jack’s Magic Products, Inc. This industry knowledge will facilitate her new role with the FSPA; as will her expertise in customer service operations, trademark registration, finance, and human resources management. Elizabeth also has previous experience with non-profit organizations as the Chief Operating Officer and Chief of Staff for the St. Petersburg Area Chamber of Commerce where she oversaw operations and accounting for a PAC, a 501(c)3, and two 501(c)6 organizations.

“I am truly thrilled to have been selected for this role,” said Elizabeth. “I loved the industry previously, due to the amazing people, its dynamic energy, and also the stability and growth that it consistently achieves. Now that I have a robust non-profit and economic development background, I can’t wait to pair that with my previous pool and spa industry knowledge and experience and further expand on opportunities here at FSPA.”

“The Board and I are confident that Elizabeth is the right person to build on the momentum in the industry right now,” said FSPA President Maurice Bushroe. “Her experience and enthusiasm fit well with where the association is heading and we are lucky to have her as our next executive director.”

“This organization is involved in so many amazing initiatives for its members and the industry as a whole, and I’m honored to be a part of this team and the organization’s potential future accomplishments. I am particularly excited about our 50th Anniversary Everything Under the Sun Expo in 2022. I know it’s going to be a great tradeshow and I can’t wait to get to know and serve our members there,” said Elizabeth McMurray.

The Florida Swimming Pool Association is a trade association for the pool and spa industry in Florida. There are approximately 700 member businesses in 14 Chapters across the state. Members are required to abide by a code of ethics and to be properly licensed and insured. FSPA provides the industry with access to continuing education courses, information on current trends and issues, and an arbitration program and government relations representation. FSPA is governed by a Board of Directors.

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