



Joseph Musnicki

LOCATION: Westhampton Beach, N.Y. | **PRINCIPALS:** Joseph Musnicki, president | **FOUNDED:** 1981 | **LOCATIONS:** 4
EMPLOYEES: 25 year-round, 35 in season | **PRODUCTS/SERVICES:** gunite pools, renovations, spas, saunas, chemicals, gazebos, residential service, commercial service

JOSEPH MUSNICKI, PRESIDENT of Ocean Spray, had spent 15 years working for Pepsi-Cola's sales and marketing team when he realized he needed a change. He was spending a lot of time on the road and didn't see a lot of room for advancement there. *Why not be my own boss?* he thought.

"So I looked for a need in the community, and I came up with swimming pool service," Musnicki recalls. "I started up on a very small budget of under \$1,000, and that included a \$200 truck."

Within a few years he'd opened a retail store, had some people working for him and had about 75 accounts. "Life was good," he says.

Then, around 1984, his customers began asking him about portable hot tubs. Not seeing much available, Musnicki decided to build and install them himself, starting with the shell, adding jets, plumbing and controls, then placing them in customers' decks.

"So we provided the shell and plumbing," Musnicki says, "then we'd have to get an electrician involved, a carpenter, the gas company. There were a lot

of components to the job all over the place. I realized that if this hot tub thing ever really took off, the factory-made tubs would be the way to go.

"We were very successful building acrylic spas, and some gunite and stainless-steel spas, and it was personally rewarding. But the portable and self-contained spa business was coming east."

In 1989, Ocean Spray was chosen to be Hot Spring's regional dealer. Over the years, its territory expanded, and by 1993 Musnicki says the company had become the largest Hot Spring dealer in the Northeast.

"In the early years, portable spas were new to the area and quite a bit of education was needed to make the sale," he says. "But since 1989, we've sold over 5,000 spas and we now have four showrooms in two states."

These showrooms are staffed with a loyal group of salespeople and support staff, some of which have been with Musnicki since near the beginning.

"The average employee has been here for 12 years, and we have some that have been with the company for over 20," he says.



Ocean Spray Hot Tubs & Saunas