

FOR IMMEDIATE RELEASE

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PHTA ANNOUNCES NEW PRESIDENT AND CEO SABEENA HICKMAN, CAE

(Colorado Springs, CO)—The Pool & Hot Tub Alliance (PHTA) announced the appointment of Sabeena Hickman, CAE as PHTA’s President and Chief Executive Officer and Staff Liaison to the Board of Directors effective Sept. 3. Hickman brings more than 20 years of relevant association experience to her new role, having previously served as Chief Executive Officer of the National Association of Landscape Professionals (NALP).

Hickman replaces PHTA President and CEO Lawrence Caniglia. Caniglia will continue in an advisory role to aid in the transition.

“We are delighted that Sabeena has accepted the position of President and CEO at PHTA,” said Chris Curcio, PHTA Chairman of the Board. “She has been a proven consensus builder in industries of similar size and scope to ours, and with her valuable professional background, she can take her pivotal role and energize and grow our industry. I believe that given the key changes over the past year with the unification process, Sabeena has the traction and vision to strengthen PHTA’s leadership role in a very positive and inclusive way.”

“PHTA is at the forefront of all issues affecting pools, spas and hot tubs. We work for the greater good of the stakeholders in our industry,” said Hickman. “I am excited to be a part of PHTA. We are positioned to continue to develop in demand and quality industry educational programming, protect and support the interests of our members, and promote the benefits of the safe enjoyment of water. The potential to effect positive change has never been as great as where we are now.”

Hickman has experience in leading and transitioning organizations through prioritization of critical issues and strong fiscal oversight. Hickman joined NALP, then known as the Professional Landcare Network (PLANET), in 2007 as chief operating officer. She was appointed acting CEO in 2008 and named CEO in 2009. Under her leadership, NALP increased revenue by 38 percent over three years to \$7.2 million and grew membership by 12 percent in 2018. From leading the association’s pivotal evolution – from Professional Landcare Network (PLANET) to NALP – to strengthening the partnership with the Outdoor Power Equipment Institute (OPEI) and growing the Green Industry & Equipment Expo (GIE), from the creation of the Industry Growth Initiative (IGI) to fostering new industry leadership on NALP’s board and staff, Hickman was vital in cementing NALP’s role as a premiere organization in the landscaping industry.

“I congratulate Sabeena on her appointment and look forward to working with her on the transition,” said Caniglia. “I am highly confident that under her leadership, PHTA will prosper long into the future.”

Hickman is a graduate of Virginia Polytechnic Institute and State University and holds a Certified Association Executive (CAE) designation. She is on the board of various charitable organizations in the Washington DC metro area.

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About PHTA

The Pool & Hot Tub Alliance was formed in 2019, combining the Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF). With the mission to “Celebrate the Water,” PHTA facilitates the expansion of swimming, water safety and related research and outreach activities aimed at introducing more people to swimming, making swimming environments safer and keeping pools open to serve communities. For more information, visit [APSP.org](https://www.apsp.org) or [NSPF.org](https://www.nspf.org).