



Dealer Spotlight - Find out about Penguin Spa & Sauna!

Name

Rob and Pam Wallace

Title

Owners

Dealership

Penguin Spa & Sauna

Location(s)

We have one store. It is located on East Wisconsin Avenue in Oconomowoc. We are situated in the very "heart" of Southeastern Wisconsin's Lake Country area.

How long have you been in the pool and spa industry?

We've been in the spa and sauna business for 23 years.

What did you do before getting into this industry?

Pam is an oncology RN and she handles Penguin's accounting and occasionally helps out at the store. I, Rob, was a high school Spanish teacher from 1967 until 1977 (10 years).

How long have you been a Marquis dealer?

About a year now.

What other products do you sell in your store?

We also sell saunas (traditional and infra-red), Sofpool above ground pools, SunSetter awnings and some rec room accessories and, of course, pool and spa chemicals.

What is your own personal favorite Marquis spa? Why?

Our personal favorite Marquis spa is the Epic – very comfortable and it's the perfect spa for "serious therapy". The 641R and 744E are also very nice and we see great potential for the Rendezvous for use in the many condominium developments in our area.



Rob and Pam Wallace in their showroom where they have 12 Marquis spas on display. They also have three Marquis spas in their wet test area and another three in a different display area. Their showroom is about 5,000 square ft.

How many promotions a year do you execute? In-store or off-site?

We have two or three major promotions during the year. Our "Big Event" is our annual Customer Appreciation Weekend Event. We haven't participated in any off-site promotions for the past three years.

What is your best sales advice for other Marquis dealers?

Really appreciate the quality of the Marquis products we have to offer – be enthused! Get their names and follow up.

You also sell innovative hot tub handling equipment. Can you please tell us a bit about that equipment?



Ralph Wallace shows off the hot tub hand truck, a tool for safe and easy tub handling.

Ralph Wallace, my brother, heads up Penguin's service department. Ralph has since 1997 also been responsible for many spa deliveries. Customers are often concerned about how their spa will be delivered without any damage to their landscaping, decks and patios or injuries to the delivery guys. Over the years, many customers, delighted with how safely and efficiently their spa was delivered using the equipment that Ralph and I had developed, commented "you should patent that thing!" The patents are pending and Penguin T.H.E. Solutions (Tub Handling Equipment) was first exhibited at the 2005 AQUA show in

Las Vegas.

In August, 2006, Marquis' Jeff Shaw and Steve Hasenmueller came to help set up Penguin Spas' new showroom. Steve saw the unique hand truck and roller carts that were being used to move the spas into place and asked where they came from. He invited us to exhibit the equipment in Marquis' booth at the 2006 IPSE show. Many dealers and exhibitors were pleased with the inventions and some offered suggestions which have led to the development of some new equipment and improvements in the overall designs. Most notably is the "Mega Mover" cart. A set of two of these carts will handle a weight of over 6,000 pounds! Also developed since the IPSE show is the Penguin Lift Bar and Lift Plate.

So, how can a Marquis dealer find out more about the equipment?

We offer a special deal for Marquis dealers and they can visit Penguin's web site at www.spahandlingequipment.com and download the power point slide show to learn more about this unique equipment. Penguin's toll free phone number is 888.836.8262.

What did you dream about doing for a living when you were growing up?

As a youngster I dreamed of operating a retail business and during college years thought my future would be working in public relations for some large multi-national corporation – majored in Spanish and dreamed of being a multi-lingual globe trotting rep.

Can you tell us a little bit about your family?

My Mom and Dad are parents of seven children – six boys and one girl. I'm #4 and our sister came last. Pam and I have three daughters and five grandchildren. Our oldest, Robyn, her husband, Samuel, and 2 year old son are missionaries with YWAM in Seville, Spain. Our middle daughter, Karyn, her husband and their 3 kids (8, 6 and 2) now live in Louisville, KY, where Bill is a small groups pastor at Southeast Christian church. Our youngest, Tanya, her husband and their 4 year old son live in Grand Rapids, MI. Tanya is a Rec Therapist and Mark is a pharmaceutical rep with Merkt.



From left to right: Ralph Wallace, Bruce Lagerman, and Pam and Rob Wallace. Ralph is the head of the service department and Bruce is a part of the sales team. Pam and Rob Wallace are the owners of Penguin Spa & Sauna.

What are your hobbies?

I enjoy working on home related projects, inventing things and riding our Suzuki 1500LC motorcycle.

Can you recommend any good books or movies?

Business related books that we've recently enjoyed (and recommend) are the E-Myth and Mentored by a Millionaire. A novel we highly recommend is Peace Like a River.

What is the place you'd most like to visit on your next vacation and why?

For our next vacation we'd like to visit Seville, Spain, both to once again see the country and to visit with our daughter and family.