



## Jack Manilla Jacksonville, Florida

Jack Manilla balances strong outward looking entrepreneurial talents with administration skills. He is a highly self-motivated strategic executive with a unique combination of technical competence and understanding of organizational clarity. He rapidly grew

- Two Fortune 500's, increasing annual revenue over \$100 million each
- Three mid-size businesses, increasing annual revenue \$20 to \$50 million
- Founded Portofino Pool Services & Portofino University, leaders in pool services & education

His unique combination of technical knowledge and unwavering organization has made Portofino Pool Services & Outdoor Living the business it is today. [www.PortofinoPools.com](http://www.PortofinoPools.com)

Author, International Consultant, Entrepreneur, Instructional Designer, Licensed Contractor # CPC056958: Retained by the Trinidad and Tobago - Ministry of Sports, a public/private partnership of the Government, Olympic Committee and one of the country's major liquefied natural gas exporters, to establish swimming pool health/safety standards and train/certify pool operators. Retained by Royal Caribbean Cruise Lines to train/certify Asia-Pacific Fleet officers and crews sailing from ports in China, South Korea, Taiwan, Japan, Hong Kong, Australia and New Zealand.

Panel Member - 2017 International Pool, Spa, Patio EXPO "Before and After the Storm: Disaster Safety, Prevention, and Response"; Industry Expert / Consultant - Colman Research Group; Member National Consensus Voting Body, ANSI/APSP-11 2009 Standard - Water Quality in Public Pools and Spas, APSP® national board Secretary/Treasurer/Director; Panel Moderator, NSPF® World Aquatic Health Conference 2009 & 2010; Panel Moderator 2012 International Pool/Spa Expo; 2013 Instructional Designer / Consultant - created FSPA® 60 hour pool service contractor course; Consulted on APSP/ISPSC International Pool and Spa Code training course.

**Specialties:** *Industry Expert, Organization Operating Management; Public Speaking; Education/Training; Entrepreneurship; Leadership; Strategic Planning; Business Development; Community Advocacy; Marketing; Sales; Facility Management.*

## Accomplishments

**1. Catholic Writers Guild**

Oct 2017 – Present - *Seal of Approval Evaluator*

**2. JAXSPORTS - Jacksonville Sports Council**

May 2014 – Present – *Member*

**3. Florida Restaurant and Lodging Association**

Jan 2014 – Present – *Member*

**4. Economic Roundtable of Jacksonville**

Nov 2013 – Present – *Member*

**5. Florida Swimming Pool Association**

Jan 2013 – Present – *Current State Board of Directors; Commercial Pool Committee*

**6. Diocese of Saint Augustine**

Feb 2012 – Present – *Current Strategic Planning Board and Ministry Coordination Committee*

**7. North Florida Hotel & Lodging Association**

Jan 2012 – Present – *Current Board of Directors, Membership Chair*

**8. Florida Chamber of Commerce & Florida Chamber Foundation**

Oct 2008 – Present – *Member*

**9. APSP Career Institute**

Feb 2007 – Present – *Board of Regents*

**10. San Juan Del Rio Catholic Church**

Jan 2002 – Present – *Current Parish Ministry Leader*

**11. Better Business Bureau**

Jun 1997 – Present – *Member*

**12. JaxChamber**

Jan 1997 – Present – ***Board of Governors; Co-Chair Sports & Entertainment Subcommittee***

### **13. The Association of Pool and Spa Professionals**

Aug 1996 – Present – ***Board of Directors, Chair-Elect November 2015, Past Secretary/Treasurer, Past Chair Finance Committee, Past Chair Audit Committee***

### **14. Jacksonville Lean Consortium**

Jul 2013 – Sep 2014 – ***Board of Directors***

### **15. Southside Business Men's Club**

2008 – Present – ***Current Board of Directors***

## **Honors & Awards**

- APSP Fellow
- Top 50 Business Influencers
- ASTRA AWARD
- 1st Place Audio Visual
- Video or Motion Picture External Use
- Best of NeoCon
- IIDA/Contract Magazine Showroom & Booth Design Competition
- Presidents Circle
- Treasurer Alpha Mu Honorary Business Fraternity
- Best Of Jacksonville
- Dyess Hartley 2016
- Small Business Person of The Year

## **Certifications**

- FSPA Instructor
- Certified Instructor
- Certified Licensed Swimming Pool/Spa Contractor - Commercial, Residential, Build & Service
- Certified Building Professional
- Certified Pool Operator
- Certified APSP Instructor
- Certified Service Professional
- Certified NSPF Instructor

## Publications

- Secrets of the Pink House, From Saltwater to Holywater. You can order the book from [here](#).
- Swimming Pool and Spa Service Contractor Certification Course CLIB Course # 0008075 The Florida Swimming Pool Association CLIB Providership # 0000917 Instructional Designer and Instructor: Jack Manilla 60 CE Credit Hours
- Executive Leadership In Today's Economy - Swimming Pool and Spa Service Contractor Course CLIB Course # 0609817 The Florida Swimming Pool Association CLIB Providership # 0000917 Instructional Designer and Instructor: Jack Manilla 2 CE Credit Hours
- Construction Management Technologies for the New Millennium, Instructional Designer and Instructor, Jack Manilla, 2 CE Credit Hours
- Portofino Facebook

## Education



### **Aquinas College**

Masters of Management – Management  
1980 – 1984



### **University of Virginia Darden School of Business**

Various Certificates, Executive Leadership & Management  
1978 – 1982



### **Youngstown State University**

Bachelor of Science in Business Administration  
Industrial Marketing, Business Organization, Accounting  
1959 – 1966