



One of the things I love about talking to hot tub retailers is hearing the weird and unusual things they've tried to get customers in the door or to generate new revenue streams. These don't always work, and sometimes they flat-out fail, but the creativity and boldness to push ahead with something new inspires me.

Upon hearing the news that I bought the magazine, one retailer wrote to me: "One thing to always remember. As Winston Churchill said, 'Never, never, never, never quit.' I have found that if you are 100 percent committed, somehow things will work out. Though often as you would never anticipate."

A lot of the ideas in this issue are representative of that very sentiment: never giving up. Along those lines, you might notice some promotions popping up, teasing some of the big ideas we're working on.

I'm excited for what the future holds for us and for you. Keep sending us your ideas. I never get tired of hearing them.

Megan Kendrick, publisher

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P.S. Speaking of never giving up, check out the story on Sunbelt Spas, now Sunbelt Hot Tubs.