



FOR IMMEDIATE RELEASE

Poolcat Products & Service President Amanda Lambert named a Top-15 Emerging Young Professional in West Michigan

Lambert was recognized by the Wyoming-Kentwood Chamber Young Professionals at its inaugural Fabulous 15 Celebration

GRAND RAPIDS, July 21, 2023 – Amanda Lambert, President of [Poolcat](#) Products & Service is a recipient of the Fabulous 15 Emerging Young Professionals award presented by the [Wyoming-Kentwood Chamber Young Professionals](#). The award recognizes 15 business professionals between the ages of 21-40 in South Kent County who are innovators in their fields and the West Michigan community. Candidates were put through a rigorous rating process led by the Wyoming-Kentwood Chamber Young Professional's Committee.

"It's a great honor and a testament to the team to be named one of the top emerging young professionals in our community," Lambert said. "I grew up in West Michigan, I'm raising my family in this community, and I chose to start my business here, and I'm thrilled to be recognized as an innovator and change-maker in the area. I saw a need in the market for a professional, customer-service driven, family-friendly pool servicing company, and took a leap of faith to follow my passion for serving others. Launching a business – especially within a male-dominated industry -- was no easy feat, and being a part of our company's growth has been incredibly humbling."

Lambert launched Poolcat, a woman-owned retail store and service company, in 2021 as a first-of-its-kind, one-stop-shop for all matters pertaining to an aquatic lifestyle. Her motivation to launch Poolcat occurred after years of dealing with lackluster service companies when maintaining and servicing her backyard pool. Her goal was to bring fun and professionalism back into the pool business.

Poolcat has a team of certified service technicians to clean, service and install above ground pools, in addition to a 5,400-square-foot retail store and showroom carrying traditional pool products and equipment, along with a variety of water toys, pools and accessories, and unique items for customers of all ages. Poolcat's retail location and showroom opened in June 2023 at 5312 Eastern Ave SE, Kentwood, MI 49508, and is intended to be the prototype store for future company-owned and franchise locations.

"I started this business at my kitchen table less than three years ago, and to see it become such an integral part of the community is empowering," continued Lambert. "To be recognized as an emerging young professional motivates me to continue to grow our company's impact, by serving a great number of community members through our charitable partners,"

Poolcat is a proud supporting partner of the national [STEP INTO SWIM](#) program, an organization teaching lifesaving skill of swimming to children. The company also supports Learn-to-Swim programs at the [Greater Grand Rapids YMCA](#) as a donor and sponsor, and Poolcat is hosting a Youth Day in August in partnership with numerous community partners to support Kentwood Schools. More event [details here.](#)

Amanda is a Certified Pool Operator (CPO) and Certified Service Technician (CST) from the Pool & Hot Tub Association (PHTA), one of only a handful of professionals in Michigan to carry both certifications. The State of Michigan does not require pool certifications despite technicians dealing with hazardous chemicals and electric and

gas-powered pool cleaning equipment. As a 100% woman-owned business, Poolcat is also pursuing a Women's Business Enterprise (WBE) certification.

Additionally, Lambert serves on the Board of Directors for family services non-profit, [Alpha Grand Rapids](#). In her position she spearheads leadership training and employee and corporate events.

For more information regarding Fabulous 15 Emerging Young Professionals award recipients, visit [southkent.org/giform/youngpros](#). For more information on Poolcat, visit [poolcat.com](#). For more details on the Wyoming-Kentwood Chamber Young Professional's group visit [LINK](#).

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About Poolcat Products & Service:

With the mission of being “#1 in Swim and Fun,” [Poolcat](#) is a first-of-its-kind service and retail model focused on a new category: the water lifestyle. Its certified service technicians clean, service and install pools, and its retail store elevates the traditional pool store experience from simply cleaning supplies to the full outdoor pool and water lifestyle including products for adults and children, and toys and towables for everywhere people swim, float and recreate. Contact us at jumpin@poolcat.com or (616) 600-POOL.

About Wyoming-Kentwood Chamber Young Professionals Group:

[WKC Young Professionals](#) is a group dedicated to connecting, empowering, educating and engaging young professionals between the ages of 21-40 years old in South Kent County to make a greater impact through connections and experiences that establish professionalism, learning and thought sharing collaborations. For more details visit: [southkent.org/giform/youngpros](#).

MEDIA ASSETS: <https://bit.ly/lambertfab15>

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