

MEDIA RELEASE
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Las Vegas Pool Builder Receives Top Industry Award

Joseph Anthony Vassallo, CBP of Paragon Pools Named PHTA 2021 Builder of the Year

(Las Vegas, NV) Nov 21, 2021 – Las Vegas Joseph Anthony Vassallo, Vice President & Chief Design Executive of Paragon Pools was named the Pool & Hot Tub Alliance (PHTA) 2021 Builder of the Year at the Awards ceremony held on Nov 15th in Dallas, Texas during the Pool, Spa, Patio & Deck Expo.

The PHTA annually recognizes prominent achievements and outstanding performers in the pool, spa and hot tub industry of which include the Individuals Awards and the International Awards of Excellence Design Awards.

The Builder of the Year Award is a peer-nominated award given to one PHTA builder member who has advanced the pool building profession through outstanding achievements and dedication to the industry.

Nominees must meet a strict set of criteria, including commitment to being a positive role model for the profession and peers, have a proven track record of meeting or exceeding industry standards in designing and building pools and spas, must have been employed in the pool, hot tub, or spa industry for at least five years, has actively participated with PHTA at a local or national level and must be a current employee of a PHTA member company in good standing.

Vassallo, who is often referred to as Joe Jr. began his career as a design apprentice in his teens (1989). He found enjoyment in the challenge of conceiving and developing pool and landscape plans to complement the home's architecture and restrictive plot layouts while designing a stunning custom design for the homeowner.

Following high school, he studied architecture, marketing, and small business management. He has continued to further his professional and technical skills with PSI Leadership Seminars, Tom Hopkins Seminars, Auto CAD-2000, Structure Studios 3-D training, PHTA University curriculum, ART- Artistic Resources and Training, as well as CEU's in industry business and technical topics.

In 2001, Vassallo joined his father in opening the family business, Paragon Pools in Las Vegas. As the Vice President, Vassallo has been instrumental in the success of the company and creating a high standard for design and construction for company projects earning an expansive list of international design awards and business accolades over the years, including Masters of Design Awards, International Awards of Excellence Design Awards, Aqua Choice Design Awards, Aqua 100 Hall of Fame, Nevada Business Journal Family Owned Business Honoree and Vegas Inc (formally InBusiness) 40 Under 40 Award to name a few.



In the nomination letter, Robert Blanda, CBP, PHTA Fellow, 2014 Builder of the Year submitted the following:

“Celebrating the 20th Anniversary Paragon Pools this year, Joseph Anthony Vassallo, CBP has had a long respected and celebrated career as a pool designer and builder in Las Vegas, NV.

He has been committed to ensuring and promoting professional development and the growth of the aquatic industry through a variety of activities including volunteering his time to serve on the Southern Nevada Chapter as well as the National Builders Education Committee (BEC) and Builders Manual Task Force...

Joe Jr. has always been very respectful of his fellow aquatic professionals. His high standards, design talents, knowledge of product and instincts are with true merit... He is eager to share his knowledge and elevate the skills of others. I and others have sought his advice on projects on numerous occasions. And his contributions to the 3rd and 4th edition of the Builders Manual was extremely valuable...

He is a fine example of what the BUILDER of the YEAR represents and has advanced the pool building profession through outstanding achievements and dedication to the industry.”

Established in 2007, the [PHTA Builder of Year Award](#) is previously known as the Association of Pool & Spa Professionals (APSP) Certified Building Professional (CBP) of the Year Award. Vassallo joins a short list of only 17 honorees that span the United States, including his father, Joseph Michael Vassallo, CBP who received the award in 2012.

The Vassallo’s are the only father and son to both receive the distinguished accolade. The duo also received an International Awards of Excellence Design Award for their unique design in the category of - Spa built in conjunction with a pool.

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ABOUT PARAGON POOLS

Paragon Pools is an award-winning, custom, in-ground swimming pool and spa design/build construction company in Las Vegas, Nevada. The contractor specializes in new construction and major renovations of residential and commercial projects. Paragon Pools has received numerous accolades worldwide for its unique designs, trend setting applications and renovation projects. Their client list includes major hotels, casino moguls, sports stars, and celebrities. The company has been showcased in numerous TV, Cable and news profiles and featured on HGTV.com Designers Showcase. <https://www.paragonpoolslv.com>

