

## **ED GIBBS** **Moves Forward**

Under Ed Gibbs' stewardship, Toronto-based Gib-San Pools Ltd. by Master Pools went from earning \$1 million annually to \$13 million, growing \$1 million each of the past 10 years. He has taken the company to the Caribbean and Middle East to build pools. What's more, he chairs the Master Pools Guild.

Gibbs made history as the first North American pool builder to become certified by the International Organization for Standardization, based in Switzerland. The ISO-9001 certification states that all Gib-San pools are built in the same method, with the same standard of quality. The firm recently achieved the ISO Occupational Health and Safety Module 18,001, signifying that its methods will safeguard workers and customers alike.

Achieving this level of standardization requires a cohesive staff. So Gibbs built a watertight corporate culture. He looked for higher-educated employees and placed even more emphasis on character. "In interviewing to hire the key people around me, I interviewed them as if they were going to be part of my family," Gibbs says. "You hire people who have the same values and mind-set that you have."

