



## VETERAN-LED EXCELLENCE Inside Pool Scouts of Huntsville

Originally from Mississippi, Ontario “Ron” Hicks arrived in Huntsville during the final assignment of his more than 24-year Army career. What was intended to be a transition stop quickly became home for him, his wife Sheena, and their family. The city’s rapid growth, strong community spirit, and commitment to service aligned seamlessly with the values that guided his military journey. Giving back through youth programs, veteran support, and community engagement has always been part of who he is, and Huntsville offered the perfect place to continue that mission.

Ron’s path to entrepreneurship began long before Pool Scouts. His family has operated a photography business for years an early exposure to small-business ownership that planted the seeds for what would come next. Throughout his military service, both as an enlisted Soldier and later as a field-grade officer,

he developed the discipline, adaptability, and mission-focused leadership that now define his approach to business. Armed with bachelor’s and master’s degrees from Alcorn State University and advanced doctoral study at Capella University, he transitioned into civilian life with a strong foundation in leadership, logistics, and strategic management. Owning and leading Pool Scouts of Huntsville became a natural extension of those principles.

When the Army brought the Hicks family to Alabama, Huntsville’s blend of innovation, opportunity, and Southern hospitality made it clear that this was where they were meant to stay. This community is not just where they work, it’s where they belong.

More than three years ago, Ron launched Pool Scouts of Huntsville with a simple goal: provide professional, reliable, luxury-level pool care delivered with integrity and precision.

The company began with just a few vehicles and a small team. Today, it has grown into a well-recognized operation with a talented office staff, skilled technicians, and a strong reputation throughout the Tennessee Valley. As a veteran-owned, nationally backed, and locally owned franchise, the business blends military-grade attention to detail, modern pool technology, and a relentless commitment to the customer experience. Their promise is clear: Perfect Pools, Scouts Honor.

Pool Scouts of Huntsville offers services designed to protect every homeowner’s investment. This includes weekly and

bi-weekly maintenance, openings and closings, equipment repairs, water chemistry management, system upgrades, lights, pool fences, liner installs, salt system upgrades, and safety cover installations. Ron often says, “*After the water is filled in the pool, we can handle everything else.*” The company is also a certified warranty station for Pentair, Hayward, Zodiac, and Fluidra. Providing families the confidence their equipment is serviced by trained, knowledgeable professionals. Every pool they touch is cared for with the same priority: safe, clean, well-performing pools that families can enjoy without worry.



Pool Scouts of Huntsville's recent google reviews echo the dedication and precision Ron works hard to preserve.

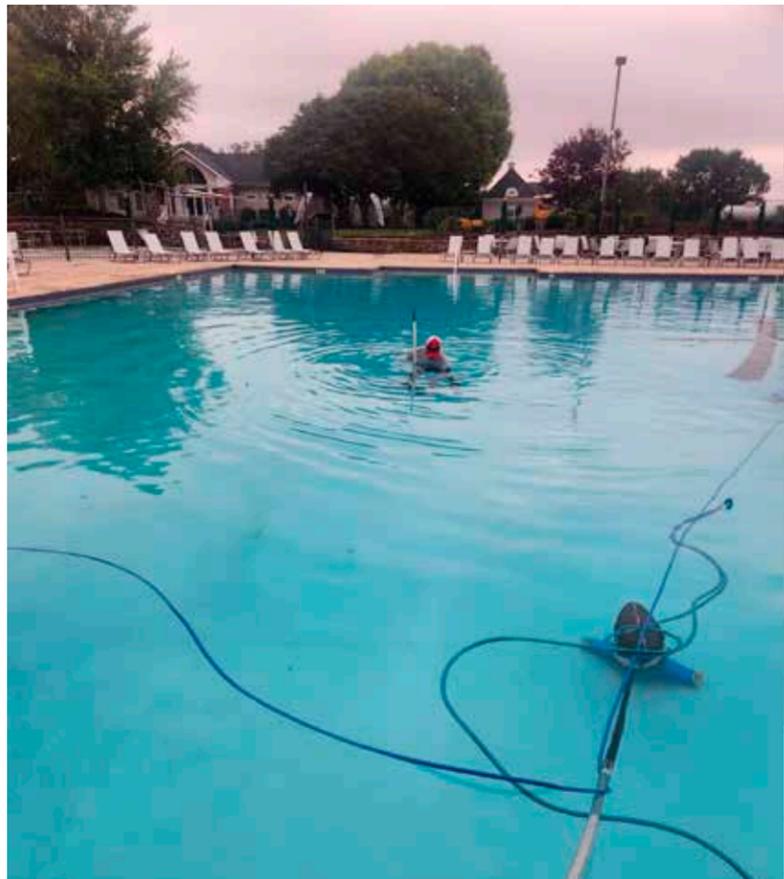
"I highly recommend this company. Their customer service is strong. The service they provide is excellent. Their tech system notifying you of appointments is great. They make it easy to pay digitally. And when I had a slight problem, they immediately booked someone to come out and take a look at something for me. I didn't even have to be there. What more could I ask for?" Scott W.

"Pool Scouts saved our summer! Our pool was a green mess and they did not stop until it was clear and beautiful. Lamar, Janice and Ron have all been absolutely amazing and I will recommend this company to any and everyone!" Heather C.

"Ron over at pool scouts of Huntsville has been a professionally run and operated service for pool care and services. My pool never looked better. I'm an absentee landlord and Ron's Pool Scouts team has put my mind at ease that the pool is in good care. The service reports and the before and after photos of the pool are fantastic!!! to have and provides a top quality feature to their service. 5++" S. Wynn

"Superior service; meeting all expectations. Better than any we've had in 15 years." Keith C

What sets Pool Scouts of Huntsville apart is the blend of military discipline, continuous professional training, and a genuine commitment to the families they serve. They understand that pool



care is not just about equipment, it's about creating memories, protecting investments, and offering peace of mind. Their team holds itself to a consistent 5-star standard in every service and every interaction.

Ron offers simple, practical advice to pool owners: "Treat your pool like the investment it is. Regular maintenance, proper water chemistry, and off-season inspections prevent unexpected costs and extend the life of the pool. Whether you do it yourself or rely on a professional team, consistency is the key to an enjoyable and stress-free swimming season."

For residents looking to protect and enhance their pool experience, The team at Pool Scouts of Huntsville stands ready to help.

**ALWAYS READY,  
ALWAYS REFRESHING.**  
**Perfect Pools, Scouts Honor.**  
Pool Scouts of Huntsville  
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