

trailblazing  
men

PROMOTION

## David Kasten

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### Creative Energy

These hot tub pioneers insist on only the best customer service for their clients.

#### What makes you a trailblazer?

I grew up in the family business and have been a part of it professionally for 20 years now. Creative Energy started in Marin in 1976 making wooden hot tubs, and since then we have grown to be the Bay Area's leading provider of high quality spas.

#### Describe how you are innovative and resourceful.

In 1986 we expanded our product line to include industry leading home accessories including fireplaces and HotSpring spas. We moved swiftly into the digital age and were the first retailer in the industry to have a website. In the last 30 years we have opened two more locations in the Bay Area, upgraded our service fleet to provide on-site assistance and implemented a convenient texting service for 24-hour scheduling and communication.

#### What separates your business from the pack?

We have spent the last 45-plus years cultivating customer relationships built on trust and expertise. Our team collectively has hundreds of years of experience selling and servicing our products. From finding the perfect spa or fireplace to delivery, installation and maintenance, we are proud to offer full-service personalized care to all our clients.

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