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**JED Pool Tools Featured on 'Growing Up B2B' Podcast**

*CEO Cindi Heyen discusses building and sustaining a family manufacturing legacy exploring succession, operational complexity, and long-term growth strategies for family-owned manufacturers*

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JED Pool Tools is pleased to announce it was selected and featured on the newest episode of *Growing Up B2B*, a podcast for leaders of family-owned B2B businesses. Host Ed Delia sat down with Cindi Heyen, President and CEO of JED Pool Tools and Northeastern Plastics, Inc., to discuss what it truly takes to evolve a family manufacturing company across generations without sacrificing the grit, values and work ethic that made the company successful in the first place.



In the episode, Cindi shares how her father built a small injection molding company after losing his job, and how she and her husband Alan took over in 1989, eventually acquiring the business in 2005. The conversation covers their engineering backgrounds, the acquisition of Northeastern Plastics, managing seasonality, implementing ERP systems, and navigating Alan's health challenges. Cindi also discusses integrating her two sons into the business and her vision for simplification, succession, and long-term growth.

"We are thrilled to share our family's story with the world, especially other B2B family businesses who likely see parallels with their own experiences," says Rob Heyen, Sales Manager and son of Cindi and Alan Heyen. In the episode, Cindi shares a story many business owners will recognize from family members stepping in to help, the constant balancing act between tradition and innovation, operational complexities, succession, and the systems required to keep moving forward.

To listen to the full podcast visit [www.jedpooltools.com/](http://www.jedpooltools.com/)

*(I suggest you post on your website so that folks go to your website first*

Apple Podcasts: <https://lnkd.in/eYaAxC6a>

Listen to the full episode on Spotify: <https://lnkd.in/esQzSdZR>

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***About JED Pool Tools***

*JED Pool Tools has been making high-quality pool tools and pool accessories in the USA for over 30 years. JED Pool Tools sells over 400 different products including residential and commercial skimmers, leaf rakes, poles, wall brushes and vacuum heads as well as hoses and through-wall skimmer parts. JED is a family-run company with 3-generations of Heyen family working for the company and is committed to creating and providing jobs for residents of Scranton, PA. JED is proud of and committed to manufacturing in the USA, many it its own facility in Scranton, PA. To learn more about the company and its products visit [www.JEDPoolTools.com](http://www.JEDPoolTools.com).*