

Western Rooter CEO John Bottala Chosen to Lead Housecall Pro's 2026 Trades Thursday San Diego Regional Hub

CEO of \$25M+ Southern California home-services company and will host regional gathering for contractors on October 1, 2026.

SAN DIEGO, CA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Western Rooter & Plumbing CEO John Bottala](#) has been selected to host Housecall Pro's San Diego Regional Hub for Trades Thursday 2026, a nationwide October 1 event bringing home-service professionals together in communities across the country.



Western Rooter CEO John Bottala to host Housecall Pro trades thursday event in san diego

Bottala, who leads a family-owned Southern California home-services company with more than \$25 million in annual operations, will host contractors, business owners, operators and other industry professionals at the San Diego gathering. The event is designed around peer-to-peer learning, practical business conversations and stronger connections among professionals working in plumbing, HVAC, electrical and other skilled trades.

“

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John Bottala, CEO of Western Rooter & Plumbing

[Housecall Pro says Trades Thursday](#) will bring Pros together in more than 15 cities nationwide on October 1. Regional hub events are expected to include educational sessions, opportunities to connect with other contractors, professional headshots, Milwaukee Tool giveaways, food and drinks. Attendance is free and open to home-service professionals.

The San Diego hosting role follows another major industry recognition for Bottala. Earlier this year, he was named to Housecall Pro's inaugural Trades 40

Under 40 Class of 2026, a program created to recognize younger professionals helping advance the skilled trades through leadership, craftsmanship, customer trust, team building, community involvement and business excellence.

The recognition was highly competitive. Housecall Pro reports that its first Trades 40 Under 40 class was selected from more than 1,300 nominations across 44 states, representing professionals from plumbing, HVAC, electrical, roofing, landscaping and other home and commercial service industries.

For Bottala, the recognition and hosting opportunity come after years of building Western Rooter in one of the country's largest and most competitive home-service markets.

Western Rooter serves customers throughout Los Angeles, Orange and San Bernardino counties while remaining independently owned and family operated. The company has grown into a \$25 million-plus operation while continuing to expand its workforce, infrastructure, technology and service capabilities.

That scale creates challenges that go well beyond performing the technical work itself.

As a service company grows, coordinating dispatch, customer communication, estimating, field operations, management, employee development and the overall customer experience becomes increasingly dependent on the systems operating behind the scenes. For Western Rooter, Housecall Pro has become an important part of that infrastructure.

The company has used the platform for more than six years, with more than 50 Western Rooter employees actively working within Housecall Pro across dispatch, customer service, field operations, estimating, management and other areas of the business.

That long-term adoption gives Bottala experience not only as a trades business owner, but as an operator who has had to integrate technology and standardized systems into the daily operation of a growing, multi-county service company.

"Running a profitable trades company in Southern California requires great people, but it also requires great systems," Bottala said. "Housecall Pro has been behind our team for years, and I'm genuinely grateful they asked me to host Trades Thursday in San Diego. I'm looking forward to meeting other owners and Pros, sharing what we've learned and probably learning quite a bit from everyone else in the room too."

The operator-to-operator exchange Bottala described is a central part of the Trades Thursday format.

Rather than limiting the event to a single national gathering, Housecall Pro is organizing regional hubs and local meetups throughout the country, giving contractors an opportunity to meet other

professionals closer to the markets where they actually operate. Housecall Pro describes the October 1 event as open to every Pro, with regional events built around local connections and practical conversations within the trades.

For Southern California contractors, those conversations come at a time when the home-service market continues to evolve.

[Housecall Pro's 2026 State of Home Service Spending](#) research, based on a survey of more than 1,100 U.S. homeowners, found that nearly all respondents planned to spend on home projects during the year. Seventy-nine percent expected to repair or replace at least one home system, while 72% said they would pay more to have an emergency issue resolved within 24 hours.

Those expectations create opportunity for contractors, but they also increase the importance of operational execution.

As homeowners compare providers and expect faster communication, greater transparency and reliable service, established trades companies increasingly have to excel at both sides of the business: performing skilled field work and building the operational systems needed to consistently deliver it.

Western Rooter's growth provides one example of that evolution.

The company has served Southern California communities for more than four decades, building on its plumbing roots while continuing to invest in employee development, technology, operational systems and customer experience. Its expansion has taken place while competing in a densely populated Southern California market with a large number of local and regional service providers.

Bottala's selection gives contractors attending the San Diego event an opportunity to connect with an owner currently managing those challenges at scale while also hearing from other professionals facing many of the same decisions within their own businesses.

Housecall Pro itself has expanded beyond field-service software into broader initiatives focused on the skilled trades. The company says its platform is trusted by more than 200,000 home-service professionals and provides tools for scheduling, dispatching, invoicing, customer communication, automation and other field-service operations. Its industry programs now include Champion the Trades, Trades 40 Under 40, scholarships and other efforts focused on education, recognition and workforce development.

For Western Rooter, hosting the San Diego Regional Hub represents another step in the company's increasing involvement in the broader home-service industry and an opportunity to contribute lessons learned from more than four decades of operating in Southern California.

Trades Thursday 2026 will take place October 1, 2026, with Bottala hosting the San Diego Regional Hub.

About Western Rooter & Plumbing

Western Rooter & Plumbing is a family-owned Southern California plumbing and home-services company serving residential, commercial, property management, HOA and multi-unit customers. The company provides plumbing, drain and sewer services, water heater service, hydro jetting, pipe repair and 24/7 emergency plumbing throughout Southern California.

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