

JAN 2025 | ISSUE 08

# POOLNATION

**JOSH SANDLER**  
**GOLD MEDAL POOLS**

**SPOTLIGHTS & INSIGHTS**



**15 MUST-HAVES**  
**FOR POOL & SPA DEALERS**  
**IN 2025**

**PSP EXPO 2024**  
**THOUSANDS GATHER FOR**  
**INNOVATION AND EDUCATION**

**BUILDER OF THE YEAR**  
*Sandler's Gold Medal Pools*



# 2024

## PSP EXPO UNITES THE INDUSTRY IN DALLAS

The 2024 International PSP Expo transformed Dallas into the epicenter of the pool and spa industry, drawing thousands of attendees eager to connect with top innovators, leading manufacturers, and industry experts. The three-day show is the industry's premier event, offering top-notch networking opportunities, latest product trends, educational sessions, and the chance to mingle with the best and brightest minds shaping the future of the industry.

Dallas-based Informa once again put on a spectacular expo, drawing thousands of professionals and over 450 manufacturers and suppliers. The event was held Nov. 12-14, 2024, in downtown Dallas at the Kay Bailey Hutchison Convention Center. Pool pros came from all over the world to interact and exchange ideas to help their

businesses grow and thrive in a competitive industry.

"The energy and enthusiasm at this year's PSP Expo were nothing short of extraordinary," said Edgar De Jesus of Pool Nation. "The show was certainly a success, and we received countless positive emails from others in the industry. Events like the PSP Expo are a game-changer because they create a sense of community, bringing everyone together to share ideas, learn from one another, and gain inspiration."

Pool Nation works with pool professionals each day who often work on their own and face unique challenges in their businesses. John Flawless said the show leaves them feeling energized and hopeful after meeting others like them.

# Pool Nation Conference

## DEBUTS WITH GROUNDBREAKING EDUCATION AND SUPPORT FOR PROS



This year's expo reached new heights with the launch of the inaugural Pool Nation Conference, a dynamic pre-conference event that took place before the PSP Expo for three days. The conference offered cutting-edge education, hands-on training, and actionable business strategies to help pool professionals succeed.

This comprehensive approach was designed to give professionals a competitive edge in service excellence and business expertise.

De Jesus emphasized Pool Nation's mission to empower pros with the tools and resources needed to excel in every aspect of their work. "The conference was created to meet the real needs of people on the ground, and the response has been overwhelming," he added.

Patrick Wetzel traveled from Montauk, New York, with his son to attend the Pool Nation Conference. As the owner of a pool and hot

tub service company in Suffolk County, Wetzel saw the event as a chance to expand his expertise beyond the technical side of the industry.

For me, I'm a mechanical guy—I'm great with heaters, plumbing, and that kind of stuff," he explained. "Automation can trip me up sometimes, so having hands-on learning opportunities was invaluable. We really enjoyed our time with Pool Nation." Omar Falcon traveled from Puerto Rico for the Pool Nation Conference and International PSP Expo. He said it's one of the best weeks the industry has to offer.

"We've been looking forward to this week, and it's been an incredible experience," said Falcon, who was also nominated for the 2024 Pool Guy of the Year Award. "I'm still soaking it all in. From the hands-on training to the networking opportunities and educational sessions, it's been a memorable event that truly elevates the industry for pool professionals."

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- Stay ahead with an in-depth understanding of OSHA requirements to nip any potential complaints in the bud.

The nationally approved Pool & Spa Apprentice Training Committee ([PSATC](#)) has integrated OSHA 10 into their educational curriculum, emphasizing its significance in fostering a safer and compliant pool industry.

*"Having had the opportunity to witness the OSHA 10 course with Lauren Broom over the past two years," says President & Chair David Hawes, "it is evident that it is an invaluable asset to the pool industry. Lauren's expertise combined with the relevance of the course material ensures that our professionals are well-equipped to manage workplace hazards and operate safely."*

# INTERACTIVE ENGAGEMENT & INDUSTRY MOMENTUM

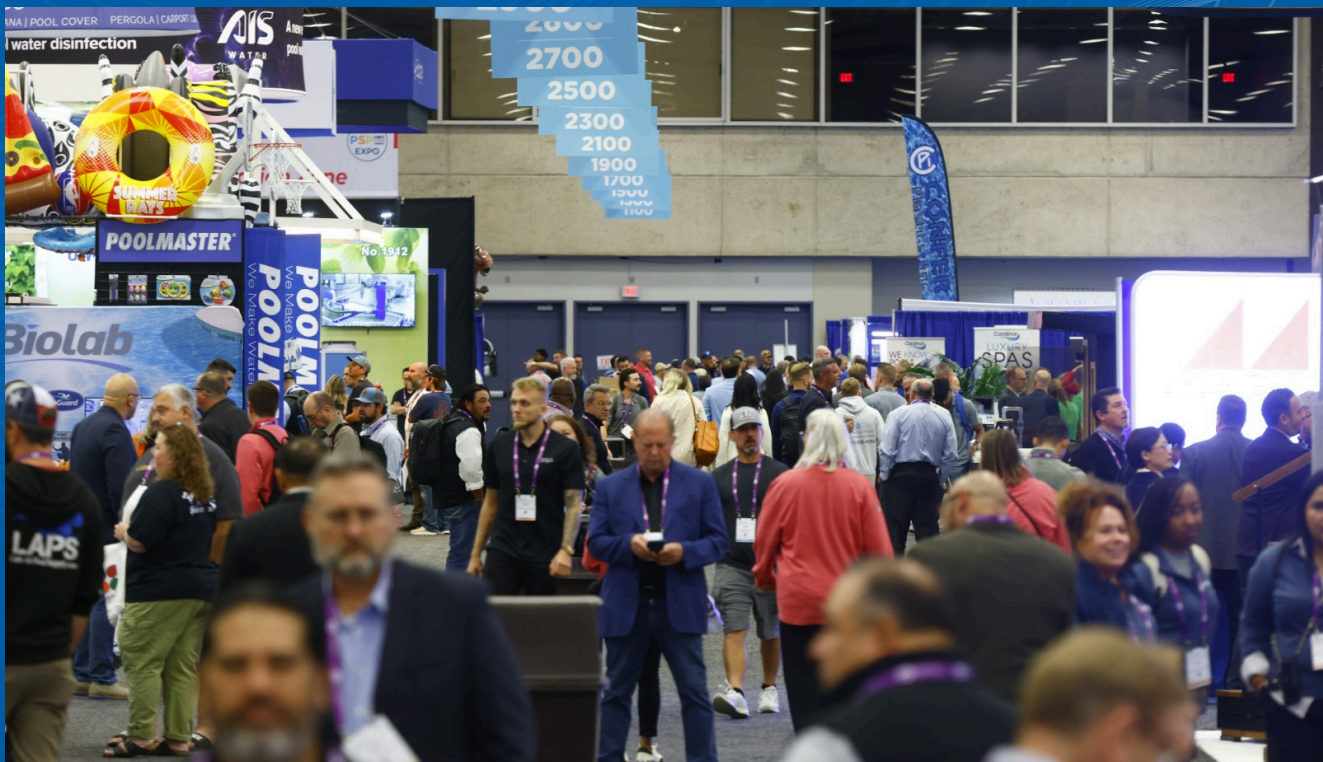
Attendees at the PSP Expo didn't just browse new products—they engaged directly with industry leaders who are shaping the future of pools and spas. Exhibitors across the board reported outstanding booth traffic and high-value conversations.

"The engagement this year was incredible," said Don Douglas from RevdUp Apparel. "The Pool Nation partnership brought an added layer of energy and professionalism that made this one of the best shows we've ever had."

John noted that both attendees and organizers were thrilled with the strong turnout and engagement throughout the show.

"A representative from Nidec Motors told us this was one of their best shows ever," he shared. "They emphasized the valuable connections they made with pool professionals and builders, which exceeded their expectations."

"Raypak Concluded the year with a powerful performance at the Pool Spa Patio Expo, reinforcing our position as the premier pool heater manufacturer and solidifying our stance as one of the New 3. A heartfelt thank you to all the pool professionals who trust in Raypak and our exceptional products like the AVIA. Together we are not just heating pools but igniting a future of excellence and innovation". Said Justin Reyes Pool Marketing and Training Manager at Raypak"





## WHY POOL NATION MATTERS

Pool Nation's involvement brought a fresh focus on education and skill-building. The Pool Nation Conference included hands-on boot camps, where attendees learned advanced service techniques and troubleshooting strategies, as well as business development sessions tailored to help small businesses thrive.

Derick Barber, with Dallas-based Pristine Pool Service, attended the conference to get more hands-on experience in maintenance and service. He was excited that it was held in his hometown of Dallas.

"This conference is important because it gives us the knowledge we need to stay updated on the industry," Barber said. "Everything is changing, so we want to make sure we're on top of it and fully understand what's happening."

What Pool Nation is doing is incredibly helpful because we get answers here—that's what we like."

Pool Nation's mission to empower industry professionals was also evident in their emphasis on creating a balance between the technical and operational sides of the business. By addressing the challenges that pool builders and service providers face post-COVID, Pool Nation offered innovative solutions for sustainability and growth.

"Builders may be slowing down in the post-COVID market, but service professionals are the lifeblood of this industry," said Zac Nicklas. "We're here to ensure they have the tools, training, and connections they need to thrive in any market condition."

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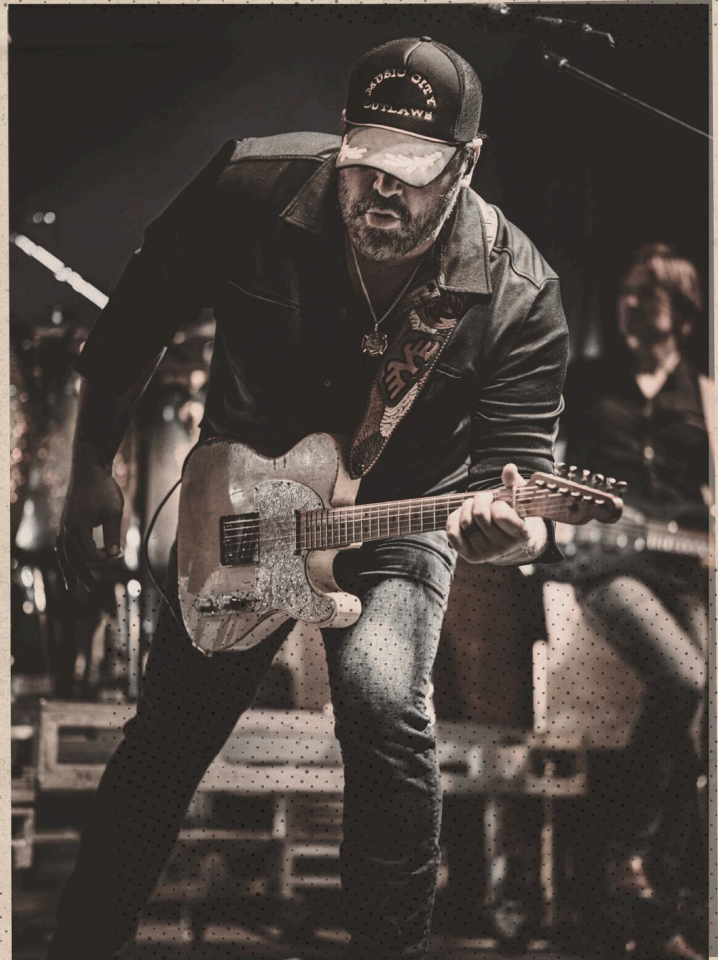


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# SANDLER'S GOLD MEDAL POOLS

WINNER OF POOL NATION'S POOL BUILDER  
OF THE YEAR **2024** AWARD

# Josh Sandler and His Team Transforms

## GOLD MEDAL POOLS INTO **A POWERHOUSE** WHILE STAYING TRUE TO THEIR ROOTS

**J**osh Sandler didn't grow up dreaming of building pools—in fact, he swore he never would.

But life has a way of leading us back to our roots, and today, Sandler is the Owner and CEO of Gold Medal Pools, one of the industry's most recognized names. Known for creating iconic projects like the Lazy River at Dr. Pepper Ballpark and the sleek rooftop pools at the Omni Hotel and TWELVE, Sandler has built more than just pools—he's built a legacy.

*A lot of people in this industry focus solely on the work, but for me, it's about the relationships—whether it's with our team, our clients, or the community. That's where the real value is.*



### **A CHILDHOOD IN POOLS, BUT NOT BY CHOICE**

Growing up in the North Dallas area, Sandler's early life was shaped by his father. Steve, a hands-on, blue-collar worker, founded Gold Medal Pools in 1997 after decades in the industry. Josh spent his youth bouncing between divorced parents and helping out with the family business whenever needed. "If something needed to get done, you did it. That's just how we operated," Josh said.

But Sandler wasn't always enthusiastic about pools. "When my friends were swimming in pools, I was working in them," he recalled with a laugh. "I swore I'd never go into the family business." That mindset led him to pursue business school and work for a technology incubator, where he learned how to scale companies and create value. However, those experiences eventually brought him full circle, back to pools.

### **A LESSON IN BALANCE**

After college, Sandler returned to Gold Medal Pools, initially thinking it would be a temporary stop before law school. "I thought it was just a stepping stone," he said. "But as I started working with clients and understanding the business side, I saw tremendous potential." What began as a small operation—a passion project for his father—quickly evolved under Sandler's leadership.

Today, Gold Medal Pools employs over 200 professionals and has left its mark on the pool industry with high-profile projects like the Crystal Lagoon at Windsong Ranch and the hardscapes at Grandscape.

Sandler attributes much of the company's success to a shift in his perspective. "At first, I saw pools as just what my family did. But when I started looking at it through a professional lens, I realized how much we could elevate the industry."

## A LESSON IN BALANCE

For years, Josh was laser-focused on growing the business, often at the expense of personal time. A pivotal moment came on his son's first birthday. "It was a Saturday, and I went to the office like I always did," he recalled. Unbeknownst to him, his wife had planned a surprise party with friends and family. "She called me and said, 'I need you to come home.' I told her I was busy and couldn't leave work." After a second call where she revealed the surprise, Josh rushed home, but the moment stuck with him. "It made me realize I needed to work smarter, not harder, so I could be there for my family."

This wake-up call changed his entire life. "I couldn't do it all on my own shoulders. I had to learn to delegate, trust my team, and create a scalable model."

Josh's leadership style has evolved over the years. Early in his career, he was a hard-driving perfectionist, focused on results at all costs. "I was a 'win at all costs' kind of guy," he said. "But I realized that to truly lead, you have to serve."

Through mentorship, business coaching, and tools like personality tests, Josh worked to refine his approach.



"Leadership isn't just about driving results; it's about understanding your team and empowering them to succeed." This philosophy extends to the company's younger employees. "A lot of our pool cleaners are young adults. We're not just teaching them to clean pools; we're teaching them to be responsible, upstanding members of their communities."



## THE IMPORTANCE OF COLLABORATION

For Josh, industry events like Pool Nation are vital. "This industry is so fragmented—there's no one standard way of doing things," he explained. "Bringing people together to share ideas and collaborate is essential. Just because something worked for decades doesn't mean it can't be improved."

Josh believes that adaptability is key to staying relevant in a changing market. "With new technology, consolidation, and shifting employee dynamics, doing things the same way we always have isn't an option. We have to evolve, or we risk becoming obsolete."

While Josh is proud of Gold Medal Pools' achievements, his greatest joy comes from his family. "We have kids excelling in high school, exploring sports, and looking at colleges. Watching them grow into amazing young people is the most rewarding part of my life," he said. His son recently got his driver's license, giving the family a "built-in chauffeur" and more flexibility to juggle their busy lives.

Josh also sees parallels between parenting and leadership. "The lessons I've learned raising my kids translate directly to how I run the business. It's all about creating a foundation for growth, whether it's for my family or my team."

As Gold Medal Pools continues to grow, Josh is excited about scaling the service and maintenance side of the business across the country. But his focus remains on the bigger picture. "Whether it's in business or at home, it's about building something meaningful—something that lasts."





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# 15 MARKETING MUST-HAVES FOR POOL & SPA DEALERS IN 2025

By Lindsay Surmacz



**T**he pool and spa industry has been a roller coaster over the past few years. And not a typical roller coaster either.

More like one of those weird beasts with a chain lift in the middle of the ride, rumbling its passengers through an unexpected succession of highs, lows, and blind turns. And with 2025 on the horizon, there's more track up ahead.

With a new presidency beginning, shifts in consumer confidence, disposable income, and spending priorities will inevitably impact how consumers behave and, thus, how businesses operate.

Thriving in this environment amidst growing competition will demand dealers be more humble, curious, and energetic than ever because no car stays on the track if the wheels are falling off.

If you're a pool or spa dealer committed to sustaining or growing your business in 2025 and beyond, adaptability, collaboration, and forward-thinking are essential—especially when it comes to your marketing. As AI continues to develop and new user trends emerge across different digital platforms, it's important to look at the entire menu of marketing solutions and conceive

how they can work in concert to achieve optimal results. Be honest about what will serve you best, and if you need help from the pros in deciding, be humble enough to seek it.

In the meantime, The Get Smart Group has compiled a list of key marketing strategies that will define success in the coming years—and how to implement them effectively.

## HOW DEALERS CAN COMPETE IN 2025

In many ways, marketing is like water maintenance in a pool or hot tub. It involves applying specific treatments at specific times in

specific amounts based on changes in the weather and who's going to be in the water.

This is especially true in the digital marketing landscape. There is no "magic bullet"—no single thing that's going to make everything work the way you want it to.

Successful, sustainable businesses use a multi-pronged approach to their digital marketing strategy based on their current standing in the market and their goals for growth. Furthermore, they budget the time needed to conceptualize, test, and revise within the strategy based on performance. Pro tip: These things are never quick.



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# 1 ENHANCED DIGITAL PRESENCE: ORGANIC AND PAID MEDIA

Think of your website as your storefront—it's the first impression potential customers have of your business. But a great website is just the beginning. Your online presence needs to be backed by strong local SEO and a vibrant paid media strategy to ensure customers can find you and engage with you where they spend their time online. Without this, you're invisible to a large portion of your potential audience.

# 2 TARGETED LEAD GENERATION CAMPAIGNS

Gone are the days of generic advertising. Today's customers expect personalized offers and content that speaks directly to their needs. Whether you're promoting hot tubs, swim spas, or saunas, precision-targeted PPC ads and segmented email campaigns can ensure you're reaching buyers ready to take action.

This is where a well-built, well-managed CRM system becomes vital. With the right CRM, you can deliver both cutting-edge email marketing and report on your ROI.

# 3 SEASONAL PROMOTION PLANNING

Seasonality is a double-edged sword in this industry. While certain times of the year bring a surge in interest, you must plan far ahead to capture that demand effectively. A well-thought-out promotional calendar with tailored messaging and timely ads can help you maximize your revenue during peak sales periods.

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# 4 VIDEO MARKETING FOR VISUAL APPEAL

Pools and spas are visually driven purchases. High-quality videos showcasing installations, customer testimonials, and product demos allow potential buyers to envision themselves enjoying your products. Video builds trust and makes your brand memorable, giving you a clear edge over competitors relying solely on static images.

# 5 DATA-DRIVEN DECISION MAKING

You can't manage what you don't measure. Analyzing customer behavior, ad performance, and sales data allows you to refine your strategies, identify what's working, and cut what isn't. In a world of rising ad costs, this approach ensures every dollar is spent wisely.

Again, a healthy CRM system is essential to manage and measure your sales prospects.

## 6 DIVERSE PRODUCT MARKETING

Swim spas, saunas, and cold plunges are blooming markets that represent significant growth opportunities. However, these products require a different marketing approach than pools or hot tubs. Dealers who can effectively communicate the benefits of these offerings will tap into a growing wellness-focused audience.

## 7 DIFFERENTIATION FROM BIG-BOX COMPETITORS

Let's face it: big-box stores, discount outlets, and online companies are tough competition. To win over customers, you must emphasize what sets you apart—like personalized service, expertise, and post-sales support. Clear, consistent messaging that highlights these strengths can build trust and loyalty.

## 8 RETENTION-FOCUSED MARKETING

Acquiring a customer is just the beginning. Email campaigns, loyalty programs, and helpful maintenance tips can keep customers engaged and drive repeat business. This isn't just about retention. It's about transforming satisfied buyers into lifelong brand advocates.

## 9 BRAND AUTHORITY THROUGH THOUGHT LEADERSHIP

Publishing blogs, articles, and guides can position your business as the go-to expert in your market. When potential customers see you as a trusted resource, they're more likely to choose you when they're ready to buy.

## 10 ADAPTING TO CHANGING BUYER PREFERENCES

Younger homeowners are increasingly entering the market, bringing with them a preference for eco-friendly products, automation, and wellness-focused solutions. Your marketing must address these values directly, or you risk alienating this influential segment of buyers.

## 11 SOCIAL PROOF AND REVIEWS MANAGEMENT

Reviews can make or break a sale. A strong reputation on platforms like Google and Yelp not only attracts new customers but also reassures them that they're making the right choice. Actively managing and showcasing positive reviews is one of the simplest yet most effective ways to boost credibility.

## 12 GEO-TARGETING FOR LOCAL OUTREACH

Your customers are local, and your ads should be too. Geo-targeted campaigns allow you to focus your marketing dollars on the areas most likely to generate sales, ensuring you're not wasting resources on irrelevant leads.

This is especially vital for dealers who do both pool and spa marketing. If you have suburban and urban service areas, your pool leads are going to come from a different swath of the map than your hot tub leads.

## 13 MOBILE-FIRST MARKETING

With most web traffic coming from mobile devices, having a mobile-responsive website and mobile-friendly ads isn't optional—it's critical.

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## 14 LEVERAGING AI FOR MARKETING EFFICIENCY

AI isn't just a buzzword. It's a powerful tool that can help you streamline your marketing efforts. From personalized email campaigns to smarter ad targeting, leveraging AI can help your marketing channels stay ahead of competitors who are still doing things the old-fashioned way.

That being said, always quality-check the work AI gives you - especially when it comes to writing. "Dive in," for instance, is a widely overused and sometimes inappropriate phrase AI generators often spit out for pool and spa marketing prompts. Why would anyone "dive in" to a hot tub? Don't write it. Don't say it.



## 15 MAXIMIZING LIFETIME VALUE (LTV)

It's far more cost effective to sell to an existing customer than to acquire a new one. By focusing on service contracts, accessory sales, and ongoing customer engagement, you can significantly increase the lifetime value of each customer and secure steady, predictable revenue.

This is where dealers need to think seriously about investing more in their service departments. The pandemic-era boom of new pool builds and hot tub purchases is over. But the demand for maintenance and repair services is still high. Consequently, pool and spa marketing will follow dealers who want to invest in a profitable service department.



## READY TO MAKE 2025 YOUR BEST YEAR YET?

Navigating these challenges requires more than good intentions—it takes a solid strategy and expert execution. At The Get Smart Group, we don't just "specialize in pool and spa marketing." We help dealers, and home improvement entrepreneurs like you flourish in your local markets using data from cutting-edge tools and the creative talents of our team. With these advantages in your corner, you're more likely to grow your business at a healthy, sustainable rate.

We want you to have the best people and the best tools to promote your success in 2025 and beyond. [Reach out to schedule an exploratory meeting](#), and we can answer questions you have on the following topics:

- Website Development and Management
- SEO (Content-Based and Technical)
- Paid Media (e.g., Google ads, Meta ads, YouTube ads, etc.)
- CRM tools for email marketing and sales metrics
- Digital Signage

Connect with us at  
[\*thegetsmartgroup.com\*](https://thegetsmartgroup.com).



**Show Dates: Feb 6-8**

**Long Beach, CA**

**Class Schedule**



**2025**



# 47th Annual Western Pool & Spa Show ~ February 6-8, 2025

Seminars & Speakers subject to change or cancellation without notice / CHECK westernshow.com FOR UPDATES OR CHANGES

## THURSDAY, FEBRUARY 6, 2025 / EXHIBIT HOURS 6-9 P.M. / OPEN TO THE TRADE ONLY / REGISTRATION REQUIRED / NEW SEMINARS

Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
1 PM TO 2:45 PM	Electricity for the Service Professional Mike Childress, Pentair	Adding Commercial Service to Your Route Gary Heath, The Pool Doctor	Heat Pump - Installation, Maintenance, and Troubleshooting Tips Creighton Coleman & Bernardo Torres, Fluidra	Elevating Pool Care: Comprehensive Responsibilities of a Modern Pool Pro Terry Arko, HASA	Salt Troubleshooting Edgar Yesayan & Randy Stiff, Hayward	Profitable Pool	AquaRite S3 & Solucion de problemas de sal Alex Capous and Roberto Sablon, Hayward	Solar Pool Heating System Design, Installation & Service Dan Sizelove, Aquatherm	Basic Electrical for Pool and Spa Technicians Bill Hamilton, E.P. Hamilton & Assoc.
3 P.M. TO 3:45 P.M.	Bioshield UV Systems Scott Parker, Pentair	Technical Service Training for In-Floor Cleaning & Circulation Jaime Guzman, Pentair	Infinite WaterColor Lights Installation, Operation, and Troubleshooting Creighton Coleman & Bernardo Torres, Fluidra	Filtration: How it Impacts Performance and Your Profitability Bryan Chrissan, AquaStar	Advanced Sanitization UV/Ozone Rick French, Hayward	Inspections Rick English	Proceso de oxidación avanzado: características y solución de problemas de HydrAPure Alex Capous and Roberto Sablon, Hayward	Owning the Backyard Kyle Trepp, PAL-Lighting	New Salt System Called I-Pure David MacCallum, Bob Sadler, Intermatic
4 P.M. TO 5:45 P.M.	Hydraulics for the Service Professional Mike Childress, Pentair	New Plaster Startups: The Do's, Don'ts and Must Knows Joey Chavez, National Plasterers Council	Microbial and Chemical Hazards in Rec. Water: Dilution and Filtration Roberto Flores, HidroKlearWELL	Business Efficiency: Masters Operational Efficiencies for Success Edgar, Zac, John, Pool Nation	AquaNaut "The Pool Cleaner" Hands-on Tear Down Nowell Stellers, Hayward	MEETING ROOM	The Pool Cleaner / AquaNaut Manos en la descomposición del limpiador Alex Capous and Roberto Sablon, Hayward	MEETING ROOM	Entendiendo la química de cloración Ernie Penado Orenda / HASA Clases En Español

## FRIDAY, FEBRUARY 7, 2025 / EXHIBIT HOURS 2-6 P.M. / OPEN TO THE TRADE ONLY / REGISTRATION REQUIRED / NEW SEMINARS

Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
8 A.M. TO 9:45 A.M.	IntelliCenter Programming Chris Phelps, Pentair	Avoiding Algae - What you need to know John Weber, Biolab	Smart Gas Fired Pool and Spa Heater Creighton Coleman & Bernardo Torres, Fluidra	Mastering Heat Pumps: Efficiency & Installation Essentials, Brad Duncan, RayPak	Omni Controls Rick Ruggles, Hayward	Pool Plaster Issues	Hayward Omni Automation - Programación y características Alex Capous and Roberto Sablon, Hayward	Potential Changes to National Electrical Code Bill Hamilton, Hamilton & Assoc.	La química feclide Bob W. Lowry para piscinas residenciales Ernie Penado, Orenda/HASA Clases En Español
10 A.M. TO 10:45 A.M.	Filter Safety Carlos Gomez, Pentair	New Salt System Called I-Pure David MacCallum, Bob Sadler, Intermatic	Setup and Programming of Variable Speed Pumps Creighton Coleman & Bernardo Torres, Fluidra	Ensuring Financial Security: Protecting Your Future, Family and Business Edgar, Zac, John, Pool Nation	Heat Pumps Stan Taylor, Hayward	Que Hales, OnBalance	Hayward Meetings	Title 24 Compliant Pool Heating with Solar Thermal Systems Dan Sizelove, Aquatherm	Chemical Conflicts & How to Avoid Them Eric Knight, Orenda / HASA
11 A.M. TO 12:45 P.M.	IntelliCenter Automation System Carlos Gomez, Pentair	Understanding Ozone Paolo Benedetti, Tim Chow, Watershape University	Configuración y programación de bombas de velocidad variable y luces de colores de agua infinitas Fluidra, Clases En Español	Understanding Financials, Business Metrics and Your Cost of Service Zac, Edgar, John, Pool Nation	Commercial Sanitization and CAT Controls Ryan Glorioso, Hayward	Best Practices for Prepping Acid Washing and Neutralizing Pools Alan Smith and Tom Cruz	Heater - Solución de problemas e instalación adecuada Alex Capous and Roberto Sablon, Hayward	Level Up Marketing Business with AI John Limbocker, Internet Dominators	Bob Lowry's Pool Chemistry for Service Pros Terry Arko, HASA
1 P.M. TO 2:45 P.M.	IF3 Pump Pentair Home & Pro App Connections Carlos Gomez, Pentair	Stain Prevention and Removal David Schaffer, Jacks Magic	Calentadores Inteligentes de Gas para Piscinas y Spas Fluidra Clases En Español	Profit Strategies: Growth Through Customer-Centric Approaches Edgar, Zac, John, Pool Nation	Heaters Stan Taylor & Jacob Houser, Hayward	Scaling and Cracking: Causes and Solutions Joey Chavez, National Plasterers Council	Pool & Spas - 2025 Energy Code and Appliance Standards Requirements Nick Brown, Energy Code Ace	Heat pump pool heaters - How they work, What they need, Pros and cons Brad Duncan, Raypak	

## SATURDAY, FEBRUARY 8, 2025 / EXHIBIT HOURS 1-6 P.M. / OPEN TO THE TRADE ONLY / REGISTRATION REQUIRED / NEW SEMINARS

Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
8 A.M. TO 9:45 A.M.	IF3 VSF Pump with Pentair Home & Pro apps Connected Devices Tony Silva, Pentair	The Attendant Automation - Programming and Installation David Jones, Poolside Tech	Microbial and Chemical Hazards in Rec. Water: Dilution and Filtration Roberto Flores, HidroKlearWELL	Mastering Water Chemistry: Essential Principles for Pool Care Alicia Stephens, Bio Lab	Introducing Pool Inspection Process for Real Estate Transactions, Paolo Benedetti, Watershape University	Chemical Safety Terry Snow, John Weber, PHTA RWAQC Committee	Technology Efficiency, Communication & Growth Aaron Redford, Mizu Pool Covers	Lawsuit Protection & Tax Reduction Strategies Larry Oxenham, American Society for Asset Protection	Problems and Solutions: Lite-Scale/Etching, Cracking Joey Chavez, National Plasterers Council
10 A.M. TO 11:45 A.M.	Filter Safety and Filtration Tips Scott Parker, Pentair	The Untold History of Chlorine in Swimming Pools Roy Vore, Vore and Associates LLC	Certified Stain Specialist David Schaffer, Jack's Magic	Innovations in Algae Treatment: Essential Insights You Didn't Know You Needed Alicia Stephens, Bio Lab	Developing Design Discipline Habits to Make You a Better Designer Jason Brownlee, Watershape University	Modern gas-burning pool heaters; small footprint, big heat Brad Duncan, Raypak	How a Pool Works Robert Foutz, Jr., Purity Pool	Licencia DE Contratista Clases En Español Arturo Torres	Tracking, Standardizing and Forecasting Water Chemistry Eric Knight, Orenda/HASA
NOON TO 1:45 P.M.	Pentair Salt Chlorine Generators Scott Parker, Pentair	Setting Standards and Expectations Gary Heath, The Pool Doctor	Setting Standards and Expectations Gary Heath, The Pool Doctor	Mastering Hydraulics Steve Barnes, AquaStar	Transitioning from Service to Construction Paolo Benedetti, Watershape University	Advanced Water Chemistry Que Hales, OnBalance	Rola Chem ORP Controllers and Applications Todd Schwab, James Mason	The Future of Easier Pool Water Care Dwayne May, King Technology	Best Practices for Prepping Acid Washing and Neutralizing Pools Alan Smith and Tom Cruz

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  - Thursday - 5:00 pm - 7:30 pm
  - Friday - 12:00 pm - 5:00 pm
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