

FEB 2025 | ISSUE 09

# POOLNATION

SPOTLIGHTS & INSIGHTS



**INSURANCE  
ROADMAP TO  
SUCCESS**

**2025 BIOGUARD  
LEADERSHIP  
CONFERENCE**

**HUNDREDS GATHER FOR  
INNOVATION AND EDUCATION**

## EMBRACING THE FUTURE

*Poolside Tech - The Attendant*

# POOL NATION®



## BOOT CAMP

TRAINING

# HANDS - ON



Join us at Heritage Headquarters on March 27th and 28th. Day one is our Hands-On installation and programming trainings and day two technical and business classes for every pool pro.

## HANDS - ON

Thursday March 27

9 AM to 5:30 PM



## TECHNICAL & BUSINESS

Friday March 28

9 AM to 5:30 PM



POOLSIDE *Tech*

**Pump  
Installation**

**Heater  
Repair**

**Automation  
Installation**

**Wiring the  
Pad**

# EMBRACING THE FUTURE

## HOW POOLSIDE TECH IS INSPIRING THE POOL

### Industry with The Attendant

When Bob Doan built his first swimming pool at the age of 30, he imagined endless afternoons lounging in pristine waters and stress-free maintenance. But the reality was far from idyllic. Pool equipment would fail without warning, leaving his backyard oasis sidelined. Frustrated, Doan couldn't help but think, "there has to be a better way."

Today, as the founder and CEO of Poolside Tech, Doan is turning that frustration into innovation with The Attendant—a cutting-edge pool automation system that's revolutionizing the industry. Homeowners and pool professionals alike are taking notice of its promise to simplify pool ownership and maintenance.

"We didn't just set out to create a smarter pool system," explained Doan, who is based in New Hope, Penn. "Our goal was to make life easier for everyone—whether you're a pool professional or a homeowner who just wants to enjoy your pool without the hassle."

In a market traditionally dominated by a handful of major players, The Attendant has emerged as a trailblazer. It isn't just another automation tool; it's an open-platform solution that puts users in control while streamlining maintenance and improving energy efficiency.



The system blends real-time monitoring with intuitive management tools, all accessible through a smartphone or tablet.

*"We're not asking pros to buy a ton of new hardware," Doan explained. "We're making the equipment they already have work smarter."*

## MEET THE VISIONARIES BEHIND THE ATTENDANT

*Bob Doan's entrepreneurial spirit wasn't born overnight.*

Before founding Poolside Tech, he spent decades in the restaurant technology industry, where he helped innovate systems for predictive analytics and industrial automation in high-pressure environments.



From optimizing kitchen operations and streamlining order processes to implementing real-time inventory tracking, Doan developed a deep understanding of how interconnected systems could enhance efficiency and transform business performance.

"A restaurant is like a factory," said Doan, who attended Rutgers University. "You're constantly trying to optimize processes, reduce waste, and improve efficiency. That same mindset translated perfectly to the pool industry."

The two met while working in the restaurant industry and have collaborated for over 15 years. Their partnership is marked by seamless teamwork, with each approaching problems from different angles to develop the best solutions for both the product and the end user. Driven by determination and a shared vision, Reznik and Doan refuse to stop until their ideas are fully realized.

They spent months identifying inefficiencies in traditional pool systems, often inspired by lessons from their restaurant tech days. "In restaurants, we had to solve simple yet critical problems, like ensuring a cheeseburger was rung up correctly when a customer added cheese to their order," Doan said. "That level of attention to detail is what we brought to pool automation."

The Attendant was designed with both professionals and homeowners in mind. It combines real-time monitoring with user-friendly interfaces, offering features like proactive alerts for equipment issues and operational insights. "If a valve isn't turning or a filter is dirty, the system flags it," Reznik explained. "It doesn't just tell you something's wrong—it tells you what it means and how to fix it."



**Raypak®**

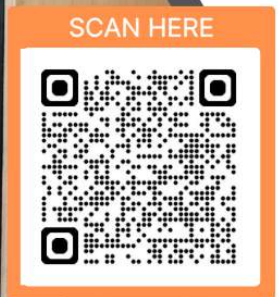


**4TH APRIL 2025**

# **POOL NATION® HANDS ON-BOOT CAMP**

Join us at Raypak's Headquarters on April  
4th 9am to 5:30pm

**\$149.00 Lunch and refreshments  
will be provided**



**AquaStar Pump Installation,  
Programming, Pump Seal  
Replacement and Ozone**



**Raypak  
Installation,  
Programming and  
troubleshooting.**



*POOLSIDE Tech*

**The Attendant  
Automation,  
Installation,  
troubleshooting and  
Programming.**



**Wiring the Pad -  
Understand the  
foundations of  
properly wiring a  
pad.**

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**Raypak Headquarters 2151 Eastman Ave, Oxnard, CA 93030**

*This philosophy of transparency extends to dealers as well. "The goal was never to replace pool professionals but to make their lives easier," Reznik said. "It's like car diagnostics—mechanics aren't upset about tools that pinpoint error codes. Similarly, The Attendant helps pros prioritize what matters most."*

## TURNING FRUSTRATION INTO INNOVATION

The journey to creating The Attendant was far from straightforward. When Doan first encountered the inefficiencies of traditional pool technology, he quickly realized that the challenges went beyond his own backyard.

Joining him in this mission to modernize the pool industry was Reznik, Poolside Tech's Chief Technology Officer, whose complementary expertise and shared vision were instrumental in bringing their idea to life.

"I thought restaurant kitchens were tough until we started working on pool pads," Reznik joked. "Pools have their own set of challenges—harsh weather, high humidity—but the principles of durability and integration carried over seamlessly."

"Pools were stuck in the past," Reznik explained. "Most systems weren't designed with the end user in mind. They were clunky, unintuitive, and completely missed the mark when it came to solving real problems."

Doan's entrepreneurial foundation was built during his 19 years at SICOM Systems, Inc., where he rose to senior vice president. He helped innovate restaurant technology, developing solutions like point-of-sale systems, digital menu boards, and industrial controls for major chains such as Burger King and Popeye's. Reznik's background in restaurant technology also proved invaluable. He had spent years designing systems to endure extreme environments, like the heat and oil splashes of commercial kitchens.



## BREAKING BARRIERS IN A STAGNANT INDUSTRY

**T**he pool industry isn't exactly known for rapid innovation. Dominated by a few major players, the market has traditionally locked professionals into proprietary systems that limit choice and flexibility. The pool industry isn't exactly known for rapid innovation. Dominated by a few major players, the market has traditionally locked professionals into proprietary systems that limit choice and flexibility.

"That's the problem we wanted to solve," Doan said. "The Attendant works with any equipment. It's an open platform, which means pros can mix and match the best components for their clients instead of being forced into one ecosystem."

This approach has already earned Poolside Tech a reputation as a disruptor.

In 2024, The Attendant won "Innovative Product of the Year" at the Pool Nation Awards, cementing its status as a game-changer in the industry.

"For too long, pool professionals have had to work around systems that just didn't make sense," Reznik said. "We've flipped that script. The Attendant empowers pros to do their jobs better, faster, and with fewer headaches."

## 'WE FACED A LOT OF HEARTBREAK'

Breaking into a well-established industry wasn't without its challenges. For Bob and Stan, the journey to revolutionize pool automation was

filled with moments of doubt and frustration. Despite the obstacles, their determination to create a better solution never wavered.

"In the early days, we faced a lot of heartbreak," Doan admitted. "We poured our energy into customizing solutions, thinking we'd finally win over major customers who believed in our vision. But time and again, we lost to bigger players entrenched in the industry. It was gut-wrenching because this wasn't just about a business—it was about proving that innovation could make life better for pool professionals and homeowners."

He says the setbacks only strengthened Poolside Tech's belief in achieving the impossible and drove them to deliver something truly game-changing.

"One of the biggest challenges we faced early on was building trust in an industry that has seen very little disruption," Doan said. "But we listened to the pool professionals and homeowners—really listened. The feedback we got from the people using our systems helped us improve and refine The Attendant into what it is today: a solution that simplifies their lives and raises the bar for the entire industry."

Those early struggles paid off. Today, The Attendant is installed in thousands of pools across the country, and its impact is undeniable. For pool professionals, the system represents not just a tool, but a partner in their work.

It's a collaboration, and we're committed to continuously improving," Reznik said.

# LOOKING AHEAD

## POOLSIDE TECH'S VISION FOR THE FUTURE

Poolside Tech shows no signs of slowing down. With a focus on innovation and usability, the company is already working on new features to make The Attendant even more powerful. But for Bob Doan and Stan Reznik, the heart of their mission remains serving the people who rely on their system every day.

"Our goal is to make pool management as effortless as possible," Doan explained. "Whether it's saving a pro time on an install or helping a homeowner enjoy their backyard oasis without stress, that's what drives us."

This dedication to evolving based on customer needs is evident in their recent partnership with H2Flow and its FlowViz product. The integration allows for advanced hydraulic monitoring, enabling users to optimize energy efficiency and prevent issues like malfunctioning water features. "The updates roll out via software, so even our earliest systems can support the latest features," Reznik explained. Away from the office, both Doan and Reznik lead dynamic lives that reflect their passions and commitments beyond their professional roles.

For Doan, the pursuit of becoming a pilot is an exciting new chapter that fuels his curiosity and sharpens his focus. A devoted father of four, he skillfully balances work and family life alongside his wife, Jennifer Doan, who serves as co-founder and chief revenue officer of Poolside Tech.

Reznik, equally devoted to his family, cherishes his role as a father to his daughter, Victoria, and partner to his wife, Oxana, a clinical pharmacist whose expertise and energy inspire him daily.

When not immersed in his work, Reznik finds rejuvenation on mountain biking trails, where the challenges of the ride bring him clarity and a renewed perspective.

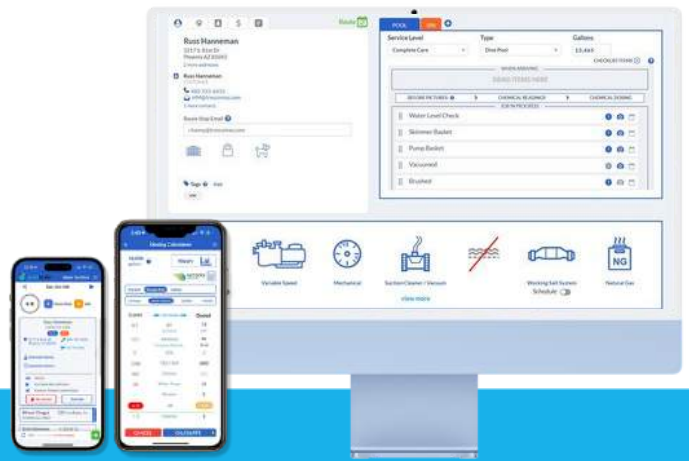
This balance is at the core of their work with The Attendant, a product that blends cutting-edge technology with a relentless focus on customer success. It's not just changing the way pools are managed—it's transforming an entire industry. For pool professionals tired of outdated systems and unnecessary complexity, Poolside Tech offers a simple yet bold message: **Embrace the Future.**







**poolbrain**  
Game Changing Pool Software



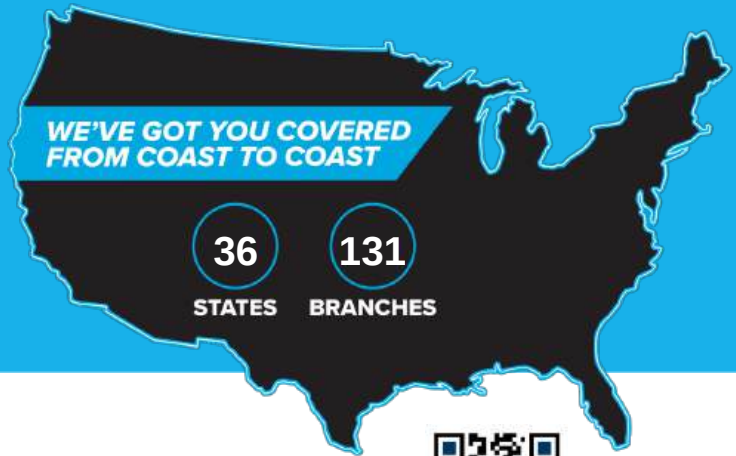
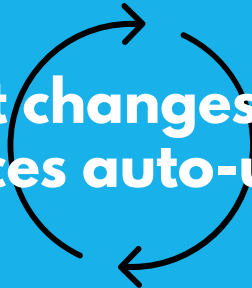
## NEW INTEGRATION



# HERITAGE

POOL SUPPLY GROUP

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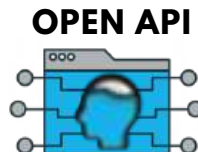
### Other Integrations



Auto-dose or adjust for LSI with Orenda built right in



Advanced integration with automatic 2-way sync



Build your own integrations



Get Spin Touch readings into Pool Brain with one tap



Get data and trigger alerts with daily remote monitoring

# Insurance Road Map to Success

It is important to have a range of insurance coverages. Insurance has a critical role in safeguarding not just your business, but your entire life. A well-rounded insurance portfolio typically includes several key types of coverage to ensure comprehensive protection. While general liability insurance is essential, relying solely on it can leave significant gaps in your coverage. A broader insurance portfolio enhances your overall financial security, offers tailored solutions for various risks, and provides protection for you and your loved ones.

## GENERAL LIABILITY INSURANCE

General liability insurance protects your business from claims involving bodily injury or property damage caused by your business operations, products, or accidents on your premises. However, it typically does not cover everything. This is where additional lines of insurance come into play.

## EXCESS OR UMBRELLA INSURANCE

Consider adding an excess or umbrella policy over your general liability insurance. This type of policy provides additional coverage once your general liability limits have been exhausted. For example, if you face a lawsuit that exceeds your general liability coverage, an umbrella policy can help cover the excess costs, protecting your business from potentially devastating financial fallout.

It's wise to regularly review your insurance needs and adjust your portfolio as necessary to stay adequately covered. A diverse insurance portfolio ensures that you are protected against various risks and uncertainties in life, such as health issues, property damage, liability claims, and more. This comprehensive coverage helps mitigate financial loss in case of unexpected events. There are many types of insurance as well as important aspects of insurance. Here are some coverages when considering insurance coverage:



## LIFE AND DISABILITY INSURANCE

In the unfortunate event that someone involved in your business suffers a serious injury or passes away, life and disability insurance can provide critical financial support. Life insurance helps cover lost income and financial obligations, ensuring that dependents are taken care of. Disability insurance provides income replacement if an owner or key employee becomes unable to work due to illness or injury, helping maintain stability within your business during difficult times.

## BUSINESS OWNER'S POLICY

A Business Owner's Policy combines general liability insurance with property insurance and business interruption insurance. If an unforeseen event, like a fire or natural disaster, forces you to close your business temporarily, business interruption insurance can help cover lost income during that downtime. This ensures that your business can recover and continue to operate without facing crippling financial strain.

## PROPERTY INSURANCE

Whether you own or lease your business property, property insurance protects your physical assets from fire, theft, vandalism, and other perils. This coverage ensures that you can recover quickly and continue operations without incurring significant losses.

## AUTO INSURANCE

Car insurance is necessary for protecting against financial loss in the event of a vehicle accident. It's legally required in most places

and helps protect your financial interests in case of an accident. It typically covers repairs, medical expenses, and damages to other parties involved in an auto accident. Having adequate auto insurance means you won't face overwhelming expenses following an accident, contributing to your financial peace of mind.

## WORKER'S COMPENSATION INSURANCE

If your business has employees, worker's compensation insurance is legally required in many states. It provides coverage for medical expenses and lost wages for employees who are injured on the job. This not only protects your employees but also shields your business from potential lawsuits related to workplace injuries.

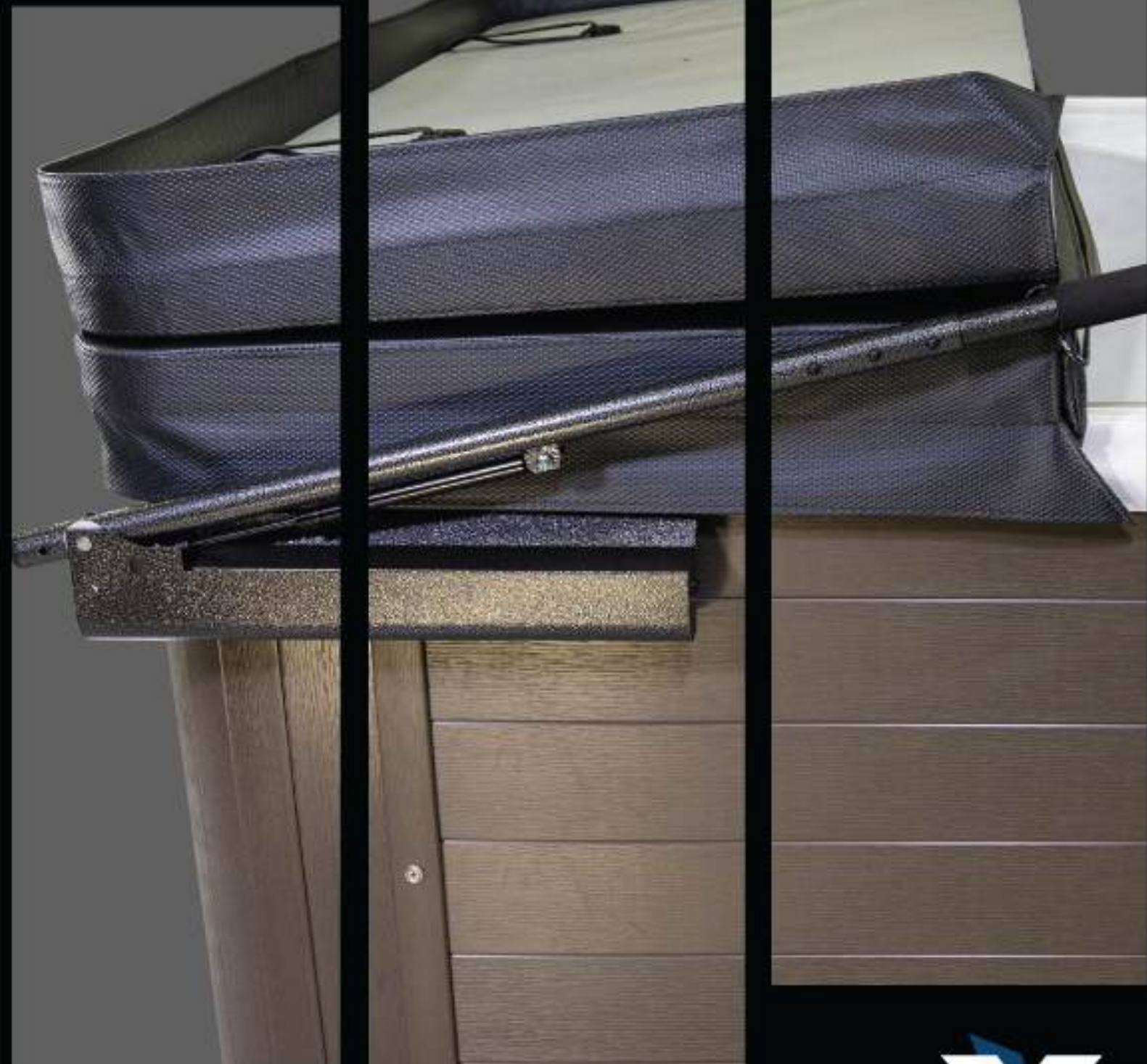
## PROFESSIONAL LIABILITY INSURANCE

If your business offers professional services or advice, consider obtaining professional liability insurance (also known as errors and omissions insurance). This coverage protects you against claims of negligence, mistakes, or failure to deliver services as promised. In today's litigious environment, having this protection can be crucial for professionals such as consultants, architects, and healthcare providers.

## CYBER LIABILITY INSURANCE

In our increasingly digital world, cyber liability insurance has become essential for businesses of all sizes.

Say goodbye to solid black cover lifters and embrace the elegance of the new grey and black sleek speckled finish – a sophisticated upgrade for your outdoor sanctuary.



The Apex of Luxury.  
Effortlessly Lifted.

**APX**  
BY ULTRALIFT

This type of insurance protects against data breaches and cyberattacks, covering costs associated with data recovery, legal fees, and customer notification. With the rise in cyber threats, having this coverage can help mitigate risks and protect your company's reputation.

## HOMEOWNERS INSURANCE

Homeowners insurance is vital for protecting your personal residence and assets. It covers damages to your home from perils such as fire or theft and provides liability protection in case someone is injured on your property. By having this coverage, you're securing your most significant personal asset and protecting yourself from potential lawsuits.

## HEALTH INSURANCE

Covers medical expenses, including doctor visits, hospital stays, and prescription medications. It protects against high healthcare costs and is crucial for maintaining physical well-being.

## LONG-TERM CARE INSURANCE

Covers services that assist with daily living activities as you age or if you become seriously ill. This can prevent significant out-of-pocket expenses later in life.

Covering all aspects of insurance in your life—business and personal—helps create a robust financial safety net. No one can predict the future, but having comprehensive coverage allows you to navigate uncertainties with confidence. It ensures you and your loved ones remain secure and can focus on what truly matters: running your

business and enjoying life. I hope this underscores the importance of maintaining a well-rounded insurance portfolio. Protect yourself and your business from various risks by investing in the right types of insurance. I encourage you all to review your current insurance policies and assess whether you have adequate coverage in each area mentioned. If you have any questions or need assistance in evaluating your options or would like to explore specific policies tailored to your needs, it's best to reach out to a licensed insurance agent who can help you determine what is and what is not needed. Stay safe, secure, and happy!

**Danielle Bahr**

**Phone: 760-271-9838**

**Email: [info@thesppa.com](mailto:info@thesppa.com)**





# POOL NATION®

## Business Matrix Group

### 2025 SCHEDULE

APR

#### SMART GOAL SETTING

Kick off 2024 with SMART Goal Setting! You will set your first 2 clear, actionable goals to drive growth using the Specific, Measurable, Achievable, Relevant, and Time-bound framework.

AUG

#### FINANCIAL KPI'S

Learn financial KPIs and the concept of micro businesses to track profit margins per segment, cost of service, and drive growth in your business.

OCT

#### POOL NATION CONFERENCE

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JAN

#### MASTER YOUR NUMBERS

Uncover the financial health of your business! We will guide you through a financial class using a program to calculate your cost of service, profit per pool, and create a profit and loss statement.

SCAN HERE



[www.PoolNation.com](http://www.PoolNation.com)

# WHY THE ATTENDANT IS THE GAME-CHANGER EVERY POOL PRO NEEDS

**M**anaging pools shouldn't be a guessing game. For too long, pool professionals have been stuck with outdated clunky automation systems that require endless workarounds and leave homeowners frustrated. Enter The Attendant, Poolside Tech's flagship product that's setting a new standard for pool automation.

Whether you're a pool builder, or a service technician, this innovative system is designed to make your life easier—and here's how.



## 1 TRUE OPEN PLATFORM COMPATIBILITY

Tired of being locked into one brand's ecosystem? The Attendant works with any pool equipment, giving you the freedom to mix and match the best pumps, heaters, and lights for your customers.

"Imagine being able to choose the exact components you need without worrying about compatibility," says Poolside Tech Founder and CEO Bob Doan. "With The Attendant, that's exactly what you get."

By breaking free of proprietary limitations, The Attendant empowers pool professionals to create customized solutions that fit every pool's unique needs.

## 2 INTELLIGENT REAL-TIME MONITORING

Forget the days of reactive maintenance. The Attendant actively monitors all equipment on the pool pad, identifying potential issues before they become costly problems.

"It's like having a check engine light for your pool," explains Doan. "From dirty filters to equipment malfunctions, The Attendant notifies you in real time, so you can address issues proactively."

For service pros, this means fewer emergency calls and more streamlined scheduling. For homeowners, it means more time enjoying their pools and less time worrying about them.

### 3 HASSLE-FREE INSTALLATION AND USE

No one wants to spend hours troubleshooting pool automation. That's why Poolside Tech designed The Attendant to be as intuitive as possible, for both professionals and homeowners.

"Our goal was to hide the complexity behind something that's incredibly easy to use," says Chief Technology Officer Stan Reznik. "From setup to daily operation, The Attendant just works."

The Attendant eliminates the steep learning curve of traditional systems. It's automation made simple.

### 4 ENERGY EFFICIENCY THAT SAVES MONEY

Pools are among the biggest energy consumers in a home, second only to HVAC systems. The Attendant helps you reduce energy costs by optimizing equipment performance.

"Our system uses smart thermal regulation and predictive analytics to ensure your pool operates at peak efficiency," says Reznik. "It even adjusts for weather conditions to save homeowners money."

This level of precision translates to tangible savings—good for your clients and great for your reputation.

### 5 CONTINUOUS IMPROVEMENT & UPDATES

Unlike traditional systems that become obsolete in a few years, The Attendant

evolves with the times. Poolside Tech offers free, over-the-air updates, ensuring that every system—new or old—has access to the latest features.

"Think of it as future-proof automation," Doan explains. "Whether you installed The Attendant last week or four years ago, you're always on the cutting edge."

What truly sets The Attendant apart is the team behind it. Doan and Reznik are pool enthusiasts who understand the frustrations of both homeowners and pros. That real-world perspective fuels every decision they make.

"We've been in your shoes," says Doan. "That's why we built a product that solves real problems—not just for homeowners, but for the pros who keep their pools running."

## DISCOVER THE FUTURE OF POOL AUTOMATION

With its unmatched compatibility, intelligent monitoring, and user-first design, The Attendant is more than just a product—it's a game-changer for the pool industry.

Ready to transform how you manage pools? Contact Poolside Tech today to learn how The Attendant can save you time, money, and frustration while delivering unparalleled results for your clients.

Visit Poolside Tech's website (<https://poolside.tech/>) to schedule a demo or request more information.

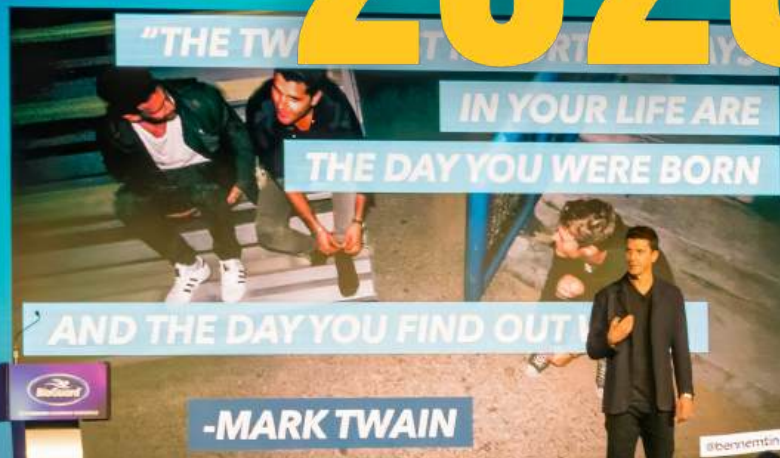




# LEADERSHIP CONFERENCE

# 2025

OWN YOUR SUCCESS



## BEN NEMTIN

*New York Times Best-Selling Author of What Do You Want To Do Before You Die?*

## KEN SCHMIDT

*Former Director of Communications for Harley Davidson and Author of Make Some Noise: The Unconventional Road to Dominance*

## JON SCHALLERT

*Founder of the 14-step "Destination Business" Process*

## ROWDY GAINES THE VOICE OF SWIMMING

Each January, the BioGuard Leadership Conference (BLC) brings dealers together for 3 days of cutting-edge training & education. This year's event was held in New Orleans from January 5th-8th, with a theme of "Own Your Success." The event featured an incredible lineup of professional speakers:

**Ben Nemtin- New York Times Best-Selling Author of *What Do You Want To Do Before You Die?*** challenged the audience to shift their mindset on how to make the impossible possible.

**Ken Schmidt- Former Director of Communications for Harley Davidson and Author of *Make Some Noise: The Unconventional Road to Dominance*** discussed leading the Harley Davidson team through a challenging time, highlighting the importance of the customer experience.

**Jon Schallert- Professional Business Consultant, Founder of the 14-step "Destination Business" Process** shared a dynamic presentation about business-altering success stories and insights.

**Rowdy Gaines-** Three-time Olympic gold medalist and "The Voice of Swimming" spoke about creating and assigning priorities to your most important goals.

Rowdy used his Olympic journey to illustrate how setting priorities, combining them with actions, and working hard can achieve even the most difficult of goals, such as medaling at the Olympics. Other expert-led classes sessions included a special presentation on **Succession Planning** with **Scot Hunsaker** and an exploration of **AI and its Role in the Pool Industry** with **Joe Trusty**.

The event concluded with an energetic closing party at Mardis Gras World, a vibrant location that celebrates the spirit of New Orleans and houses all the Mardis Gras floats. This experience created a memory for BioGuard dealers they won't soon forget! Interested in learning more about the BioGuard brand? Email [bginsidesales@biolabinc.com](mailto:bginsidesales@biolabinc.com) for more info.







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DEALER COUNCIL







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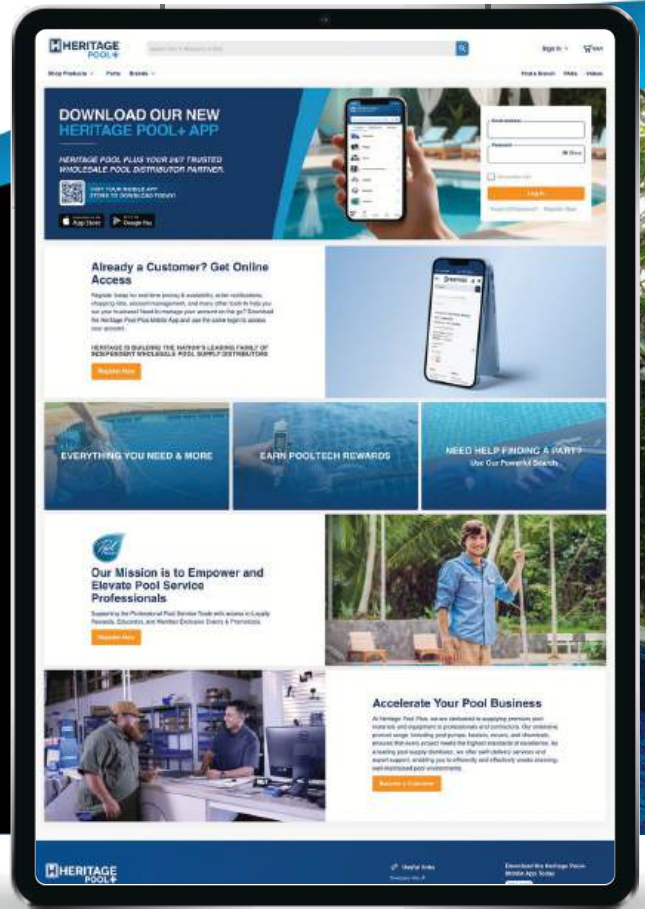
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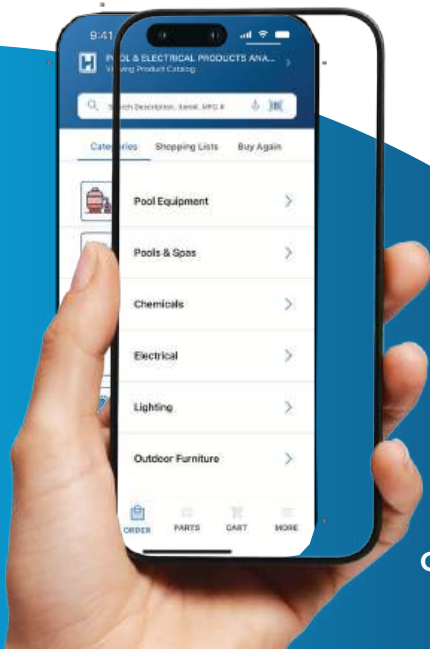
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