

MAR 2025 | ISSUE 10

POOLNATION

\$10K POOL PRO CHALLENGE



SPOTLIGHTS & INSIGHTS

2025 BOOT CAMPS

POOL NATION ANNOUNCES
HERITAGE & RAYPAK
BOOT CAMPS



POOL NATION
BUSINESS MATRIX 2.0

POOL NATION CELEBRATES
WOMEN'S HISTORY MONTH



POOL NATION FAMILY

As we step into March and leave winter behind, we find ourselves entering one of the most exciting times of the year for pool pros everywhere. The days are getting longer, the demand is rising, and opportunities to sharpen our skills and build stronger businesses are right in front of us. Here at Pool Nation, we've been working hard behind the scenes to bring you even more resources, training, and events that will push this industry forward.

This magazine issue is packed with exciting updates, including the launch of the inaugural \$10,000 Pool Pro Championship. Our mission at Pool Nation has always been to support and uplift pool professionals, and

this championship is our way of giving back to the people who make this industry great.

Beyond the competition, we're also thrilled to share that our Business Matrix program has been such a success that we're opening up spots for a second class! If you've been looking for that extra push to take your business to the next level, this is your chance to join a community that truly understands the challenges and triumphs of this industry.

March is also Women's History Month, and we want to take a moment to acknowledge the incredible women who are shaping the future of the pool industry. In a field that has traditionally been male-dominated, women

continue to break barriers, run successful businesses, and bring fresh perspectives that drive innovation. If you work alongside a female leader, business owner, technician, or mentor, take a moment to recognize their contributions. Their dedication and expertise are an essential part of what makes our industry thrive.

On a personal note, we want to thank each and every one of you for being part of the Pool Nation family. When we started this journey, our vision was simple—to create a

platform where pool pros could learn, connect, and grow together. Thanks to your unwavering support, that vision has become a reality. We are incredibly grateful to have a community that shares our passion for this industry, and we can't wait to see what we build together next.

Here's to a season of growth, opportunity, and success.

Sincerely,
Edgar, John, and Zac



POOL NATION & HERITAGE BOOT CAMP

Empowering Pool Pros
Through Real-World
Expertise



SCAN HERE



Heritage Headquarters
7440 State Highway 121
McKinney TX, 75070-2196

March 27 & 28

Day 1 - Pool Tech Courses

- Pump Installation & Programming
- Automation Installation & Programming
- Heater Installation & Troubleshooting
- Wiring the Pool Pad

Day 1 Business Owners

- Automation Installation & Programming
- Heater Installation & Troubleshooting
- Wiring the Pool Pad
- Pump Installation & Programming

Day 2 - Pool Tech Courses

- Elevating Pool Care: Comprehensive Responsibilities of a Modern Pool Pro
- Ozone Systems: A Comprehensive Course for Pool Professionals
- The Blueprint to Balanced Water
- Mastering Algae Prevention in Pools
- Electrical Safety in Pools: Bonding & Grounding

Day 2 - Business Owners

- Business Efficiency: Master Operational Efficiencies for Success
- Basic Principles of Leadership
- Understanding Financials Business Metrics and Your Cost of Service
- Driving Results Through Accountability





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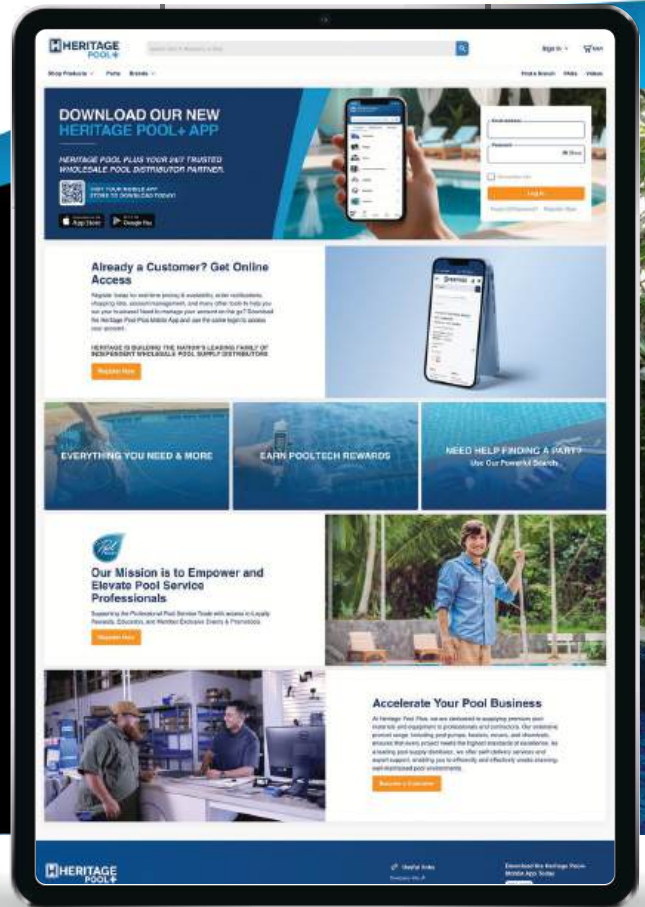
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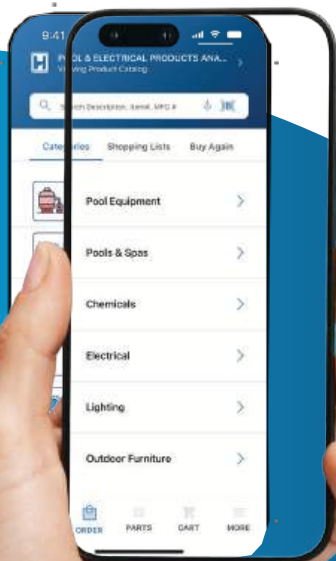
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POOL NATION ANNOUNCES INAUGURAL \$10,000 POOL PRO CHAMPIONSHIP

All the Details

THE STAGE IS SET. THE TOOLS ARE READY. THE ONLY QUESTION IS: DO YOU HAVE WHAT IT TAKES?

In early February, Pool Nation dropped news that captured everyone's attention. The launch of the first-ever Pool Pro Championship with a \$10,000 prize! This is more than just a competition; it's a groundbreaking event designed to celebrate the expertise and skill of pool professionals from across the industry.

For years, the pool service and repair industry has been built on dedication, craftsmanship, and a relentless pursuit of excellence. Now, for the first time, the best of the best will have the chance to showcase their abilities in an electrifying head-to-head competition. With a \$10,000 grand prize, championship rings, and even the chance to grace the cover of the Pool Nation magazine, this event is set to be a game-changer.

"For years, the pool service and repair industry has been built on dedication, craftsmanship, and a relentless pursuit of excellence," says Edgar De Jesus. "We wanted to create something that not only showcases the talent in this field but also elevates the industry as a whole.



The Pool Nation Pool Pro Championship is about more than just winning—it's about pushing the limits of skill and innovation."

WHO CAN COMPETE AND WHAT IT'S ALL ABOUT

If you're a pool service professional, technician, or repair expert, this is your chance to prove you're among the best in the business! The Pool Nation Pool Pro Championship is an industry-first competition where pool pros will showcase their technical skills in real-world challenges.

The finals are set to take place at the PSP Expo in Las Vegas on October 22. This event isn't just about bragging rights. This is a platform to recognize and reward the hardworking professionals who keep pools running at their best.

"This isn't just another competition," says John. "This is about celebrating the industry's top professionals, the ones who show up every day and put in the work. We're taking this seriously, and we're making sure it's done right."

WHAT'S AT STAKE?

- **\$10,000 Grand Prize:** The first-place winner will take home a \$10K cash prize.
- **Championship Belt:** The winner earns a custom championship belt.
- **Industry Recognition :** The champion will be featured on:
 - ▶ Pool Nation Podcast
 - ▶ Pool Nation Magazine Cover
 - ▶ Custom Baseball-Style Trading Card
- **Runner-Up Prizes:** While only one competitor wins the grand prize, second and third-place finishers will receive high-value pool industry products.



HOW IT WORKS

The road to Vegas starts now. Qualifier rounds will be held at two key events:

- Heritage Bootcamp in Dallas (March 27-28)
- Oxnard Bootcamp in California (April 4-5)
- Direct Vegas Entry - If you cannot attend the bootcamps, you can still register online to compete in Las Vegas at the PSP Expo on October 22.

Participants who qualify at these events will have a competitive edge when they arrive in Vegas. But if you can't make it to a bootcamp, don't worry—you can still register online and battle your way to the top once the competition kicks off at the PSP Expo.

WHAT TO EXPECT

This championship is about skill, precision, and speed. Competitors will go head-to-head in a series of hands-on challenges, from motor replacements to pump wiring and seal repairs. Expect a level playing field—no personal tools allowed. Every competitor will use the same equipment, ensuring that only pure skill determines the winners.

"Everyone is working with the same tools, the same conditions," explains John. "It's all about what you can do with your hands, your knowledge, and your ability to think on the fly." Judges will be looking at accuracy, cleanliness, safety, and efficiency—not just how fast you are. And if you cut corners? Well, that could cost you the win.

WHAT WILL TAKE PLACE?

Head-to-Head Technical Challenges

Competitors will face a series of real-world repair challenges, such as:

- ▶ Heater Repairs
- ▶ Wiring pumps
- ▶ Automation wiring
- ▶ Troubleshooting common repair issues and more

Multiple Rounds

The competition will feature multiple elimination rounds, narrowing the field to the top three competitors who will battle it out for the championship.

Mystery Challenge in the Finals

The final competition will require multiple technical tasks to be completed on a full equipment pad. This ensures the winner is well-rounded and capable of handling different aspects of pool repair.

RULES AND REGULATIONS

No Personal Tools Allowed

To ensure fairness, all tools and equipment will be provided, creating an equal playing field.

Strict Safety Measures

Competitors must wear gloves, safety glasses, and closed-toe shoes. Flip-flops and improper attire will lead to disqualification.

Scoring Criteria

- **Accuracy** – Repairs must be completed correctly without mistakes.
- **Cleanliness** – Judges will evaluate organization and work efficiency.
- **Speed** – Tasks must be completed within a set time frame, but not at the expense of quality.
- **Safety** – Proper use of tools and adherence to safety protocols are mandatory.

Judges' Decisions are Final

No disputes or debates allowed or negativity.



MORE THAN JUST A COMPETITION

Beyond the cash prize and the championship ring, the Pool Nation Championships are about recognition. Winners will be featured on the Pool Nation podcast, the magazine cover, and even in a collector's edition baseball-style trading card —yes, you read that right.

"This is a career-defining moment," says Zac Nicklas. "Imagine being the first-ever Pool Nation Champion. That title holds weight."

HOW TO SIGN UP

Registration is completely free.

- Go to [PoolNation.com](https://www.PoolNation.com) and sign up for a qualifying event or directly for the Vegas championship.
- Once registered, you'll receive further details and updates leading up to the big event.
- Qualifiers will get a direct shot at the Vegas competition, avoiding extra rounds.

WHY THIS COMPETITION MATTERS

The Pool Nation Championship was created to elevate and celebrate the hardworking professionals in the pool service industry. "We wanted to create something that not only showcases the talent in this field but also elevates the industry as a whole," Edgar de Jesus said.

The Pool Nation Championship was created to elevate and celebrate the hardworking professionals in the pool service industry.



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John Flawless added that the competition is about skill, not just speed. "It's about what you can do with your hands, your knowledge, and your ability to think on the fly."

Whether you're a seasoned veteran or an up-and-comer in the pool industry, this is your chance to prove you've got what it takes. Pool Nation is going all out, and we're inviting the best of the best to step up. So, do you have what it takes to be the first-ever Pool Nation Pool Pro Champion? There's only one way to find out.

Register now at [PoolNation.com](https://www.PoolNation.com) and let the games begin!



POOL NATION *Raypak* BOOTCAMP 2025

Empower your team & entrepreneurial spirit!

FRIDAY APRIL 4TH -
HANDS-ON TRAINING

- ▶ Pump Installation and troubleshooting
- ▶ Heater Troubleshooting and installation
- ▶ Automation Installation and Programming

SATURDAY APRIL 5TH -
BUSINESSWORKSHOPS

- ▶ **Operational Efficiency:** Master Operational Efficiencies for success
- ▶ **Ensuring Financial Security:** Protect you, your family and your business
- ▶ **Financial Security:** Unlocking Profit and Growth
- ▶ **Profit Strategies:** Growth Through Customer Centric Approaches

TRANSFORM
YOUR BUSINESS

More Information:
972-565-5750

Date: Friday & Saturday, April 4 & 5, 2025

Time: 9:00am - 5:00pm

Location: Raypak Headquarters

2151 Eastman Ave., Oxnard, CA 93030





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Tucson, AZ 85713
(520) 380-5250
Grand Opening Date:
3/20/2025

16250 Stagg St
Van Nuys, CA 91406
(747) 209-0077
Grand Opening Date:
3/28/2025



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Houston, TX 77075
(346) 486-7665
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3/14/2025

2065 Kristy Ln
Rockwall, TX 75032
(945) 788-7665
Grand Opening Date:
3/18/2025

151 N Interstate 35 E
Building B
Denton, TX 76205
(940) 290-0299
Grand Opening Date:
3/21/2025



203 West 43rd St
Garden City, ID 83714
(208) 203-4141
Grand Opening Date:
3/26/2025



2406 N 23rd St
Wilmington, NC 28401
(910) 946-7665
Grand Opening Date:
4/10/2025

1040 Corporation Pkwy
Raleigh, NC 27610
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Grand Opening Date:
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A NEW SEASON OF POOL NATION BOOT CAMPS HAS ARRIVED!

Pool professionals, get ready! A brand-new season of Pool Nation Boot Camps is here, bringing next-level hands-on training, expert-led industry sessions, and game-changing business strategies to help you elevate your skills and grow your business. Whether you're a seasoned pro or just starting out, these immersive boot camps are designed to empower, educate, and equip you with the tools needed to thrive in today's pool industry.

Education is the foundation of success in our industry. At Pool Nation Boot Camp, we don't just teach – we empower professionals to elevate their skills and build stronger businesses. This is where passion meets expertise.

Edgar De Jesus, Pool Nation



POOL NATION HERITAGE BOOT CAMP 2025

March 27-28 | Heritage Headquarters |
McKinney, TX

Elevate Your Skills. Transform Your Business.

CHOOSE YOUR EXPERIENCE

Hands-On & Technical Training - \$149

Hands-On & Business Courses - \$199

DAY ONE: MARCH 27, 2025 | HANDS-ON TRAINING

- Get real-world experience with immersive, hands-on learning.
- Work directly with leading experts to refine your technical skills.
- Hands on classes on Pumps, Heaters, Automation and wiring the pad

DAY TWO: MARCH 28, 2025 | INDUSTRY-FOCUSED CLASSES

- Learn from the best in specialized industry sessions covering everything from water chemistry or electrical safety

Classes Scheduled

- **Elevating Pool Care:** Comprehensive Responsibilities of a Modern Pool Pro
- **Ozone Systems:** A Comprehensive Course for Pool Professionals
- **The Blueprint to Balanced Water**
- **Mastering Algae Prevention in Pools**
- **Electrical Safety in Pools:** Bonding & Grounding

HANDS-ON & BUSINESS MASTERY - \$199

DAY ONE: MARCH 27, 2025 | HANDS-ON TRAINING

- Same hands-on experience as above.

DAY TWO: MARCH 28, 2025 | BUSINESS GROWTH SESSIONS

- Expert-led workshops on financial strategies, leadership, and operational efficiency.
- Perfect for owners, entrepreneurs, and those looking to scale their pool businesses.

Classes Scheduled

- **Business Efficiency:** Master Operational Efficiencies for Success
- Basic Principles of Leadership
- Understanding Financials, Business Metrics and Your Cost of Service
- Driving Results Through Accountability

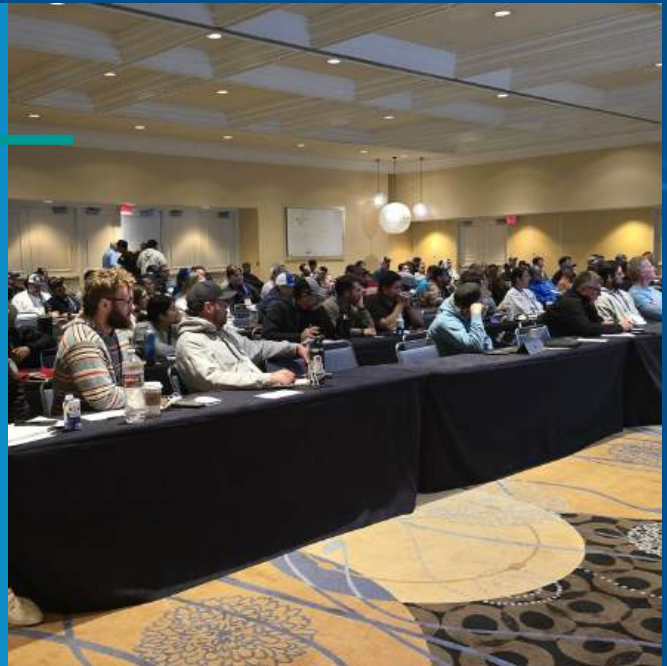


INDUSTRY-LEADING SPEAKERS

David Jones | Poolside Tech
Steve Barnes, Bryan Chrissan & Todd Pieri | AquaStar
Ken Kauffmann, Justin Reyes | Raypak
Terry Arko | Hasa
Doreen King | Pool Nation

Featured Hands-On Sessions

- Variable Speed Pump Installation & Programming
- Pool Heater Installation & Repair Workshop
- Automation Installation and Troubleshooting
- Wiring the Full Pad



EXPANDING THE EXPERIENCE

RAYPAK BOOT CAMP 2025

APRIL 4-5 | RAYPAK HEADQUARTERS | OXNARD, CA

For those looking to dive deeper into hands on training and business strategies, the Raypak Boot Camp delivers an exclusive two-day intensive training:

DAY ONE (APRIL 4) | POOL TECH COURSES

- Live heater training with operational units.
- Pump Installation and Troubleshooting
- Automation Hands-on troubleshooting and installation.

DAY TWO (APRIL 5) | BUSINESS MASTERY

- **Operational Efficiencies:** Master Operational Efficiencies for success
- **Ensuring Financial Security**
- **Financial Clarity:** Unlocking Profit & Growth
- **Profit Strategies:** Growth Through Customer Centric Approaches

PRICING: \$149



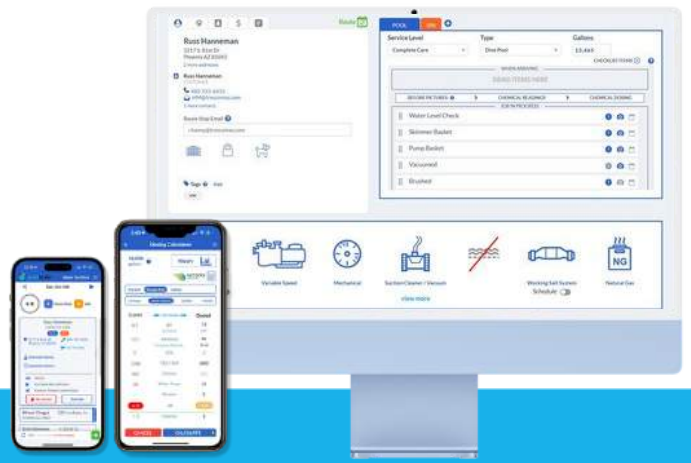
WHY ATTEND A POOL NATION **BOOT CAMP?**

- **Business Growth:** Learn financial strategies, hiring best practices, and marketing techniques to scale your business.
- **Industry Expertise:** Gain cutting-edge insights into pool technology, repairs, and operations.
- **Networking :** Connect with top professionals, vendors, and industry leaders for career-long relationships.
 - ▶ Spots are limited! Register today and take your pool business to the next level.
 - ▶ Visit [here](#) for more details.





poolbrain
Game Changing Pool Software



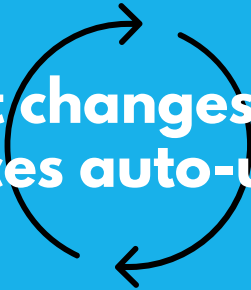
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& prices auto-update



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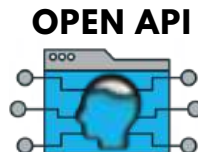
Other Integrations



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



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Get data and trigger alerts with daily remote monitoring

THE NEW3

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raypak.com/new3



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

You get access to exclusive business classes at the Pool Nation Conference! Focused on business. Learn strategies for financials, marketing, scaling, and business growth.

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

POOL NATION BUSINESS MATRIX 2.0 IS NOW ACCEPTING APPLICATIONS!

THE PROGRAM IS AN ULTIMATE GAME-CHANGER FOR POOL PROS LOOKING FOR BUSINESS SUCCESS

For pool professionals looking to dominate their market, streamline their operations, and maximize profits, the Pool Nation Business Matrix has become the go-to program for success. Now, due to overwhelming demand, Pool Nation is starting another class soon for those who want to join.

Applications are now open, but seats are limited! The cost is only \$100 per month “The biggest challenge we’ve seen over the years is that people attend boot camps and conferences, absorb a lot of great information, but then get too busy to implement what they’ve learned,” said John Flawless. “That’s why we built the Business Matrix—to be an accountability group that doesn’t just educate but ensures follow-through.”

FROM KNOWLEDGE TO EXECUTION: A HANDS-ON APPROACH

Unlike traditional lecture-based training, the Pool Nation Business Matrix is all about action. This is where business owners stop procrastinating and start implementing real-world strategies that drive results.



The program meets on Zoom and is structured into four dynamic quarters:

- **Quarter 1:** Goal-setting and foundational business strategies to set the stage for success.
- **Quarter 2:** A deep dive into financial KPI's (Key Performance Indicators) and charts of accounts
- **Quarter 3:** Financials analyzing costs, profit margins, and P&L breakdowns. Learn your true cost of service, and profit.
- **Quarter 4:** Advanced business strategies, now you know your numbers and its time to take action.
- **Quarter 4 Pool Nation Conference:** Exclusive Matrix training and networking events and a high-profile capstone experience at the Pool Nation conference at the PSP Expo in Las Vegas in 2025.

Every participant is required to set two business goals at the start of the program, and the accountability structure ensures they stay on track. "We teach people to be proactive," Zac explained. "Success doesn't just happen—it's built on intentional, smart decision-making."

LEARN FROM ANYWHERE —BUSINESS MATRIX 2.0 MEETS ON ZOOM

To make the program accessible to pool professionals nationwide, the Business Matrix meets on Zoom, allowing participants to join from anywhere. This virtual format ensures that busy business owners can get the training, accountability, and networking they need without the hassle of travel. Each session is interactive, engaging, and designed to keep participants on track toward their goals.

The cost of the program is purposely set low at \$100 per month to make it affordable for everyone.

Our masterclasses are held every quarter via Zoom, covering key business topics like financial management, hiring, and leadership to provide actionable insights. Participants gain expert knowledge and real-world strategies they can implement immediately.



YOUR NETWORK IS YOUR NET WORTH

One of the most valuable aspects of the Business Matrix is the power of peer-to-peer learning and industry networking. Pool Nation's Zac Nicholas is a passionate advocate for the program, emphasizing its impact on professional growth.

"There's something powerful about being around like-minded people," Nicholas said. "You tend to be more engaged, and when you're held accountable by your peers, you don't want to let them down. We've seen time and again how networking leads to real business solutions. It's easy to feel isolated in this industry, but when you connect with others who walk in your shoes, those relationships become invaluable."

With training groups of just 20-25 participants, Business Matrix members form strong connections through exclusive meet-ups, specialized workshops, and ongoing support.



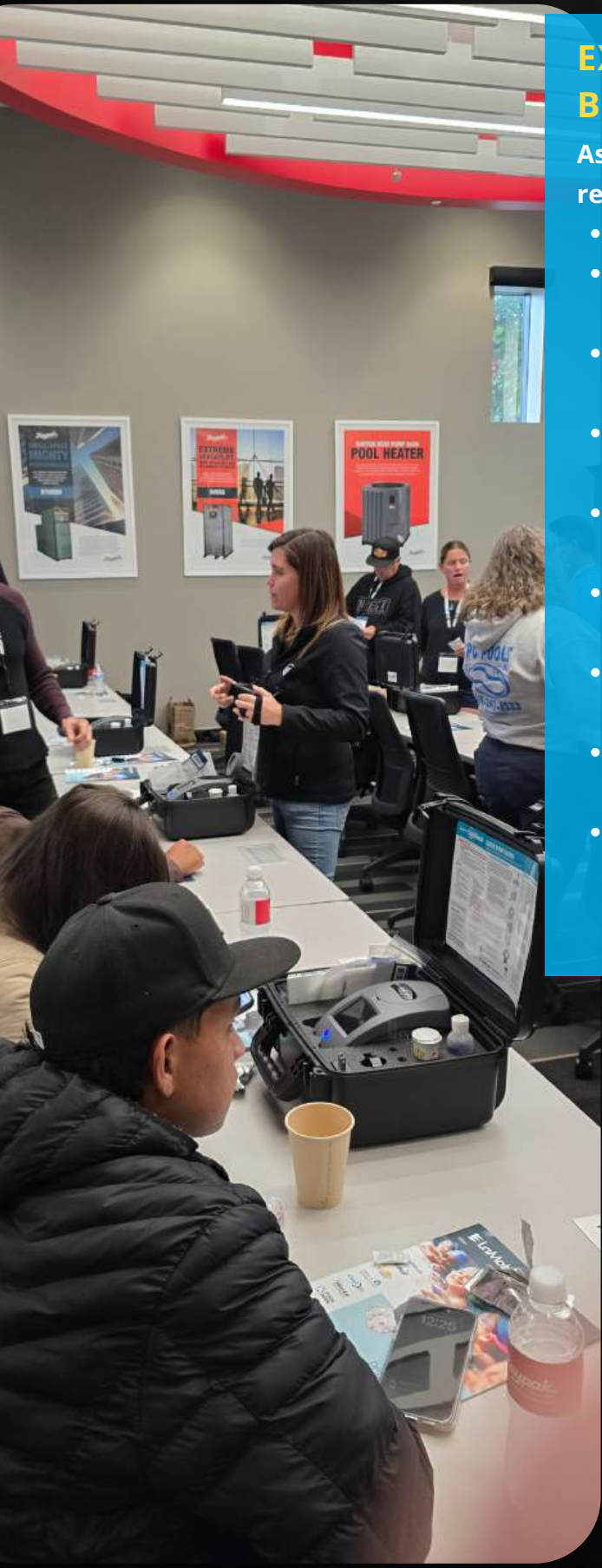
WHY BUSINESS MATRIX 2.0 IS A MUST-JOIN PROGRAM

The Pool Nation Business Matrix isn't just a course—it's a movement revolutionizing the pool service industry.

"I'll be honest—time is money," said John Flawless. "This is a small investment that leads to bigger profits, better business management, and ultimately, more time with family. For too long, the service side of the industry has been overlooked. We're here to change that. We're making sure service professionals have a seat at the table and access to high-quality training at an affordable price." With the launch of Business Matrix 2.0, the program now offers even more in-depth, one-on-one training to ensure participants don't just learn, but immediately apply powerful business strategies.

"We want people who are serious about growth," Flawless said. "If you're looking to take your pool business to the next level, this is where you start."





EXCLUSIVE BENEFITS FOR BUSINESS MATRIX MEMBERS

As a member of the Business Matrix group, you receive access to:

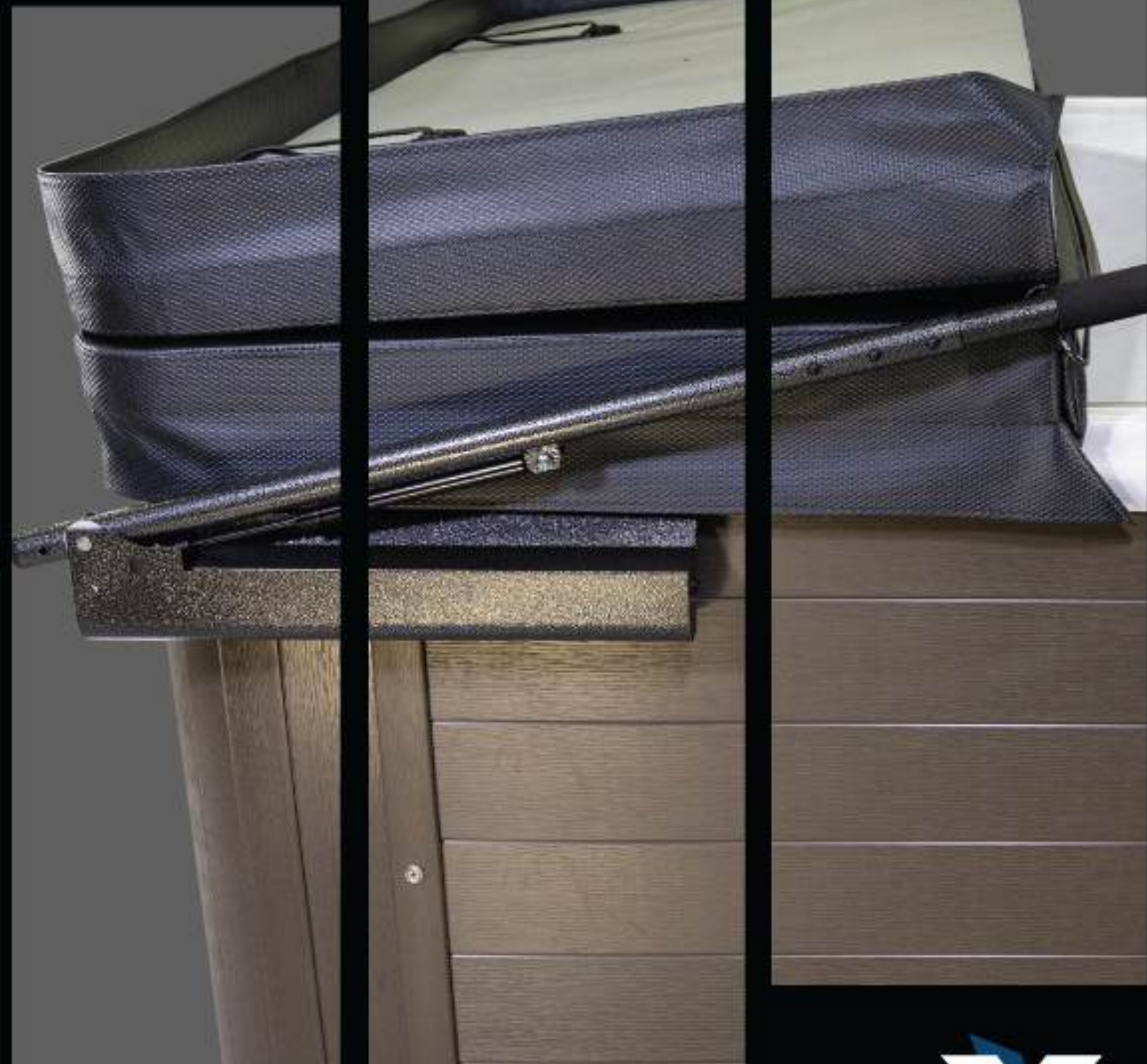
- **Monthly Membership:** \$100 per month
- Quarterly Zoom Meetings with industry leaders and business experts
- Yearly Conference at the PSP Expo to network and gain industry insights
- Exclusive Tools & Resources designed to streamline your business operations
- Peer Support through a tight-knit community of like-minded professionals
- Aquastar Pump Discount: Save \$300 on every pump!* Limited quantities available
- **Education Courses Credit:** Receive a \$400 credit toward Pool Nation Education Courses
- **Pool Brain:** Receive 3 months off of Pool Brain (New Sign ups)
- **The Attendant:** Receive \$500 off an Attendant and they will schedule a team member to come out and train you and help you install the attendant.

APPLICATIONS NOW OPEN – SECURE YOUR SPOT TODAY!

The new Business Matrix 2.0 class is now accepting applications, but spots are filling fast. If you're serious about growing your business, increasing profits, and building a rock-solid network of industry professionals, this is your chance.

Visit [PoolNation.com](https://www.PoolNation.com) to apply now and take control of your business future. The future of the pool industry is being shaped right now—are you ready to dive in?

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

POOL NATION CELEBRATES WOMEN'S HISTORY MONTH!



March is Women's History Month, and at Pool Nation, we are thrilled to recognize all the trailblazers who have made waves in the pool and spa industry. From groundbreaking entrepreneurs to skilled technicians and passionate advocates, women have played a vital role in shaping the future of our industry. This month, we celebrate their resilience, innovation, and dedication, honoring those who have paved the way and those who continue to push boundaries.

POOL NATION

TRAILBLAZING
WOMEN
TRANSFORMING THE
POOL INDUSTRY



WWW.POOLNATION.COM









A NATURAL LEADER IN WATER CARE

35 YEARS AND COUNTING









First Annual Charity
GOLF
Tournament
MARCH 24, 2025

10am Registration / 11am start



Sponsorship
Opportunities



Register to
GOLF

DOMINION COUNTRY CLUB

1 Dominion Drive, San Antonio, TX 78257



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**



Hit the Road with the **PHTA & GENESIS®** **Road Show**

Elevate Your Expertise in Pool & Spa Remodeling

Location: Heritage Pool Supply Group, McKinney, TX

Dates: April 8 - 10, 2025

Learn More: phta.org/roadshow

Discover the Future of Pool & Spa Remodeling

Join us for a transformative 3-day educational experience at the stunning **Heritage Pool Supply Group** facilities in McKinney, TX. Immerse yourself in the groundbreaking C281: GENESIS® Construction School: Pool & Spa Remodeling course, led by industry-renowned experts, all while networking with peers, enjoying some down-time getting to know instructors, and elevating your knowledge base.



Registration

Pricing: \$2,090 PHTA Members
\$2,590 Non-Members

Questions? Contact Lisa Ryckley, GENESIS® Concierge:
lryckley@phta.org

North Texas Chapter members! Use code **NTXROADSHOW** at checkout, and \$50 per registrant will go back to your local chapter!



Why Attend?

- **Master the Art of Remodeling:** Immerse yourself in C281: GENESIS® Construction School: Pool & Spa Remodeling, where expert instructors will guide you through advanced techniques for troubleshooting, material bonding, and project transformation.
- **Enhance Your Network:** Connect with fellow professionals, share ideas, and build lasting relationships during networking sessions and Heritage-hosted events.
- **Explore Cutting-Edge Innovation:** Experience the state-of-the-art **Heritage Pool Supply Group** facilities and Noble Tile and Hardscapes Remodel & Renovation Products.



Industry-Leading Partners: Learn from experts at renowned companies like





Hit the Road with the **PHTA & GENESIS®** **Road Show**

Elevate Your Expertise in Pool & Spa Remodeling

Location: Heritage Pool Supply Group, McKinney, TX

Dates: April 8 - 10, 2025

Learn More: phta.org/roadshow



Program Highlights

Days 1 & 2 – C281: GENESIS® Construction School: Pool & Spa Remodeling

Earn: 1.6 IACET CEUs / 19 PHTA CEUs

- Learn to troubleshoot remodeling challenges with confidence.
- Discover how to transform outdated designs into dream projects.
- Build your reputation as a remodeling expert and expand your business.

Day 3 – Exclusive Heritage Session

Why a Digital Transformation is Crucial for Enhancing Customer/Distributor Relationships in the Swimming Pool Industry, PLUS! Noble Tile and Hardscapes Remodel and Renovation Products & Heritage Facility Tour.

- Explore the pivotal role of digital transformation in enhancing distributor-customer relationships, focusing on tools like CRM systems, mobile apps, and analytics for better service and operational efficiency.
- Gain insights into Noble Tile's industry-leading products and over 30 years of expertise in supplying high-quality pool and spa materials.

Featured Speakers

- **Terry Brannon, P.E.** – Engineering Faculty Chair, GENESIS®
- **Ken Milbery** – Waterproofing & Tile Installation Expert, Lunada Bay Tile
- **Kirk Bianchi** – Acclaimed Designer, Bianchi Design



Registration

Pricing: \$2,090 PHTA Members
\$2,590 Non-Members

Questions?

Contact Lisa Ryckley, GENESIS®
Concierge: lryckley@phta.org

North Texas Chapter members! Use code

NTXROADSHOW

at checkout, and \$50 per registrant will go back to your local chapter!



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