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ABOVE LEFT: RED ROCK POOLS & SPAS
ABOVE RIGHT: SEMINOLE HARD ROCK HOTEL & CASINO HOLLYWOOD

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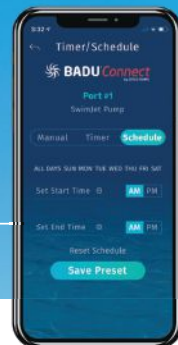
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“See” You at the Expo



Joanne McClain
Editor-in-Chief, PSN

Like many of you, I would normally be preparing for and anticipating the fall’s big industry event — the International Pool | Spa | Patio Expo — at this time of year. It’s a time to make and renew connections, to broaden my knowledge, and yes, cut loose a little.

But, as we all know, this year is different. COVID-19 has pretty much canceled all of the industry’s biggest in-person events.

It’s disappointing, I know. But all is not lost. The PSP Expo team has pivoted quickly and worked hard to produce a virtual show that promises to provide all of the benefits of an in-person event. It’ll be different, yes. But I also see some great opportunities in it.

For one, a virtual show can allow more people to attend without breaking the bank. Where companies might have been hindered by travel expenses in the past, this year’s online event should allow more folks to partake in the educational offerings and visit the virtual exhibit hall.

Organizers have also taken into consideration the social aspect. Each day will be marked with a live interactive Power Panel dedicated to the three segments of the industry: builders, service professionals and retailers. And, as an added treat, Master Pools Guild is hosting a live, virtual happy hour so you can unwind and enjoy the company of your peers and perhaps win some cool prizes.

Of course, one of the highlights of the show is unveiling our Expo Issue. In that, there are no changes! We took great delight in planning an issue chock full of interesting and inspiring stories.

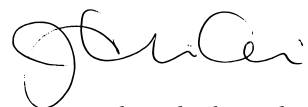
First, in “Adult Playground for the Ages,” we introduce you to a new series by the incomparable Rick Chafey of Red Rock Pools & Spas, as he shares the de-

tails of an incredible and highly ambitious backyard poolscape. I have never before seen anything like it in my life. Let me just throw out a few hints: shark tank, underground go-karts, inflatable surf simulator! If that doesn’t make you turn to page 26 with excitement, I don’t know what will! While the project is in the beginning stages now, you’re in for a treat, because we’ll continue to follow along throughout 2021 and possibly beyond as he tackles some of the unique engineering challenges for this project.

Next, we share the stories of five people who have found heartwarming ways to serve their communities in “Making an Impact.” From bereavement pool care to feeding the hungry or helping children in need, these five professionals were chosen based on their submissions to the community service section of our Top 50 Builders and Service programs. We hope you find their stories as inspiring as we did.

Lastly, in “Pools of the Pros,” we’ve asked some of our favorite industry people — three builders and a service company CEO — to share their own backyards and explain why they chose the features they chose. I think it’s a fascinating and personal look inside the minds of some of our best.

Enjoy this issue and I hope to “see” you at the show. I’ll be at MPG’s reception, sipping a not-so-virtual cocktail in the corner. Come say “hello!”


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Fiberglass Enjoys “Double Bump” in Growth

BY REBECCA ROBLEDO

In an industry already experiencing historic sales, one segment seems to be standing out: fiberglass pools.

The category had already seen considerable growth over the last several years. Now, the COVID-19-driven demand has taken it to a new level, leading manufacturers to expand facilities and staff.

“Most of [our dealers] have ordered more than ever before,” said Ed Vondell, chief operating officer/co-owner of Fortville, Ind.-based manufacturer Thursday Pools. “So it’s like a double bump.”

Some of the most pool-friendly weather in years hasn’t hurt, either.

Some of the manufacturer expansion came in direct response to this year’s brisk activity, while other initiatives had been planned earlier.

“Things were looking good before the lockdowns, but the lockdowns put everything on steroids,” said Bob Harper, chief commercial officer of Latham Pool Products, based in Latham, N.Y.

To adjust, Latham sought to hire 300 new employees across its 20 plants in North America. This included a variety of positions, most in production, operations and shipping, and also accounts for the company’s other product categories, such as covers. So far, the company has hired about 50% of its goal.

“We see this as a longer-term trend,” Harper said.

Knoxville, Tenn.-based Leisure Pools has also undertaken some major initiatives. This summer, it acquired the Marion, S.C. facilities for fiberglass yacht producer Group Beneteau. The 225,000-square-foot facility set on 40 acres is the third for Leisure, which also has facilities in Knoxville and New Braunfels, Texas. Not only that: Leisure has retained and trained more than 100 former Beneteau employees who have experience working with fiberglass.

Existing customers were placing larger orders, and the company added more than 400 new dealers, which had begun to extend lead times for the product. “We



decided that, instead of continuing to increase our lead times, we’d [increase] our manufacturing capacity,” said the company’s CEO and cofounder, David Pain.

Within nine weeks of learning about the Group Beneteau facility, it produced its first pool.

But an even larger project perhaps better reflects the increased solidity of this product category. Leisure Pools is preparing to offer franchising, Pain said. In preparation, the company hired former United Aqua Group CEO and franchising veteran Patrick Walls last year to serve as company COO and develop the program. While details are still being ironed out, the company knows it plans to release the franchising program toward the middle of 2021.

As Leisure sees it, the simpler, quicker installation of fiberglass is conducive to the types of repeatable systems and procedures that are conducive to franchises. “With our product, you install it basically the same way each time, and it’s the same product each time, so you can create efficiencies around training, as well as processes and procedures,” he said.

Because of robust growth the past few years, Thursday Pools began a 51,000-square-foot expansion of its current facility, to pro-

vide additional production capacity and 10 acres of storage space. The process began before the pandemic hit, Vondell said. The company also plans to invest in more equipment so lead times can be reduced. For instance, the storage will be used during winter, as the company makes back-ordered pools for next spring. The new spaces are expected to be complete by year’s end, he added, yielding a 150,000-square-foot facility.

It has also increased its staff by about 60%, Vondell said.

He reported that the 10-year-old company expects to see 100% growth this year over 2019.

Others are reporting growth well into the double digits.

Though sales have increased drastically, they still aren’t approaching numbers seen before the Great Recession. This leaves Harper believing there’s plenty of growth potential before the product reaches saturation. “The industry has built in excess of 150,000 inground pools in a year in the U.S.,” he said. “Last year it was estimated that there was somewhere just south of 80,000 pools built. This year we think that’s going to be a much higher number, obviously, but there’s still room to grow.”

WPSS Holds Fall Virtual Event, Weighs Options for 2021

BY REBECCA ROBLEDÓ

Organizers of the Western Pool and Spa Show will present a virtual event Nov.20 -22.

The traditional in-person show, geared primarily toward the service industry, normally takes place in spring. However, this year it suffered from perhaps the least fortunate timing possible when, on March 12, less than two hours before opening time,

government officials shut it down due to the COVID-19 pandemic.

The online event in autumn, called the World Pool Summit, provides an avenue for organizers to serve attendees, along with exhibitors who weren't able to show their wares in Long Beach, Calif. earlier this year, said WPSS Director Eric Nielson.

The show, free of charge to attendees and exhibitors, will begin with a networking event the night of the 20th. On Saturday and Sunday, the 21st and 22nd, attendees can choose from approximately 18 educational sessions each day, with three taking place concurrently. Organizers are continuing to flesh out the seminar schedule.

The event also includes opportunities for vendors and dealers to connect, as well as product giveaways.

As for next year, organizers don't know yet whether an in-person event will take place, given the protracted nature of the COVID-19 pandemic. "We've been working with the convention center, and they can't definitively say whether we can have a show or not," Nielson said. "They can't tell us how many people could attend, [or] what the floor can look like. So, as of right now, we don't know that there will be a live event in 2021. ... It's going to depend on how things are going to open up."

Not only must they find out if the Long Beach Convention Center will be able to open, but also whether the allowable capacities will make such an expensive undertaking worthwhile. "It's close to seven figures to put on the events every year," he said.

In the absence of an in-person show, another virtual event may take place in spring, he said.

The loss of the March 2020 event will likely be felt by the organization for a while. It set the group back several hundred thousand dollars and used up its reserves, Nielson said. "Financially, it was pretty devastating," he said. "We're not getting back anything from the convention center ... The tough thing is ... there were no governmental programs or anything to help us out ..."

With 2020 almost over and 2021 still a question mark, Nielson and the WPSS team are working with the Long Beach Convention Center to set schedules for shows in 2022 and perhaps 2023, reserving the dates earlier than normal.



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Vinyl-Liner Producer Doubles Capacity

Tara Manufacturing, maker of inground vinyl pool liners and pool safety covers, recently opened a new plant that doubles its production and inventory capabilities. The 60,000-square-foot, \$3.3 million facility in Owens Cross Roads, Ala. is largely meant to accommodate increased production of safety covers. It also will house a new research

and development department charged with continuing to innovate its measuring technologies and tools, as well as develop new products to provide shade in the backyard.

Though 18 months in the making, the timing proved fortuitous, said Tara CPO Larry Furlough. "Since the start of the COVID-19 pandemic, demand for outdoor products has been unprecedented," he said.

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Manufacturers Begin New CYA Organization

Four competing manufacturers have joined forces to begin an organization that promotes the safe use of cyanuric acid.

The CYA Smart Alliance was recently launched by founding firms Clear Comfort, Sigura, Orenda Technologies, and HASA. It was largely begun in response to the recent questions and controversies surrounding the chlorine stabilizer as the industry tries to determine ideal CYA levels, said Steve Berens, CEO of Clear Comfort.

"The arguing that's going on right now on the standards bodies, that needs to happen" he said. "But right now, retailers, builders and service companies want an answer that they can rely on while this thing happens over the next years."

The idea isn't to fall on one CYA range or methodology, but to encourage acceptable levels for various systems and impart the importance of this to consumers, Berens said. As such, the organization's website (cyasmart.org) will outline the acceptable CYA levels of each manufacturer members' system. "The key is not to go down a path that balloons the level of CYA so that it's completely ineffective to run an oxidizer in a pool," Berens said.

The group seeks further members, including manufacturers along with retailers and service firms. Member companies will be able to use the CYA Smart Alliance badge on their websites.

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Must-Watch Education

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Ki, Communication and the Art of Overdelivering

Genesis 3 Design Group Co-founder Brian Van Bower and International Pool | Spa | Patio Expo presenter shares three timeless principles to power up your sales program.

BY BRIAN VAN BOWER

Ki is one of the single hardest words in the Japanese language to define. It can mean many things: power, courage, energy and presence to name just a few. Ki (pronounced key) also implies movement, change and influence.

The samurai were known for their unusual ability to overcome even though they were outmanned. They were known to have high ki. It's a mindset and a practice. In short, the higher your ki, the more you'll win.

Whole business books have been written on the subject, and while it may sound mystical, ki has very practical applications in sales. Based on what

I've learned of ki, I'm going to condense it down to three primary pillars:

Power: Your power in sales comes from your knowledge of your marketplace and your prospects. The more you know about your products, services and clients' needs, the more you'll sell.

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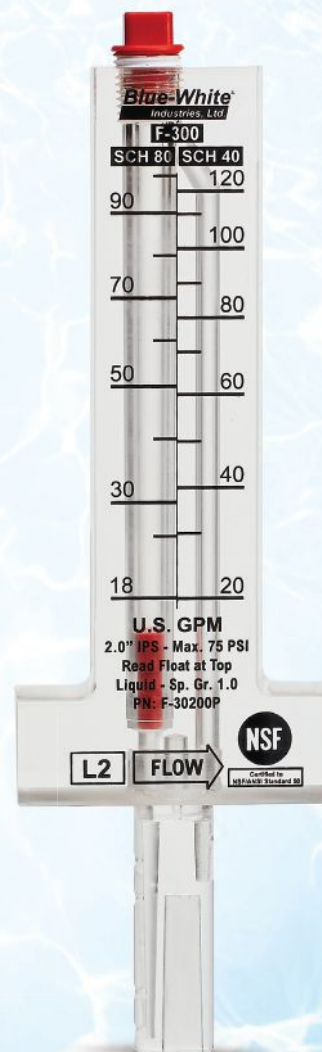
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BRIAN VAN BOWER
AVAILABLE ON DEMAND
NOV. 11-DEC. 13

Remember the principles of ki as we examine how to increase sales through effective communication and the practice of overdelivering.

Improve your communication

You've likely heard of the "seven percent rule." It's the notion that only seven percent of meaning is communicated verbally. Body language and tone carry the majority of the message. Keep this in mind the next time you're on a sales call. Ask yourself: "How am I coming across to this prospect?" You may find yourself slouching or sounding disinterested, in which case you can course-correct (hopefully before it's too late).

A key to quality communication is the art of keeping your mouth shut! You need to develop the ability to listen. Most people, especially in sales, tend to want to spout off their vast bank of knowledge rather than asking pointed questions and waiting for responses.

I recommend every salesperson attend a public speaking workshop. While these classes are primarily intended to train you to speak in front of an audience, they'll also teach you to organize your thoughts and deliver your message with the appropriate tone and body language, which is key to effective one-on-one exchanges.

And don't underestimate the power of relatability. To be more relatable, you need to be more well-rounded. At Genesis, we arrange trips with our members to visit Italy, Germany, Spain and France. Why? For the same reason that we coordinate group wine tastings and attend cooking classes.

We sell an expensive product to high-end clientele. We have to be familiar enough with their lifestyle to be conversant.

Underpromise and overdeliver

This is a big one — and something anyone can do, whether you're a builder, retailer or service provider. Here's an example: My business partner and I were demonstrating to clients how to operate their newly completed pool. One by one, we went through all the features, saving the best for last. I pushed the button on the control panel to activate the foam jets that we installed, to our clients' surprise, in the shallow end. They were obviously impressed and asked us how much they owed.

They were so grateful for the free bonus feature that they invited us over for dinner later with another couple that were in the market for a new pool themselves.

A project doesn't have to cost six figures for you to exceed your customers' expectations. Overdelivering can be as simple as completing the job ahead of schedule. Likewise, a service technician can offer to keep an eye on the house while their customers are away on vacation.

Little things go a long way. Do enough of them and you'll have as many advocates as customers.

Brian Van Bower, SWD, is the CEO of Aquatic Consultants Inc. and co-founder of the Genesis 3 Design Group. You can attend his presentation, 10 Ways to Crush the Competition, at the virtual International Pool | Spa | Patio Expo. Register at poolspapatio.com

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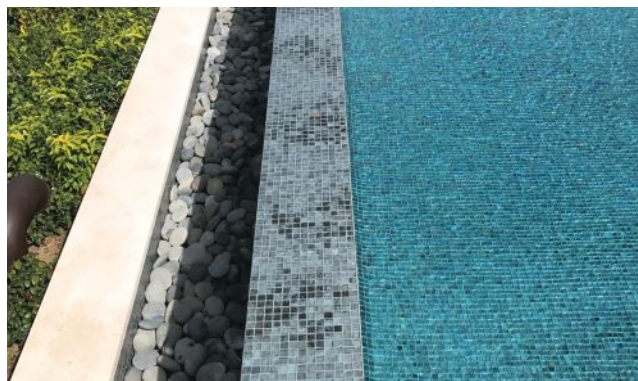


AVAILABLE ON DEMAND
NOV. 11-DEC. 13

About Pool Tile Discoloration

Renowned tile expert Greg Andrews discusses one of the most common causes of this problem.

BY GREG ANDREWS



Tile discoloration has plagued the pool industry for decades.

Most discoloration issues involve glass tile, more specifically translucent and transparent glass. This includes back-coated glass, which is essentially clear tile on five sides with a colored coating applied to the back. It is theoretically much safer from the effects of discoloration — unless, of course, the coating comes under attack, or discoloration within the installation system underneath is magnified through the clear sides of the glass, then transposed and viewed through the surface.

Tile discoloration can occur from a multitude of conditions occurring under the tile, including varying shades of thinset, microbial growth, trowel marks and/or voids in the thinset, degradation of back coatings, and the effects of mesh or glue on the back of the tile. These are five of the more common causes. And while mesh-backed glass should not even be considered on translucent glass, sadly it is still used in some instances.

Properly addressing the entire spectrum of reasons for discoloration would read like a postgraduate Masters dissertation, so for the purpose of this article, we're going to lightly address two very different scenarios: discoloration of thinset under translucent glass (an installation issue); and degradation of back coated glass (a manufacturers issue).

Thinset shading: Arguably one of the most common causes of translucent tile discoloration has nothing to do with the tile and everything to do with the adhesive underneath; namely, thinset in most cases. Regardless of how beautiful an installation may turn out, if it develops blotchy areas or “racing stripes,” it’s a matter of living with it or tearing it out, with the latter generally overruling the former. This is an extremely costly mistake.

The first rule of thumb in avoiding discoloration includes using a color-consistent thinset. It must not only come from the same manufacturer, but must be made at the same plant, on the same day, and have a guarantee to be color consistent. For the best results, it should be designed for glass tile. Other important precautions: Use clean, potable water; mix in small, controllable batches; install in a controlled environment; achieve full contact with the thinset; and allow the installation to fully cure.

Degradation of back-coated glass:

Most are familiar with back-coated glass, but for those who aren't, think of a 1-by-1-by-3/8-inch-thick piece of absolutely clear glass. Now think about applying a coating to the back of it to create the color. As viewed from the front, what you see is a beautifully colored glass with incredible depth.

Once installed and put into service, unstable coatings can succumb to a variety

of conditions such as ultraviolet rays, alkalinity from thinset and grouts or, as shown in the photo, pool water.

To perform in submerged conditions, the coating must be made of quality raw materials, high temperature fused, and verified to perform while submerged in chemically treated water.

Fortunately, these coatings don't degrade too often, as most reputable manufacturers understand the consequences of unsuitable materials in submerged conditions. Sadly though, specifiers and/or end users are at times so taken by the beauty of a material that they ignore warnings and choose form over function, going with a tile that's not made for the application.

Both the tile and pool industry have made great strides over the years in addressing issues such as discoloration. But then again, history is constantly repeating itself, and issues in the pool industry are by far no exception.

Greg Andrews is co-founder of National Tile and Stone Authority, a company that lends consulting, education and expert witness services related to tile and stone installation. A 42-year veteran tile installer, he is recognized as one of the country's premier experts in tile installation, with a specialty in glass mosaic. You can attend his presentation, The Five Most Common Pool Tile Issues and How to Avoid Them, at the virtual PSP Expo.

COURTESY GREG ANDREWS

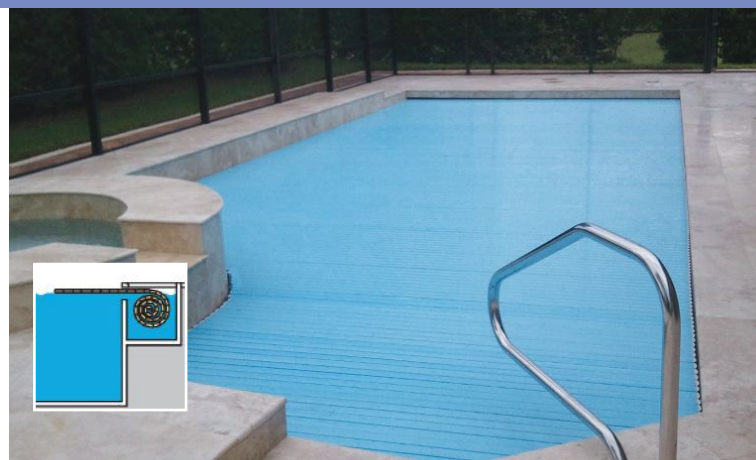
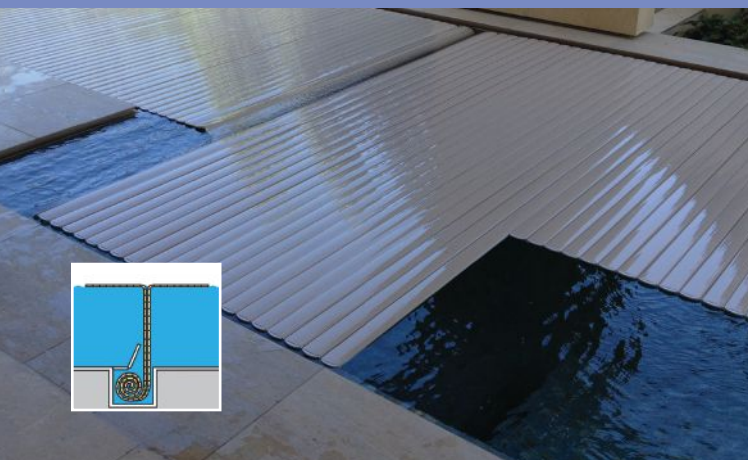


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How to Find Your Retail Rock Star

The key to recruiting a customer-care expert

BY MATTHEW GRAY

As a retailer, you've likely been through the hiring process countless times. You know the drill: you put out the call for an associate, outlining the experience and qualifications you seek, then sift through a mountain of applications.

There's a real rockstar somewhere within that stack, and I'm going to teach you how to find him or her.

Look for these three words

Look for candidates who tout their "customer service experience" over their "retail experience," because they're two very different things. To me, retail experience suggests they understand the functions of the job: managing inventory, merchandising and operating a POS system. Customer service experience, on the other hand, is less tangible.

One of our best hires came from a big-box retailer. The way she described her role on her application impressed me. She called herself a customer care associate. That said a lot about her mindset and how she approaches the job. In the interview, it was obvious that she was a people person — someone who went above and beyond to please. I immediately knew she was a fit because that's exactly how we want our customers to feel — cared for.

A skilled customer service associate is going to do everything in their capacity to make a customer feel heard and valued. They have empathy and they want to ensure the customer has a great experience in the store.

You can train an associate to do the technical things, but the ability to relate to a customer is much harder to come by.

Find candidates who are involved in the community

A candidate who volunteers for a charitable organization goes to the top of my

list. That signals a level of care and attention that translates well in a retail environment.

Volunteer work conveys compassion and it signals that an employee will care about your company's standing in the community. And through volunteering, they've broadened their experience and gained skills that would no doubt come into play in your business. For example, maybe they serve as treasurer of a non-profit. Great! That means they understand how to balance a budget and track finances — something they may be called to do as they move up the ranks within your company.

Or maybe they've served on a local election campaign. Excellent! They understand how to appeal to peoples' emotions and to create effective store promotions.

In our case, volunteer experience also signals that they'll make a solid cultural fit here at Gohlke Pools. We're very involved in the community. Being active in a number of local organizations gives our employees numerous opportunities to volunteer, whether it's ringing bells for the Salvation Army or reading to school children as part of Read Across America. Candidates with volunteer experience are going to be enthused about our work in the community and will gladly roll up their sleeves to pitch in.

Bottom line: If you're looking strictly for candidates with pool industry experience, then you're overlooking potential rock stars. Broaden your search and you'll find people who'll surprise you.

Matthew Gray is the retail/hot tub manager at Gohlke Pools in Denton, Texas. You can attend his presentation, 10 Keys to Retail Store Success, at the virtual International Pool / Spa / Patio Expo. Register at poolspapatio.com.

THANK YOU

To our Valued Customers, Vendor Partners and Employees

The Pandemic has and will continue to test our character as individuals and as a company. We believe we stayed true to our core values, putting profits aside and the interests of our Employees, Customers and Vendor Partners first.

This has been no easy task for any of us and we understand that many of you had difficult decisions to make during extended shutdown cycles and, of course, did what you needed to do for your Employees, Customers and Businesses. With that said, for those of you who needed to solve supply chain issues elsewhere, welcome back; and for those of you who have patiently waited, our sincere thanks!

We have never felt more blessed to be a member of this industry and acknowledge with compassion and condolences the significant challenges and losses so many of our fellow Americans and Global Partners have experienced as a result of this pandemic.

Thank you again for your partnership, loyalty, dedication and support.

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A WATERPARK RESORT IN THE BACKYARD

Adult Playground for the Ages

By Rick Chafey



Phoenix-area builder Red Rock Pools & Spas has embarked on one of its most ambitious backyard projects to date, incorporating features rarely used in residential applications, along with massive scale and intricate engineering. In this series, Red Rock Co-owner Rick Chafey introduces it.

This will be one of the first residential installations of the surf simulator. When not in use, it will deflate, and an artificial-turf covered sliding floor will conceal it.



This year, we are embarking on one of our most ambitious backyard projects.

Our client purchased two homes, knocked them down and is building one large property with the kind of amenities that you'd normally find in a full-scale resort or waterpark.

Everything about it is big. We've been working on this design for about 11 months — and we're continuing to design as we speak. It's a living thing that will likely keep evolving until it's finished. So far, we've devoted roughly 500 hours on the design and engineering. The structural engineering package on this project, alone, has cost more than \$100,000. And we're continuing to work on this part of the job, as the client has made some last-minute changes.

We expect the project to use about 850 yards of shotcrete — if I'm estimating conservatively. We may approach 1,000 yards by the time we're done.

The job will keep us busy for about 18 months, probably taking us well into 2022. I'll be providing periodic updates to discuss the highlights and challenges as

it progresses. For now, here's a tour of the waterscape so far, along with some of the primary challenges we'll be dealing with.

The high points

The main pool features a sunken firepit, swim-up bar, planter island, and pavilion. Besides that, the yard has several components that transform the yard into a residential waterpark resort:

✓ Lazy river with underground go-kart track

The lazy river will run approximately 540 feet throughout the backyard, powered by ten 10-horsepower Riverflow Pumps from Current Systems.

Beneath the lazy river, underground, will run a 494-foot-long go-kart track designed to look like a mine shaft of sorts. It runs at ground level then goes subterranean, following the river from below for about 150 feet before it comes back up. Eight windows in the river floor serve as skylights for the track, allowing go-kart riders to look up into the water.

Despite its scale, the lazy river is one of the easier features to engineer — the construction and engineering are fairly conventional. But we are bearing part of it on top of the tunnel with the go-kart track, which will require the river bottom to span over a set of retaining walls.

✓ Rock waterfall, grotto and slides

Made with a combination of real and artificial boulders, the rock waterfall will have two slides — an open flume and a tube slide that wraps around the back. The extensive grotto underneath will include a bar and also be themed like a mine shaft, with exposed posts and beams, in addition to the rock work.

We will use mostly natural rock, so the waterfall will require a significant support structure.

✓ Surf simulator

This is a specialized FlowRider surf simulator that you'd normally find at a waterpark. But this inflatable version deflates when not in use so it can



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- Rick Chafey, Red Rock Pools and Spas

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be folded and tucked down, then concealed by a Twinscape motorized movable floor covered in artificial turf. This leaves more usable space while protecting the surf machine from the sun. It also makes the huge blue structure disappear for aesthetic reasons. The manufacturer customized the simula-

tor to work with the movable floor. It's designed like a stand-up paddle board or rigid inflatable boat — it can roll up but, when inflated, it becomes so rigid it almost feels like fiberglass.

This will require plenty of electrical work and a 125-horsepower pumping system.

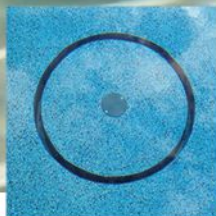
✓ 30,000-gallon shark tank

This will be placed in a shared wall between the main pool and the living room. Needless to say, this substantially complicates the engineering for the main pool. One of the walls is more than 24 inches thick.

Any acrylic panel construction is already complicated. But here we have an added degree of difficulty: The panel that's placed in the pool wall will have water pressure on both sides, coming from both the pool and the shark tank. Normally, when you only have water on the pool side, you place the panel in the rebate or slot, and the water pressure from the pool pushes the window up against the rebate and sealant. With water on both sides, we'll have to create what I call a toaster slot, sliding the window into a rebate in such a way that either the pool or shark tank can be drained without affecting the other body of water.

The shark tank also will support about 10 major loads from the main house. So

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it's all a monolithic structure, with some movable places on our connection to the house that allows the elements to shift without breaking another. The shark tank and pool can't move away from each other at all because they have to hold water. So we're continuing to work through those little nuances to finalize how this engineering feat is going to work.

✓ Basement pool

From the pavilion, a set of stairs will lead down to another pool at basement level. A deck accommodates plenty of poolside seating, and this space affords another view of the shark tank. A waterwall spills from the main pool down to the basement pool.

We didn't want the acrylic panel

from the basement into the shark tank to look like just a small window. Instead, it needed to span floor to ceiling, to better immerse the viewer. The overall depth of the basement dictated a 17-foot-deep pool.

This area presents another major engineering challenge. Underneath the basement pool, I have a 25,000-gallon surge tank. The basement starts at 18 feet below grade, and our surge tank goes another 10 feet. That means we're about 30 feet in the ground. So we had to perform massive shoring using different construction methods that allowed us to dig right next to a neighbor's property and the basement structure. We didn't have the space to bench the excavation (dig 5 feet, move over 3 feet, dig down another 5 feet, etc.). Instead, we had to drill and place piers in the ground, then shotcrete between those piers and create a shoring detail that could support the structures above and protect the workers below.

With the basement pool sitting on top of the surge tank, and the main pool on top of the basement pool, there's a lot of height

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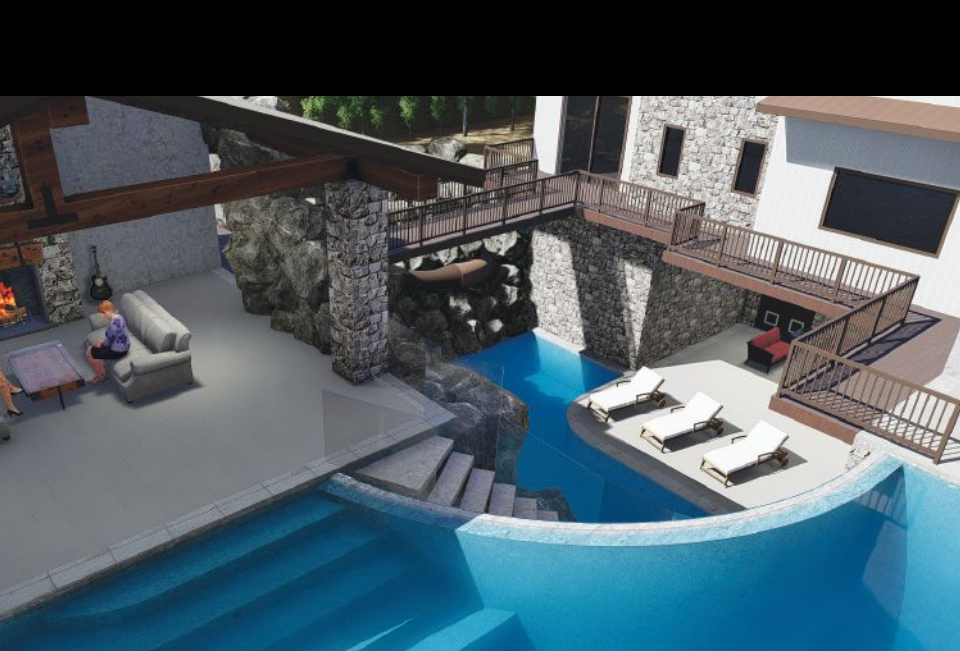


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and structure in that space, which requires substantial engineering and shotcrete. We sometimes need to use larger rebar — up to No. 6 — which can make it harder to use conventional shotcrete methods.

✓ Indoor pool

Off the master bedroom will be an in-

door swim spa with an operable glass roof. A gym goes next to that, with a koi pond wrapped around it.

Things to consider

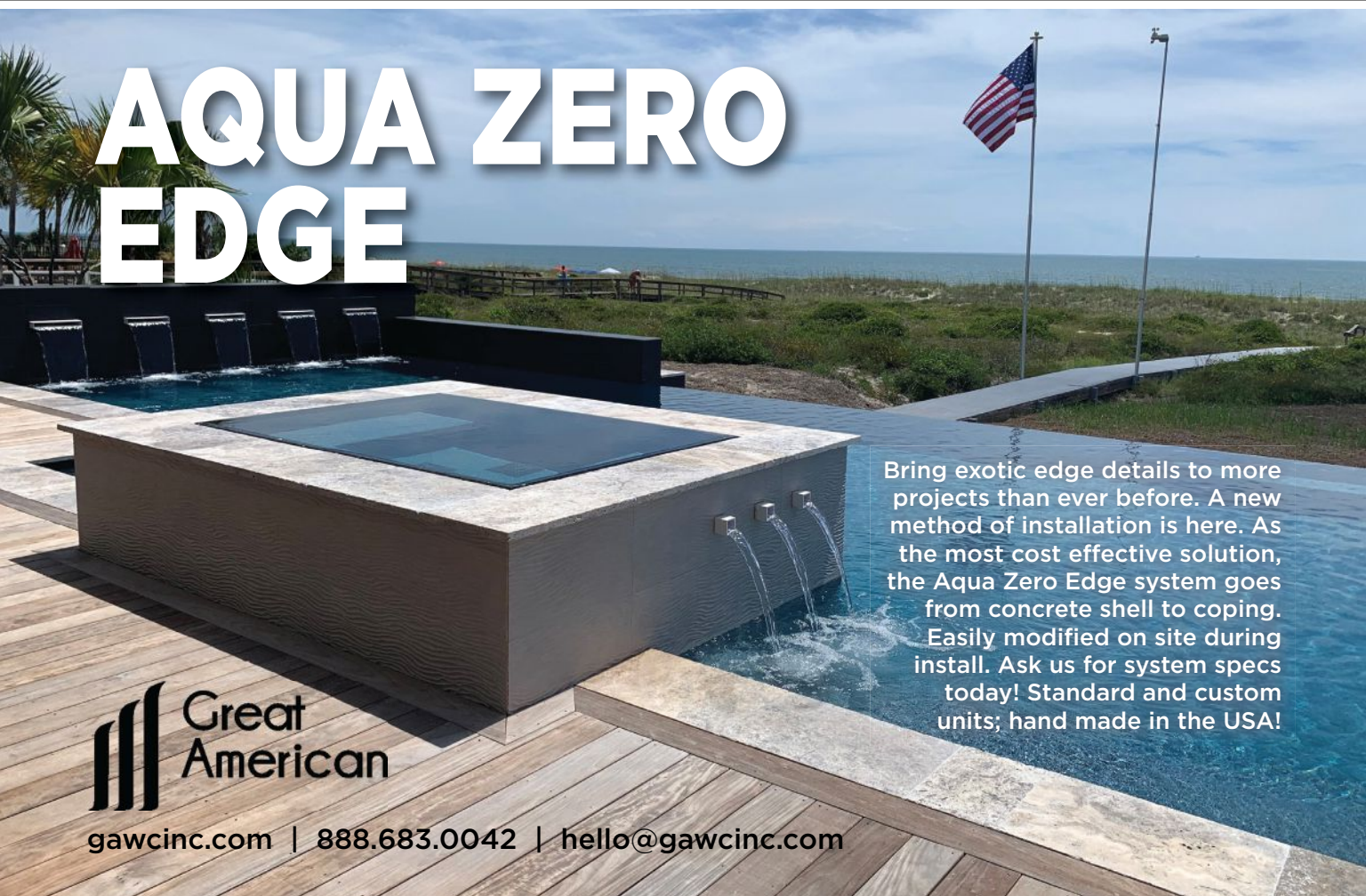
As you can see, this project has a lot of moving parts. And while it is a large property, the home's L shape boxed us into place.

Bringing everything together into a cohesive floor plan took an iterative process. We knew we wanted the homeowner to come in the front door and look across the main pool to the pavilion. Then we worked from there, meeting with the clients dozens of times to find out what was critical to them.

We will address some pretty dynamic hydraulics issues — some of which we're still fine-tuning. For instance, the surf simulator takes water from the pool and river, then deposits it back to the river. We have to manage how that transfer affects the river flow. With ten 10-horsepower pumps in the river and a 125-horsepower pump running the FlowRider, we're moving copious amounts of water. We're going through the fluid dynamics to make sure we don't create major eddies that can stop the river from flowing, or cause overflowing. We're working with specialized engineers and the manufacturers to analyze this aspect of the design.

Then we will have to determine the

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surge-tank capacities for these larger bodies of water and develop backup systems so they don't flood the entire basement.

Outlook

The major components will be built in three phases. The shark tank will be built during Phase 1, since it's cast-in-place concrete and provides support to a significant

portion of the home and waterscape. The main pool makes up Phase 2, then the lazy river and surf machine will be built during Phase 3.

At this point, we've started placing the surge tank that goes under the basement pool. We're taking a short break now: Typical of these projects, we had to chop some of the basement walls and

foundations apart, after the client decided to add the shark tank back in. That's going to change the locations of pump rooms and other things, so we expect to be back under construction shortly after we figure those things out.

Of course, part of the timing will depend on perhaps the biggest challenge of all — finding available subcontractors during one of the busiest times in the industry's history. For instance, the company that normally does our shotcrete would have to spend weeks on the job, with all their key crews in play. So it's going to be tough to keep everybody engaged, knowing there's other work to do.

I'll keep you posted.

Rick Chafey is co-owner and founder of Red Rock Contractors and Red Rock Pools & Spas, in Chandler, Ariz. He also serves as an instructor for Watershape University and is a co-founder of Ask the Masters, a Facebook Group that produces information podcasts for the pool/spa industry.

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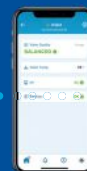


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SPIRIT OF GIVING

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There must be something in the water because the pool industry clearly ranks among the most generous of industries. While we don't have actual data to back up that claim, we have ample anecdotal evidence. Talk to any builder, service pro or retailer and you'll discover that they're involved in a project that's making the world around them a little bit better. Here, we're highlighting five such individuals. One helps eliminate hunger. Another commits time and money to prevent drownings. Then there's the CEO who cleans pools for the grieving, free of charge. And two builders feel a particular sense of mission for helping troubled teens. We hope their stories inspire you to give back. But then again, you're probably doing that already.

by Nate Traylor

THIS COMPANY'S BEREAVEMENT POOL CARE PROGRAM GIVES WIDOWED POOL OWNERS ONE LESS THING TO HANDLE.

HELP FOR THE GRIEVING



Matt Gohlke
President
Gohlke Pools
Denton, Texas

Matt Gohlke is a big believer in giving back. His staff also holds that value dear.

But after donating to so many worthy causes over the years, he felt something was missing.

"It felt like all we were doing was writing checks," says Gohlke, president of Gohlke Pools, a Denton, Tex. company that ranked among this year's *PSN* Top 50 Builders and Top 50 Service companies.

He wanted to find ways where his company could not only give in a more significant way, but also witness firsthand the impact that gift would make. He came up with two new programs that fall squarely within the company's wheelhouse, and make a profound difference to the recipient.

At the time, Gohlke Pools was maintaining a residential swimming pool for a woman who had lost her husband. They provided the service at no charge. Matt Gohlke didn't think much of it at the time. They were already in the backyard. The cost of maintaining a pool was one thing they could take off of her plate.

Then he received a voicemail message from a mutual friend of theirs. She was so

grateful that Gohlke volunteered to clean her friend's pool that she was audibly crying. Gohlke played the message on his speakerphone for all of his staff to hear.

"They were like 'Oh, man. We've got to step this up,'" Gohlke recalls.

They expanded that single good act into a bereavement pool service, which was offered to everyone, not just their current customers. Staffers would hear about people through church or find them in the newspaper's obituary section, and they would offer them three months of complimentary pool service. Grieving widows who lost their husbands most often find this service helpful. Gohlke estimates that his company is maintaining three to five pools a week, free of charge.

Another simple way the company gives back: Roadside assistance. While on the road, members of his service team will pull over and help stranded motorists any way they can.

Helping comes easy to his staff.

"This isn't a Matt Gohlke deal," he says. "I get a lot of credit for things. For our staff, it's the right thing to do ... They don't think anything of it."

Gohlke received a voicemail message from a mutual friend. She was so grateful he had volunteered to clean her friend's pool that she was audibly crying. Gohlke played the message for all of his staff to hear. "They were like 'Oh, man. We've got to step this up.'"


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FOSTERING DREAMS



Scott Waldo
CEO
Platinum Pools
Houston

When Scott Waldo thinks about all the kids he's helped over the years — and he has more than 400 to choose from — two in particular stand out.

There's the 13-year-old boy who had been so brutally abused by his father that he needed surgery to avoid a lifelong disability. Then there was the 15-year-old girl who had been sexually abused by her mom's boyfriend. She had attempted suicide. Shy at first, she eventually warmed up to Waldo, and he set her on a path to success. Today, she works full time, has a savings account and is set to graduate from Sam Houston State University.

Waldo's foundation, Smiles & Dreams, helps young people with troubled pasts to see brighter futures, providing them joy along the way.

"It's humbling to me because it brings you back to reality that life isn't great everywhere, but there's always an opportunity to give back and pay it forward," says Waldo, CEO of Platinum Pools, a PSN Top 50 Builder based in Houston. "We can get these kids to keep dreaming towards something better than what they had."

The builder began what would become a major philanthropic undertaking by

volunteering at a local shelter for troubled youths. He'd treat the residents to dinners and shopping excursions. His generosity became legendary.

"Kids would show up and they would go, 'Are you that rich white guy that everybody talks about in the foster care system?'" Waldo says with a laugh.

But more than clothes, fancy dinners and toys, orphans really needed a place to call home after they've aged out of the foster care system. So Waldo built a house that accommodates 28 young adults. They can live there as long they attend school or work, and remain drug-free. Annual golf tournaments raise between \$85,000 and \$100,000, which Waldo will match to support the program.

He remains close to many of the Smiles & Dreams graduates, one of whom he'll walk down the aisle on her wedding day.

There's also the dog sanctuary. Waldo lives part-time in Puerto Rico, where he rescues abandoned dogs and sends them to no-kill shelters in the U.S. His ultimate goal is to someday merge both his philanthropic efforts. He envisions a program in which young people without parents care for dogs without homes.

"Kids would show up and they would go,
'Are you that rich white guy that everybody
talks about in the foster care system?'"



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THE NEED TO FEED



Bryan Banta
President
B&B Pools
Pompano Beach, Fla.

According to scripture, Jesus once fed a crowd of 5,000 with five loaves and two fish. Bryan Banta, president of B&B Pools, also is attempting to feed the masses with similarly miraculous multiples.

The effort started as a way to celebrate the Pompano Beach-based pool service company's 30th anniversary. Banta and his church sought to help meet South Florida's growing demand for food. The church had found an organization that managed to stretch a dollar enough to fund about 10 meals — exponentially more than one could get at the store.

Seeing how a single dollar could feed so many people excited Banta, a former financial planner.

"To me, it's kind of a return on investment," he says. "You can see the output is much greater than what you put into it."

So Banta embarked on an ambitious goal — to provide 100,000 meals to people in need this year. The project got under way just months before the COVID-19 pandemic would close the economy and send people from all walks of life to the nearest food banks.

"It's interesting to see and hear the stories about where this food is going," Banta says. "You think it's [only] going to poor people. No, it's really not. It's going to people that we know."

This knowledge has taught him a lesson: "You don't know the people's situations; you don't know how they've been affected. You don't know the difficulty

they're facing."

B&B Pools, a PSN Top 50 Service provider, is engaging its customers in the effort to provide these meals. The company supplies 500 meals for every pool heater, variable-speed pump or salt system it installs. Additionally, every new customer equals 500 meals.

"We tried to be strategic about how we gave — in other words, what triggered a gift," Banta says. "So we chose the things that we knew people wanted."

In January, B&B Pools provided more than 9,000 meals. At that rate, the company would meet or even exceed its goal by December.

But there was a hitch: The church's food partner at the time raised its costs. Rather than the 10 meals, a dollar would only provide about seven. That put Banta's goal likely out of reach. Fortunately, they found a new partner, On Dry Land Outreach, which provides 20 meals for every dollar donated, effectively doubling B&B Pools' impact.

Banta also expanded ways to involve his customers. Now, not only big-ticket items spur a donation — the company provides 100 meals for every cartridge filter replacement, too.

B&B Pools closed out September by supplying 32,600 meals, its best month to date, for a total of nearly 119,000 so far this year. Banta amended his goal to 150,000 meals by year's end. You can follow their progress on Facebook @BBPOOLSINC.

"It's interesting to see and hear the stories about where this food is going," Banta says. "You think it's [only] going to poor people. No, it's really not. It's going to people that we know."



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MARK REED HAS DONATED POOLS AND A SPLASH PARK TO GIVE KIDS AND YOUNG PEOPLE PLACES TO PLAY.

MAKING A SPLASH WITH KIDS



Mark Reed
President
Memphis Pool
Memphis, Tenn.

How many people can claim that they've donated whole community swimming pools? Mark Reed, for one.

The president of Memphis Pool in Memphis, Tenn., constructed two pools and a splash pad, free of charge. One of those projects was of significant, personal importance.

French Camp Academy is a faith-based school for young people, many from troubled backgrounds. Located two hours south of Memphis, in French Camp, Miss., the school accommodates up to 170 boarding students.

Reed was on the road and just happened to stop in one day to see how much the school has changed over the years. He got to talking with some school officials and learned they were planning to build a pool, a much-needed amenity where students could blow off steam during the muggy Mississippi summer. "Water facilities can be kind of a burden in those places — they have better things to spend their money on so we just kind of adopted them," says Reed, a former French Camp Academy student.

Reed built a 2,500 square-foot pool with

a shallow play area, diving board and slide at no cost to the school. He continues to support the facility with free maintenance chemicals. He also built a similar project for the academy's sister school in Port Gibson, Miss.

He's happy to give back to an institution that had a positive influence on him.

"They treat the kids with respect and love and give them responsibilities," Reed says. "They are building good adults and giving them stability they don't have at home."

If you go to the Children's Museum of Memphis, you'll be greeted by the second project built and donated by Memphis Pools. The colorful splash park spans 7,700 square feet and features more than 40 sprayers.

When the museum ran into a financial roadblock and it became apparent that it couldn't afford to pay for the project, Reed forgave the debt. But at least he got some advertising out of it: Pop-up tents bear the company's name and logo.

Children know whom they can thank when they're soaking under sprayers during a Tennessee heatwave.



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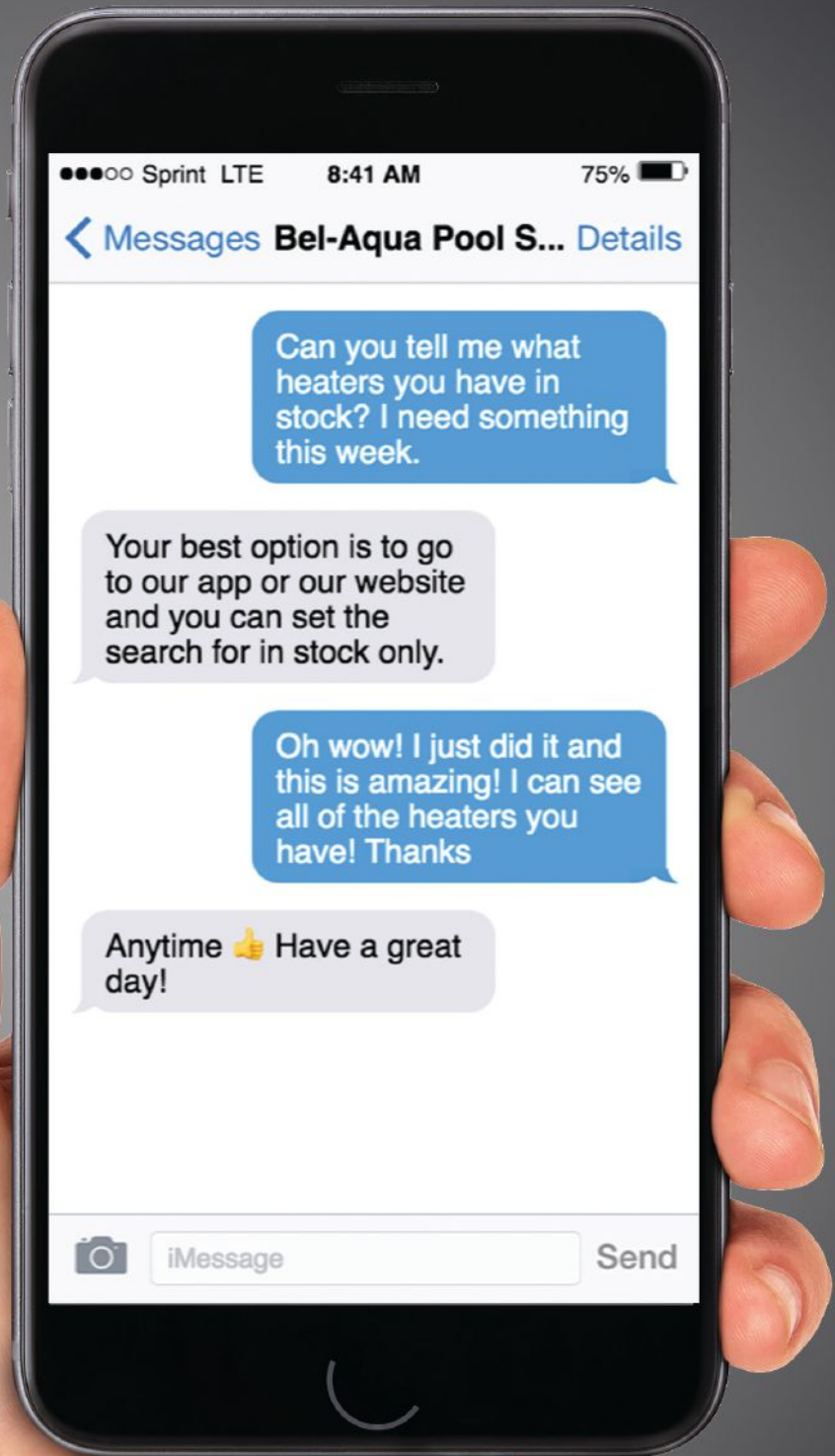
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A MOTHER WITH A TRAGIC STORY AND A PSN
TOP 50 SERVICE PROVIDER WORK TOGETHER
TO CURB DROWNING DEATHS IN FLORIDA

FROM TRAGEDY TO TRIUMPH



Ken Scott
President/owner
AquaBliss Pools
Deerfield Beach, Fla.

By fate or coincidence, Cassie McGovern, who had lost her 19-month-old daughter in a backyard pool drowning, was serving wings and drinks to members of a local IPSSA chapter, which met at the restaurant for its monthly meetings. She told them her story.

At the time, she had quite a juggle: In addition to her job as a waitress, she was getting her drowning-prevention organization, the McGovern Foundation, off the ground. “I would go out and speak and share my story,” McGovern recalls. “Being a very, very small nonprofit, I needed all the help I could get.”

The pool pros supplied more than a sympathetic ear. They gave the waitress a trunk-full of water-safety collateral that she could disseminate on her speaking circuit.

Ken Scott, president and owner of AquaBliss Pools in Deerfield Beach, Fla., was so moved by McGovern’s story that he committed to donating a dollar per pool account to her drowning-prevention efforts. Among his services, he repairs pool vacuum bags, and donates all proceeds from that work to the McGovern Foundation. His contributions have funded swimming lessons for 50 disadvantaged youths, as well as certifications for 10 lifeguards.

“As pool guys, our livelihood depends on swimming pools,” says Scott, whose company appears in PSN’s Top 50 Pool Service ranking. “We should be trying to do whatever we can to keep those pools safe.”

McGovern’s story is tragic — and tragically common. The McGovern household in Coral Springs, Fla. was busier than normal on Aug. 3, 2009. The eldest daughter was entertaining a friend and Cassie McGovern’s husband, Shannon, had a candidate over for a job interview. Edna Mae, the youngest of the three daughters, was fresh from a nap and sitting in her rocking chair with a sippy cup. But the next thing Cassie McGovern knew, her youngest wasn’t there.

“[I] came back and she wasn’t where I had left her, so I kind of wanted to check

around the house, put my eyes on her before I went outside,” McGovern remembers.

The two other daughters were accounted for, but Edna Mae was nowhere to be found inside. McGovern then stepped outside, expecting to find Edna Mae by the swing set. That’s when her husband, Shannon, heard her screaming.

Cassie McGovern found her daughter face down in the pool. Shannon took the child from Cassie’s arms and began performing CPR. His quick actions gave them one more week with their daughter in the hospital.

There were signs of hope in the days that followed. Tests showed Edna Mae’s organs improving but others revealed declining brain activity. On Sunday, Aug. 9, the McGoverns signed the consent forms to donate her organs. People are alive today thanks to Edna Mae.

Cassie McGovern never imagined anything like this could happen. The McGoverns typically used the pool as a family. They’d get in together and leave together, always closing the gate when they were done swimming for the day. But in the hustle and bustle of that day, the gate had been left open.

“Our family, we thought we were taking every precaution possible,” McGovern says. “We thought we were those helicopter parents, and we had the pool fence in place.”

McGovern’s waitressing days are behind her. Today, she’s leading the charge full-time to educate families about water safety, as the Florida Department of Health’s local drowning prevention program manager. She continues to work closely with Scott, who is a member of the Broward County Drowning Prevention Task Force.

The task force’s initiatives include S.P.U.D.: Students Preventing Unintentional Drowning. In the extracurricular club, students can earn community service hours by raising awareness about water safety. Last year, 10 local high schools took

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part in S.P.U.D. The program has since expanded to include middle schools. The club's activities are mostly virtual during the pandemic.

The program gives teens the opportunity to teach younger children how to stay safe around water. Not only do these young messengers set the program apart, McTGovern and Scott say, but they increase the program's effectiveness.

"There's a little bit better of a connection there when the elementary kids hear from high school kids [versus adults]," Scott says.

The program couldn't have come at a better time. Florida has seen a dramatic increase in drowning deaths this year, according to Safe Kids Worldwide, with Broward County leading the state.

McGovern is grateful for Scott and the pool industry's support.

"Thankfully, the pool industry has backed us and supported us and is really invested in the youth," she says.

PHOTO: AQUABLISS POOLS



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This site is updated regularly with key DOE updates, important news and other useful resources for continued help on navigating the upcoming changes.

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4 THEY'RE MAKING KEY INFORMATION AVAILABLE.

Hayward recently launched a dedicated DOE Resource Center at hayward.com/regulations that offers fact sheets, FAQs, videos, infographics, blog articles, whitepapers, recorded webinars, tradeshow class trainings and more.

5 THEY'RE KEEPING THE CONVERSATION GOING.

Hayward has created a dedicated email address for questions on the regulations. To get in touch with their experts, send an email to DOERegulations@hayward.com.

Visit hayward.com/regulations to learn more about 2021 Department of Energy regulatory changes.



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Pools of the Pros

What kind of pool do you get when you've seen it all? For these three builders, the answer is clean and meticulously engineered. By Rebecca Robledo



POOLS OF THE PROS



PHOTOS ON THIS PAGE COURTESY CLAFFEY POOLS

Most of the yard falls within an invisible grid. The only exception — the lpe deck that appears to float. The offset position and a 12-inch cantilever over the water enhance the illusion of a floating dock. Above right, a set of scuppers at the end of the raised wall provide water movement for those across the way.



There's no bigger testament to the life-enhancing qualities of pools and spas than a pool professional's own waterscape. After working a full day delivering these products to customers, they come home and enjoy their own waterscapes, built to their own liking. We thought we'd find out what kinds of designs these builders chose for their own personal spaces.

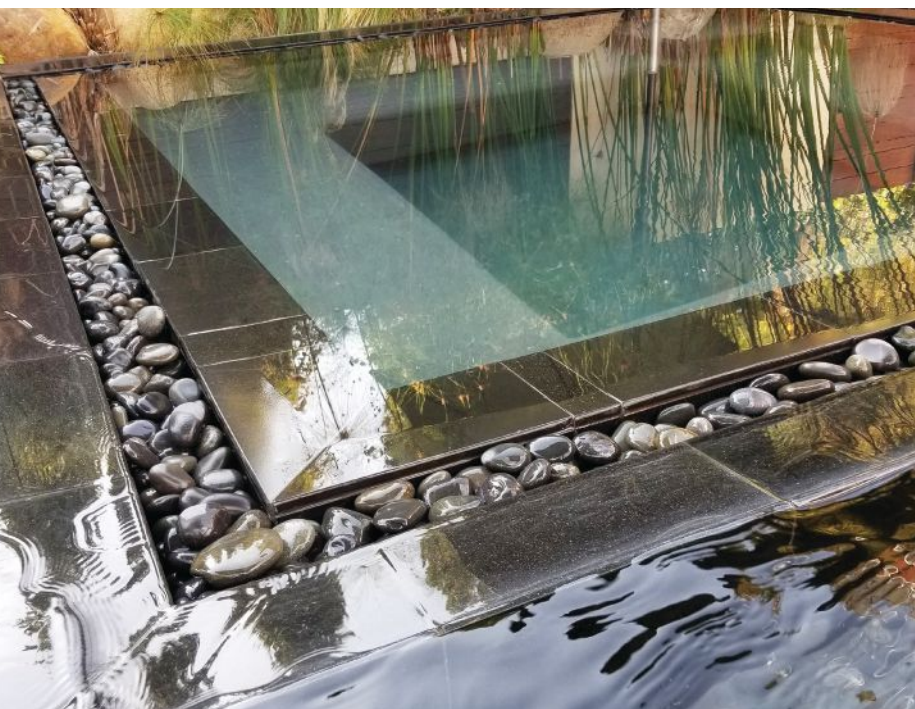
BRIAN CLAFFEY
Vice President
Claffey Pools
Southlake, Texas

Claffey found an old metal fire box, and the inspiration for a backyard was born. After adding a 15-foot-tall metal chimney, the fireplace became the focal point of the backyard.

The designer went for a clean but eclectic look, with straight lines that mostly follow an invisible grid.

Two main objectives guided the design of this pool: Preserving views from the home, and presenting a softened geometric form. This was achieved by keeping structures and furnishing to the back of the yard so it wouldn't block views from the house, and incorporating some curves to the mostly linear form.

POOLS OF THE PROS



DAVID PETERSON

Owner
Watershape Consulting
San Diego

This project had to be built on fairly limited space, as part of the yard was allotted to a structure that would house spaces dubbed the Man Cave and Lady's Lair. So Peterson, also president and co-founder of Watershape University, crafted a "social pool" — just large enough to hang out and have fun. Measuring 6 feet, 8 inches by 20 feet, it maintains a consistent depth of 3 ½ feet.

A slot-edge detail frames three sides, while a gutter and planter cap the fourth. When not in use, the corner spa is hidden under water. When activated, cold and hot water separate on either side of a channel.

"I didn't bombard it with a whole bunch of bells and whistles," Peterson says. "Sometimes, the more simple you want it to look, the more complicated it is. And I think it does make my smaller yard look bigger."

PHOTOS ON THIS PAGE COURTESY WATERSHAPE CONSULTING



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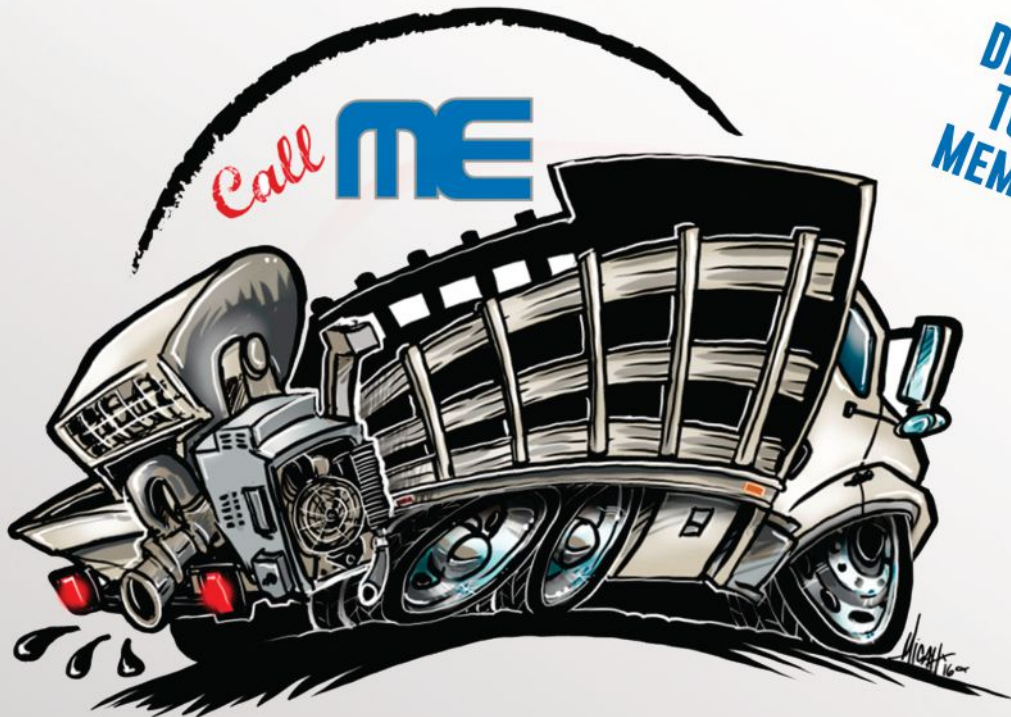
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POOLS OF THE PROS

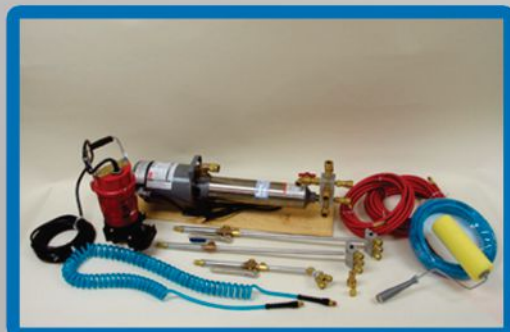


Above, a 10-by-10-foot sunshelf is finished with a mesh-mounted natural stone, chosen for its durability against the scraping of movable furniture. Two umbrellas on the sunshelf provide plenty of shade so users can move around — and the bronze sleeves provide electrical bonding for the pool. Drains in the pool were placed on the wall, at floor level, tucked under the cantilever of the stairs. Left, a front yard waterfeature continues the minimalist thread.

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POOLS OF
THE PROS**ROGER JAY**

Owner
Island Watershapes
Victoria, B.C., Canada

To work with the Asian theme of the yard and complement the farm home, this builder enlisted the help of Skip Phillips, an occasional partner on Western Canadian projects, to provide one of his signature minimalist creations.

At least as important to Jay as the functionality was the appearance. He wanted a highly reflective body of water with fire accents.

The dark perimeter-overflow pool with floating stepping stones seems to have fit the bill.

Based on visitor input, that objective was achieved, he says. "When you come around the corner, people are shocked," he says. "Especially where we live, it's something you don't see much. I don't think there's one client that we've shown the pool who didn't contract with us to build their project."

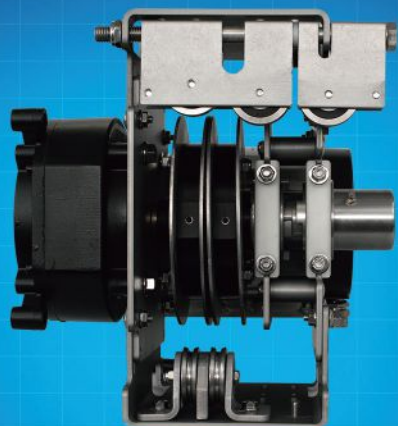


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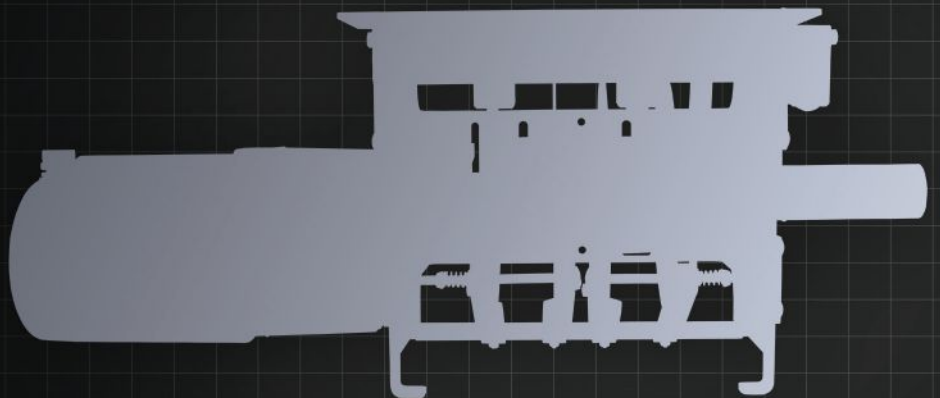
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POOLS OF THE PROS



Above: Wanting the features to be larger than standard fire bowls, the designers chose three 40-inch firepits. **Left:** To get the highly reflective look Jay wanted, the team chose black glass tile and a black aggregate finish for the pool interior.

PHOTOS ON THIS PAGE COURTESY ISLAND WATERSHAPES



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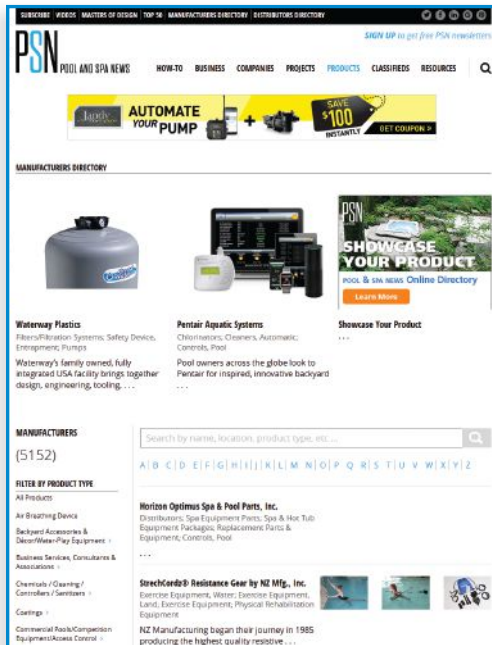
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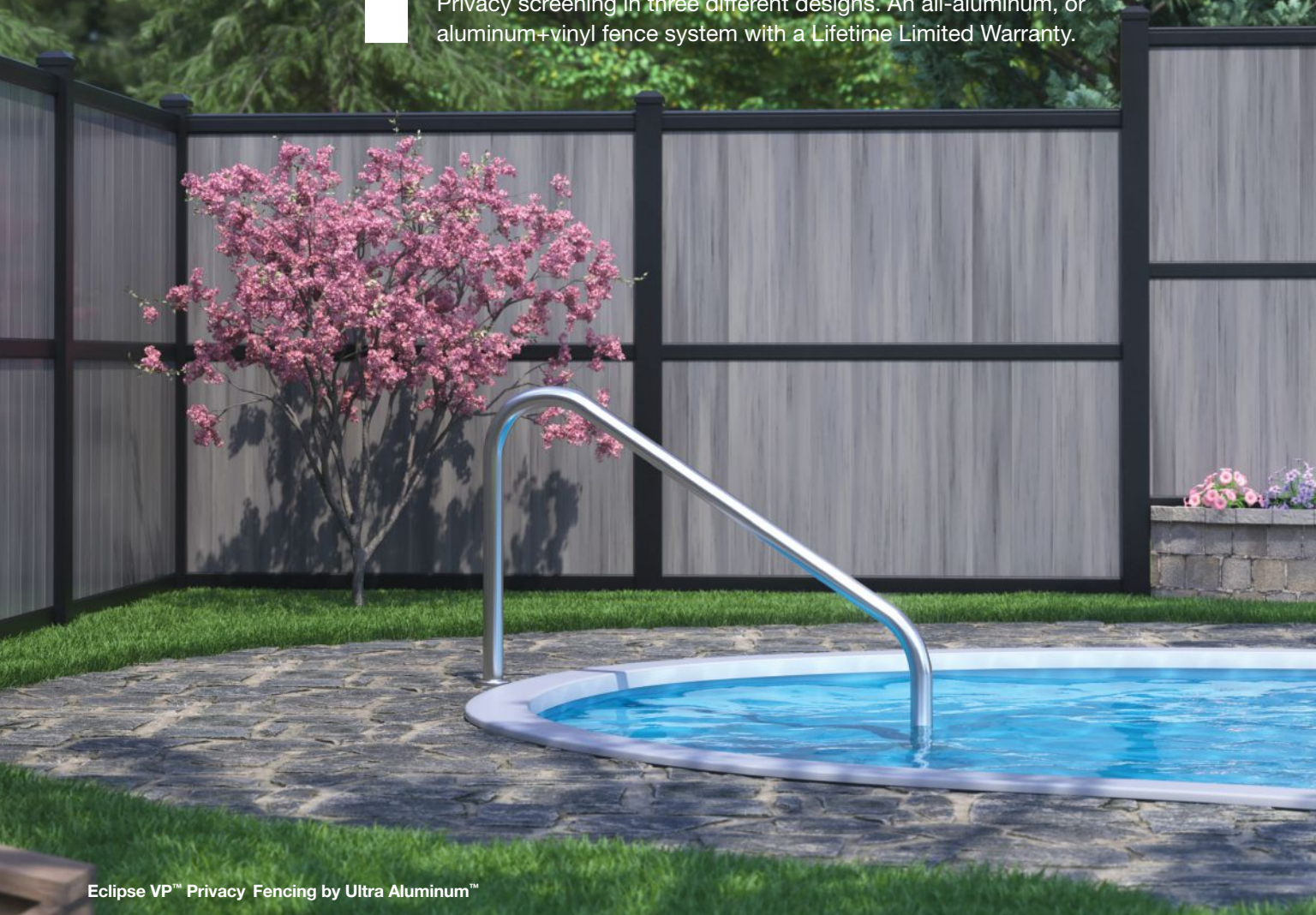
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A service professional's pool offers nonstop enjoyment and education.

By Rebecca Robledo



Rich Gallo's pool turned out to be more than a beautiful place to hang out — it's served as an educational tool that never stops providing.

The first lesson came eight years ago, when the CEO of PureSwim, based in Valencia, Calif. decided to renovate the 1970s pool and backyard. He thought he might add renovations to his company's repertoire, so he figured he'd take this on as his first project and see how it worked out.

He chose to leave the pool structure intact, but tore out the rest of the backyard so he could add a backyard kitchen and lush tropical land-

scape. The vessel itself would be refinished.

"The main thing was the aesthetics of the whole yard and changing a really plain, basic '70s pool into a tropical paradise," Gallo says.

He spared no expense on materials, including a 2-by-2-inch glass tile and 4-inch-thick Cherokee Creek sandstone for the deck. Other features included colored and regular LED lights for the pool and landscape, and outdoor kitchen, misting system, and high-tech subterranean audio system with subwoofers and six speakers strategically hidden throughout the yard.

POOLS OF THE PROS



The backyard was just what he wanted. As for the experience of contracting his own pool ... It was intense.

"I got to be both the contractor and the homeowner at the same time, which was actually very maddening," he says. "I felt like a split personality. I'd yell at myself, 'Hey, why isn't this done?' 'I don't know — I've got other jobs.' 'That's not good enough. You've got somebody else coming tomorrow at 7:00. It's got to be done before that.'

"The next thing you know, it's 11:00, and you're out there digging a trench for three hours."

In addition to learning about the customer experience, he came to find out that renovations wouldn't fit in his business model. "There are too many unknown obstacles," he says. "There's great money in the service industry, and I think I can do just as well with a lot fewer headaches."

LONG-TERM EDUCATION

But Gallo benefits from the ongoing education his pool brings. He set it up with various types of water-quality equipment,



POOLS INSIDE POOLS... RENOVATIONS

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POOLS OF THE PROS



including an ozone system, UV, ionization, a descaling water softener, ORP/pH system, a hydrogen ion system and one or two other brand-new products being tested.

"We really wanted to take advantage and use the pool to test products and see how they really work before we recommend and sell them to clients," Gallo says.

He not only tests individual products, but also observes to see which are compatible with the others, so he knows what should and should not be included in packages he sells to clients.

Additionally, he installed a portable hot tub, even though an inground spa came with the pool. The hot tub is also used to test products, and it's valved to empty into and draws water from the inground spa. "The one downside to having a hot tub is that you should drain them more often than people do," Gallo says. "So we can drain that hot tub into the pool and then fill it with the hot, ozonated water from the inground spa."



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DREAM DESIGNS 2020

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BY REBECCA ROBLEDO

Each year, our sister publication, *Aquatics International*, recognizes the most beautiful, well-designed commercial pools and aquatics spaces, from competition pools to family aquatics centers to waterparks. Check out a sampling of this year's honorees. ▶

Aldergrove Credit Union Community Centre

Aldergrove Credit Union Community Centre

LEISURE POOL/FAMILY AQUATICS CENTER



LANGLEY, B.C., CANADA

Architect: HDR Architecture Associates

Aquatic Designer/Consultant: Water Technology Inc.

Pool Builder: Master Pools Calgary

General Contractor: Graham

Structural Engineering: The Krahn Group

MEP: Rocky Point Engineering



In addition to engaging visitors of all ages and interests, the team designed this venue so different sections could have their own opening and closing dates.

Under a wooden canopy sit a life-style pool, hot tub, and 25-meter competition pool with 1- and 3-meter diving. The cantilevered roof allows guests to maintain a connection with the outdoors while enjoying shelter and some amenities for warmth. A subtle detail helps this section blend with its environs: Rods supporting the canopy are slightly angled to match the natural shape of evergreen trees in the distance.

Several technologies keep this area comfortable most of the year: A solar system; infrared heat lamps; a system to recover energy produced from cooling the skating-arena ice; and in-deck radiant heating.

Removable fencing divides this area from the rest of the center so it can operate independently during winter. A separate entrance here helps with this goal.

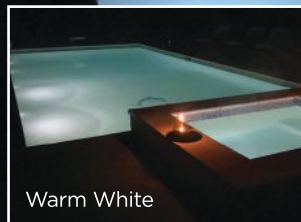
A current channel, wave pool and splash pad broaden the center's appeal. A play structure includes four slides, dumping bucket and interactive features. An additional slide tower boasts two tube slides and one body slide.

The team wanted a cheerful circus theme, so the play structure features big-top tent elements, a ringmaster and popcorn for the dumping feature. Bold and bright hues support the theme. The rods supporting the overhanging roof were inspired by ropes that prop a circus tent.

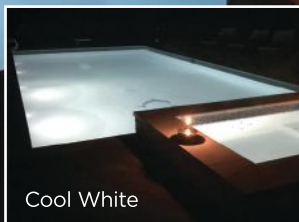
The facility's open concept causes the sound to dissipate, softening noise that otherwise could distract training athletes.

PHOTO BY ED WHITE

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Seminole Hard Rock Hotel & Casino Hollywood

HOTEL/RESORT



HOLLYWOOD, FLA.

Architect: Klai Juba Wald
Architecture + Interiors

Aquatic Designer/Consultant: Cloward H₂O

Landscape Architect: EDSA

Pool/Spa/Waterfeature Contractors:

BrightView (inground pools); Rock Star Pools & Waterfalls (aboveground pools); Redman Builders (aboveground pools)

Builder/General Contractor: Suffolk Yates, a Joint Venture

The operators of this hotel sought to expand the selection of aquatics amenities with a multi-feature resort pool area for grownups. This would complement the existing pools, which were tailored to children and families.

The new adult playground includes multiple pools to accommodate upscale lounging, entertainment and other activities. The main pool, adjacent to the hotel's trademark guitar tower, features rental cabanas and a stage for performances. The VIP pool brings the water directly to first-floor suites, where guests can step outside and onto their own sunshelf. The Bora Bora section includes fully equipped, rental bungalows that appear to float on the water. Boardwalks provide access. A series of waterfalls connect this area with the main pool deck.

The 2.4-acre recreation lake, set at

the outer perimeter of the watery network, features a sandy beach and provides space for kayaking, paddle boarding and other surface craft activities. Well water supplements municipal water in the lake, and a disc filtration technology handles the roughly 4 million gallons, the first application of its kind in the U.S. The 8-foot-deep lake was built using a concrete shell and reinforced polyethylene liner. The concrete covers the first 4 to 5 feet of depth, then the liner sits over earth at the lower depths. This system kept the feature within budget.

Tropical styling imparts a tranquil, natural vibe by day. All is brought to life at night with special lighting to enhance special events. Some of the cabanas were fashioned after traditional Seminole thatched-roof chickees as a tribute to the local tribe.

PHOTOS: TOP SEMINOLE HARD ROCK HOTEL & CASINO
HOLLYWOOD; BOTTOM, CLOWARD H₂O

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LITTLE STIRRUP, BAHAMAS

Architect: HKS

Aquatic Designer: Martin Aquatic Design & Engineering

Builder: Bahamas Environmental Group

MEP: Jacobs Engineering



The private island owned by Royal Caribbean Cruise Line has earned another recognition with this attraction for older children and teens, adventure seekers and families.

Complementing existing attractions for young children and adults, the 500,000-square foot Thrill Waterpark takes its helm at the center of the ever-expanding destination, where ships dock for a day-long visit.

Thirteen water slides are split between two towers. The Family Tower features multi-person raft rides and a four-lane mat racer. It connects to a plunge pool, while a conveyor belt carries used innertubes back to the top. The Adventurer's Tower includes the 135-foot-tall Daredevil's Peak — said to be the tallest water slide in North America — along with six other slides.

The Caribbean's largest wave pool features a zero-depth entry and interactive spray features. Adventure Pool provides a destination for younger explorers, who can climb an over-water rock wall and challenge themselves to an obstacle course.

Daredevil's Peak was meant to be seen from miles offshore, so cladding around the slide boasts vibrant colors. Working within the Royal Caribbean palette, designers gave each slide its own hue to distinguish it from its neighbors. Caribbean theming on the wave pool includes starfish, seashells and water-droplet shapes.

Building on a private island presented its challenges. For instance, the island has no lodging, so construction crews and materials had to be shipped in daily.

PHOTOS: ROYAL CARIBBEAN

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LEISURE POOL/FAMILY AQUATICS CENTER



DUBLIN, CALIF.

Architect: DAHLIN Group
Aquatic Designer/Consultant:
Aquatic Design Group



This center may have been 20 years in the making, but it was well worth the wait.

Funded by the City of Dublin, Calif., to provide a regional draw, it changed back and forth in scope over the two decades, but the more ambitious plans won out, yielding a 31,000 -square-foot complex that serves everyone from small children to serious athletes. By integrating the aquatics facility into a larger community park that includes an outdoor amphitheater, the team positioned it to draw more traffic.

The building's striking wave design provides a preview of the beach theme inside and on the outdoor pools. A translucent ethylene tetrafluoroethylene roof not only helps create the glowing effect when viewed from outside at night, but the lightweight ma-

terial also allows 95% of light into the building without the need for columns to support the structure.

Three swimming pools and six water slides can be found on the property. Inside, a 25-yard warm-water teaching pool has six lanes, an accessible ramp and a peninsula for easier movement. The outdoor competition pool measures 25 meter by 25 yards, has 11 lanes, and also features a peninsula to separate shallow water from deep. An activity pool has 4,945 square feet of shallow water, a large interactive aquatic play structure, and water play features. The water slide complex boasts six slides — enough to provide an exciting waterpark experience without typical waterpark fees.

Energy-efficient equipment and solar energy help reduce operating expenses.

PHOTOS COURTESY AQUATIC DESIGN GROUP



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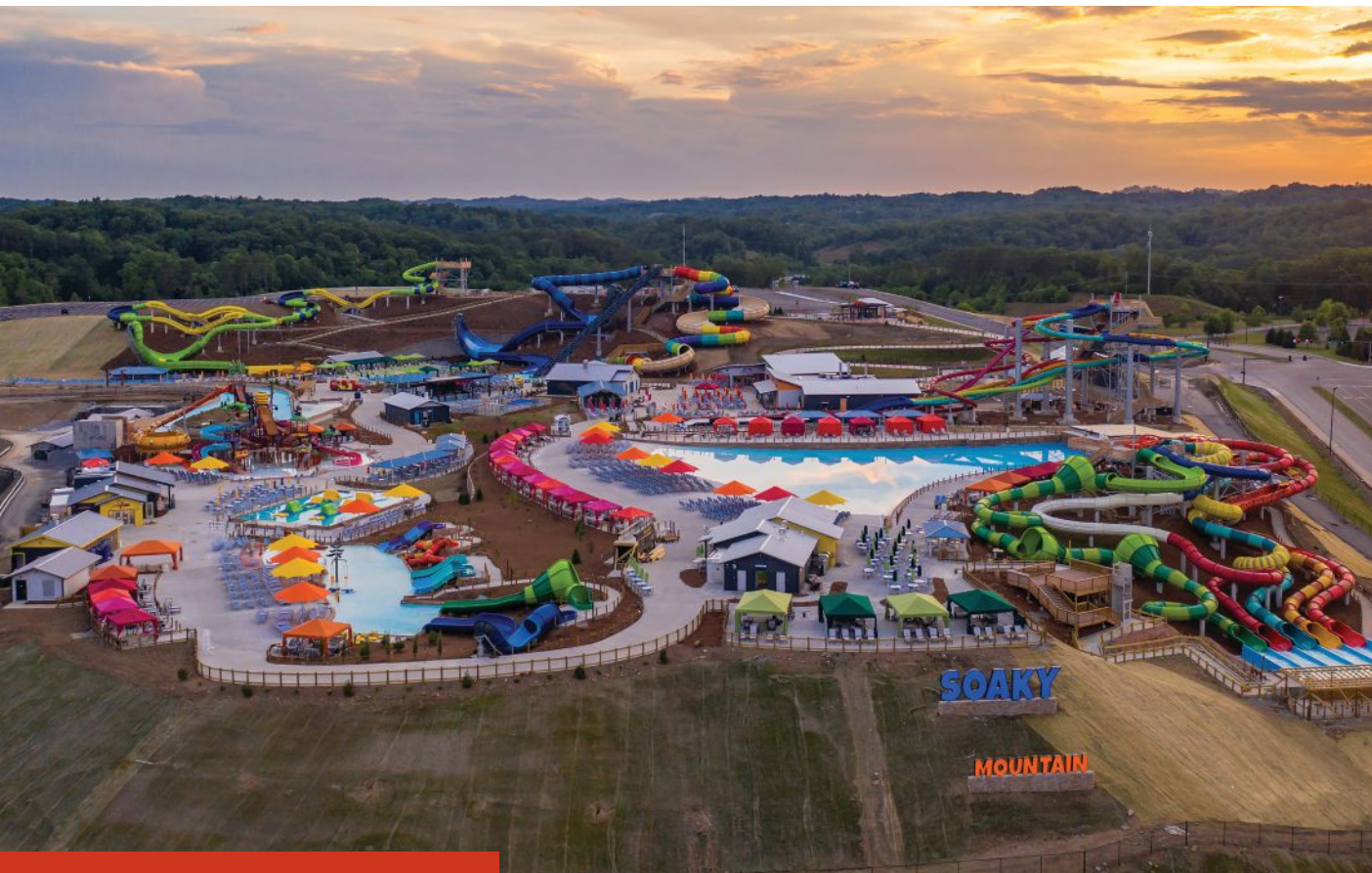
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Soaky Mountain WATERPARK



SEVIERVILLE, TENN.

Architect: ADCI

Aquatic Designer/Consultant:

Aquatic Development Group

Landscape Architect/General Contractor:

Aquatic Development Group

Pool/Spa/Waterfeature Contractor:

Aquatic Development Group

Named in humorous tribute to the nearby Smoky Mountains on the Tennessee/North Carolina border, this property is said to be the largest new waterpark in the country in 2020, measuring 2.18 million square feet.

The scale of its features is fitting: The wave pool measures 35,000 square feet and produces crests up to 6 feet high, while an adventure river featuring wave action and fast-moving water occupies approximately 24,000 square feet. A double surf simulator and double-laned inflatable obstacle course pool provide yet more adventurous options.

The property includes areas for small children who aspire to become daring adults, with miniature versions of the “big kid” slides. Boomer’s Bay features a

mini tornado, child-sized wall ride and twisting slides with translucent light effects, while Mini Mayhem is styled after the grown-up sized Blue Mountain Mayhem. A multi-level play structure with water bucket and water slides engages smaller children.

A flat-water cabana pool accommodates those looking for a more low-key, relaxing experience.

Designers referred to the aesthetics of this waterpark as “mountain modern,” a combination of a natural elements with modern flare, as a tribute to both the renowned mountain range and the advanced technologies utilized.

This attraction is projected to attract 100,000 new visitors to the area, with an annual attendance of 400,000.

PHOTOS: AQUATIC DEVELOPMENT GROUP



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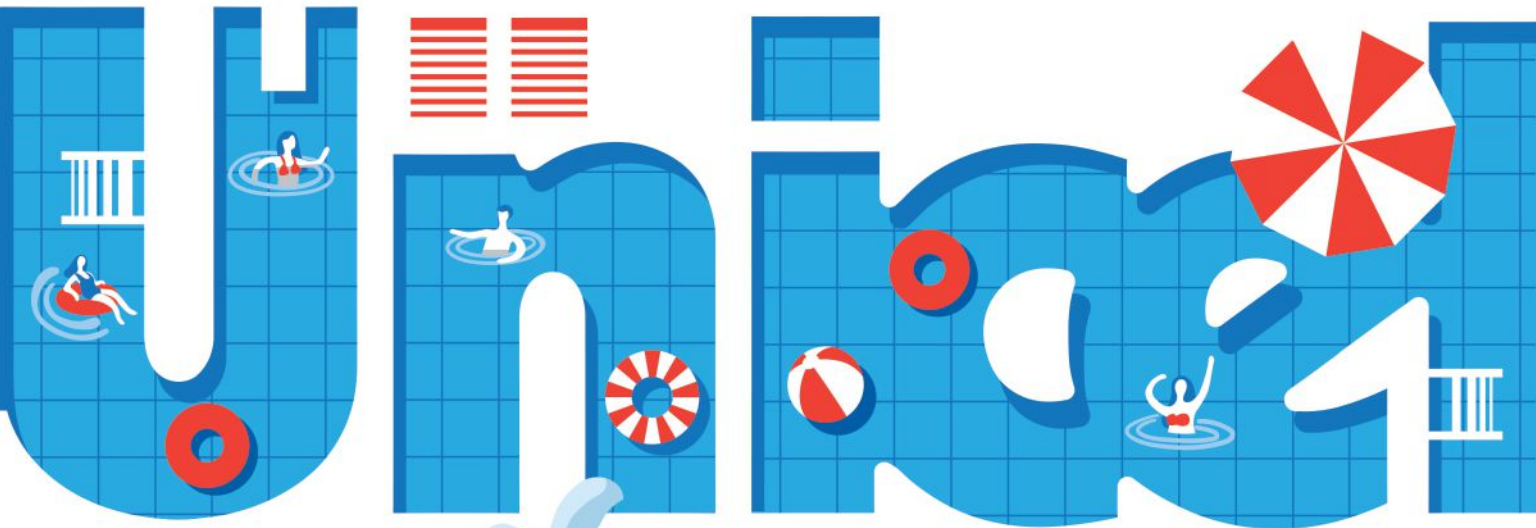
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BY PSN STAFF



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Product: Ariel by Solar-Breeze

Features: Manufactured for enhanced reliability and improved experience, the Ariel pool robot collects debris from the surface of the pool, using sensors that detect obstructions. Ariel efficiently skims the surface to continuously remove up to 95% of dirt, leaves, pollen, dust, hair, oil and more before the debris sinks to the bottom.

Contact: solar-breeze.com



Blue Square Mfg.

Product: Vivid 360

Features: Vivid360 plug kits allows new lighting to be installed using existing lighting cable — eliminating the need to pull new cable and simplifying installation. A light now can be replaced in minutes instead of hours, saving valuable time. Vivid 360 comes in a multi-colored LED option or solid white or blue.

Contact: bluesquaremfg.com



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Contact: basecreteusa.com



Carvin Pool Equipment

Product: State of the Art Resin Aboveground Pools

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Contact: carvinpool.com



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Product: DEL AOP

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Contact: c-m-p.com



Evosus Software

Product: LOU cloud business software

Features: LOU includes everything pool and spa businesses need: Retail/POS, service scheduling, routing, work orders, multi-site inventory tracking, financials, reporting, phone and email support.

Contact: evosus.com/lou



Core Covers

Product: WeatherShield Spa Covers

Features: WeatherShield is a fabric alternative to vinyl that is lighter, environmentally conscious, and durable. It reduces the weight of a cover by 25% and is designed for easy maintenance.

Contact: corecovers.com



Gecko Alliance

Product: Maelstrom Pumps

Features: New for 2021: Maelstrom pumps are built to last with the ultimate materials and a brand-new Gecko custom made motor.

Contact: geckopumps.com



Cover Valet

Product: Shade

Features: The SHADE 10' Cantilever Umbrella features Sunbrella canvas, an aluminum oval frame with 360-degree travel, stainless steel hardware, retractable wheels, and extra fabric sewn on the canopy.

Contact: covervalet.com/shade



Jilin Test Bio-Electron

Product: Pool & Spa Test Strips 7 in 1

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Contact: runbotest.com



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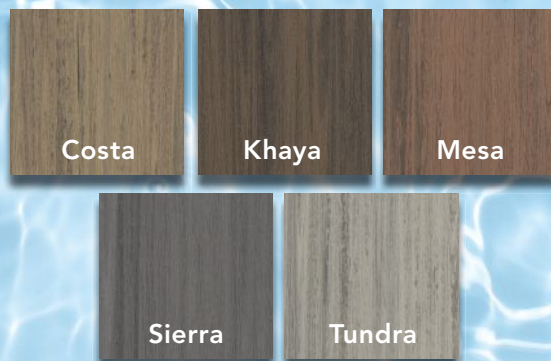
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Product: FROG @ease

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Contact: frogatease.com



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Product: ColorQ 2x PRO 7 Kit

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Contact: lamotte.com

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Product: Ledge Lounger Signature Slide

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Contact: ledgeloungers.com



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Product: Signature Pool Loans

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Contact: lyonfinancial.net



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Product: Custom Waterline Tile

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Contact: custompooltile.com



Natural Chemistry

Product: Spa Phosphate Remover

Features: Natural Chemistry's Spa Phosphate Remover can help protect spa equipment from the damaging effects of calcium phosphate scale. This product can be used to quickly reduce existing high levels of phosphate or it can be used as a weekly treatment to maintain low levels of phosphate in spa water.

Contact: naturalchemistry.com



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QDI Surfaces

Product: Valley White Porcelain Paver

Features: A striking white color in the popular 24-by-36-inch size, the Valley White Porcelain Paver is resistant to stains, scratches, chemicals, extreme temperatures and UV exposure. It's maintenance free (no sealing needed) and is perfect for outdoor use due to its anti-slip surface.

Contact: qdisurfaces.com

RB Pool & Spa Software

Product: Smart Pay

Features: RB Smart Pay is a payment system that is fully integrated into the RB Pool and Spa business software to make payments easy and more profitable. Now software, payment and terminals are all in one place, and payments can be taken anywhere with Wi-Fi hardware.

Contact: rbpoolandspa.com

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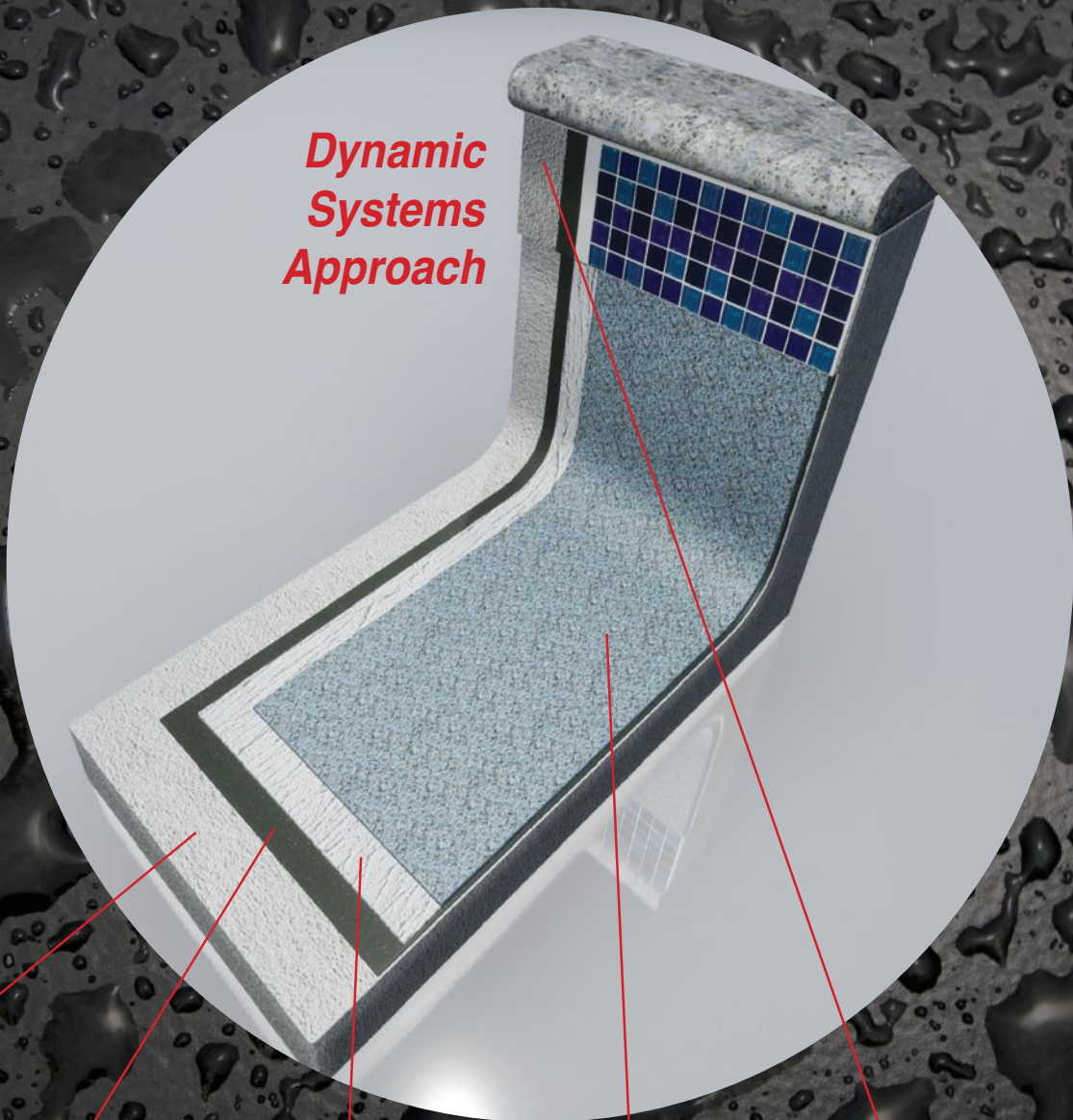
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Century, a Regal Brand

Product: VGreen 165 Variable Speed Motor

Features: The VGreen 165 is a durable energy-efficient replacement pool pump motor known for its ease of installation and premium energy savings of up to 80 percent versus a single speed motor, per maker.

Contact: pool-motors.com



Tara Liners & Safety Covers

Product: Tara Visualization Tool

Features: Tara's new visualization tool will allow homeowners to choose several pool shapes and then customize them with different liner patterns, safety covers and pool deck finishes.

Contact: taraliners.com



Sigura Water

Product: CCH Elite

Features: The CCH Elite feeder is a patented high capacity erosion feeder that is compact and lightweight with a modular design

Contact: sigurawater.com



Taylor Technologies

Product: Taylor's PRO 7 Test Strips

Features: Taylor's PRO 7 test strips include the free sureTREAT phone app. Simply enter your test strip results into the sureTREAT mobile app to receive precise treatment dosages within seconds.

Contact: taylortechnologies.com



Speck Pumps — Pool Products

Product: BADU SwimJet Systems

Features: The in-the-wall BADU SwimJet Systems now come with new LED touch buttons; redesigned control box with new digital circuit boards come with built-in Wi-Fi to connect to the BADU Connect App.

Contact: usa.speck-pumps.com



Technidea Corp.

Product: ZIPLEVELPRO-2000 High Precision Altimeter

Features: ZIPLEVEL is a pressurized level that lets users truly work alone with paper-thin precision over unlimited ranges without line-of-sight, distance error, factory calibration or math

Contact: ziplevel.com

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Thursday Pools

Product: Sunken Living Area Fiberglass Pool

Features: The unique Sunken Living Area is completely integrated into the fiberglass pool, making it easy to install. It's available in a round shape and can be ordered with in-pool options.

Contact: thursdaypools.com

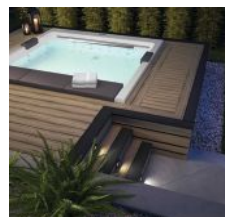


Ultralift Cover Lifter Systems

Product: Ultralift Freemount System

Features: This unique undermount system is the first of its kind, say company officials. There's no need to drill into the spa cabinet, and it works with Ultralift's Standard, Hydraulic and Visionlift Boomerang cover lifter systems

Contact: ultrapolandspa.com



Universal Forest Deckorators

Product: Voyage Composite Decking

Features: Voyage varied-plank decking brings the interior design trend of mixing widths of hardwood flooring to outdoor living. The mineral-based composite (MBC) decking offers superior surface traction and resistance to water.

Contact: deckorators.com

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WATERCO USA

Product: Multicyclone Cyclonic Powered Filtration

Features: This filter spins out debris down to 5 microns and is ideal for new and existing installations. It works with all equipment brands and extends media filter cleaning cycles by at least four times

Contact: waterco.us



Waters Choice

Product: Pure Enzymes for SWIM Spas
Features: No complicated water maintenance routine — just add one 12-ounce. Pure Enzymes for SWIM Spas once a month to help balance pH and alkalinity, and minimal sanitizer use.
Contact: waterschoice.com



Weatherdeck Patio Umbrella Stands

Product: Weatherdeck Patio Umbrella Stand
Features: This inground umbrella stand is made of anodized aluminum and designed for permanent installation in concrete. The stand accommodates any patio umbrella pole up to 1¾ inches.
Contact: patiostands.com



Z Poolform

Product: Z Poolform
Features: Designed to form cantilevered concrete pool coping; made from rigid PVC and engineered for use with gunite, fiberglass, and vinyl liner pools; allows for large selection of edge profiles and textures
Contact: concretecountertopsolutions.com

The PSP Expo virtual exhibit hall will be open Nov. 11-13, from 10 a.m.-6 p.m. EST. Attendees must register at poolspapatio.com for access to exhibitors, education and more.



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Virtual Training

October

- **NEW! E245: Codes, Standards and Ordinances** | 6 hours | 0.6 IACET CEUs
- **NEW! D280: History of Pools and Water Features** | 16 hours | 1.2 IACET CEUs

November

- **C201: GENESIS CONSTRUCTION SCHOOL: Concrete Pools** | 20 hours | 1.6 IACET CEUs
- **D211: Elements of Design** | 16 hours | 1.6 IACET CEUs

December

- **D231: Color Theory and Its Application** | 16 hours | 1.2 IACET CEUs

Find dates and registration information for GENESIS Virtual Training at www.genesisuniversity.org

Mid America Pool, Spa and Outdoor Living Show

January 11-14 | Indianapolis, Indiana

The Pool & Spa Show

January 25 - 28 | Atlantic City, New Jersey

Southeast Pool & Spa Show

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The virtual D204: 3D Modelling + Presentation Graphics class was great. Jason was excellent and really insightful. I'm looking forward to taking all of the GENESIS courses and getting SWD certified.

Scott Miller, Cristallo Pool/Backyard
Concepts by Pool Doctor



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New Products

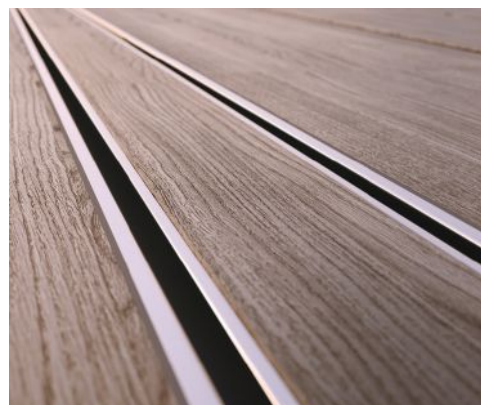
BY PSN STAFF



Pump Efficiency

Waterway Plastics' new Power Defender 165 meets DOE 2021 regulations and comes equipped with an automatic freeze protect feature and hooks up to both 115/230v with no drop in HP. It includes a 2-year full warranty, and up to 90% in energy savings, according to the company. It's Energy Star 2.0 approved.

Contact: waterwayplastics.com



Sleek Drain

Easy Sanitary Solutions' new Pool Drains are 100% water-tight with an integrated wet room seal and are easy to maintain. The kit includes a height-adjustable frame, waterproof membrane and tileable grate and, because of its predefined, customizable parts, is simple to install.

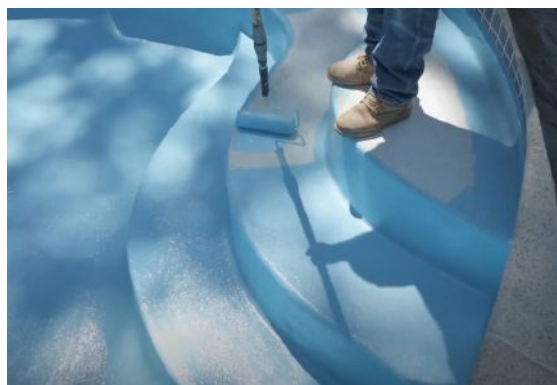
Contact: easydrainusa.com



New Lift

Available in January 2021, the new Mighty Voyager Pool Lift is based on Aqua Creek's successful Mighty Lift. This new design is sleek, quiet, and is ADA-compliant and UL certified with a 325-pound weight capacity and the ability to clear short walls and curbs. It's available in a choice of colors and other options.

Contact: aquacreek.com



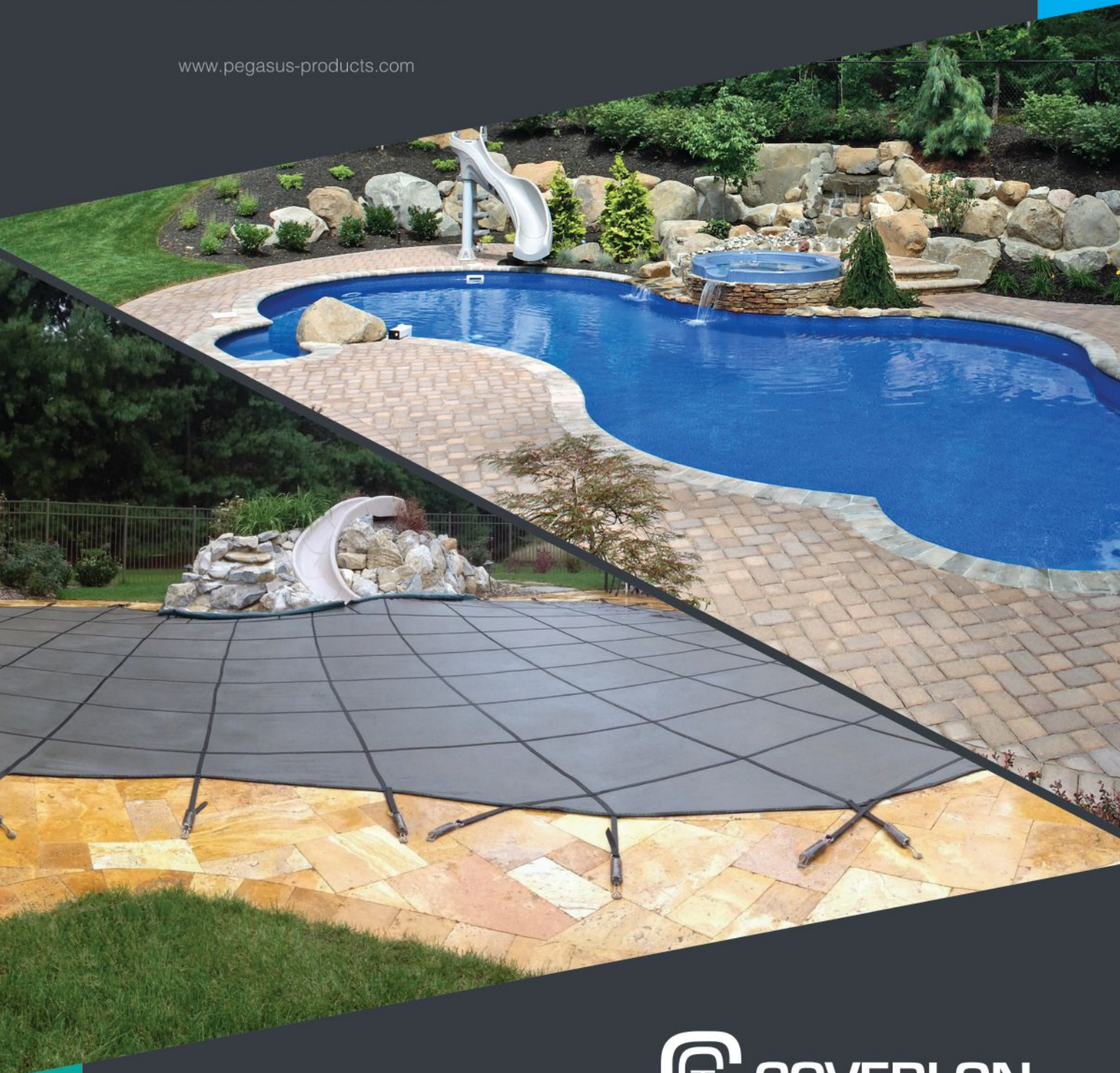
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