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POOL AND SPA NEWS

2023 New Products

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ABOVE LEFT: THE GREEN SCENE
ABOVE RIGHT: COURTESY CALEY GIBBS

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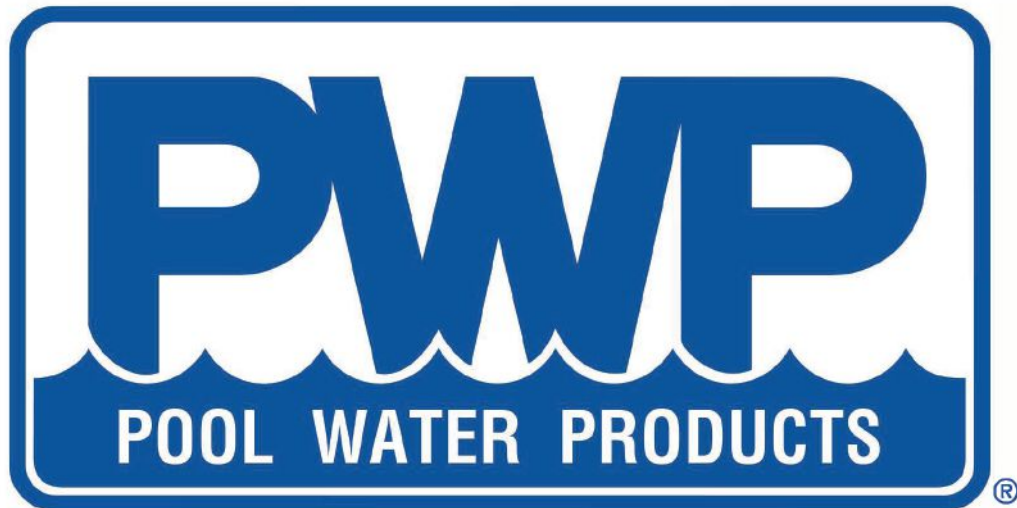
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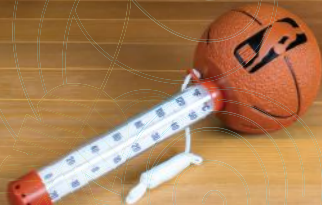
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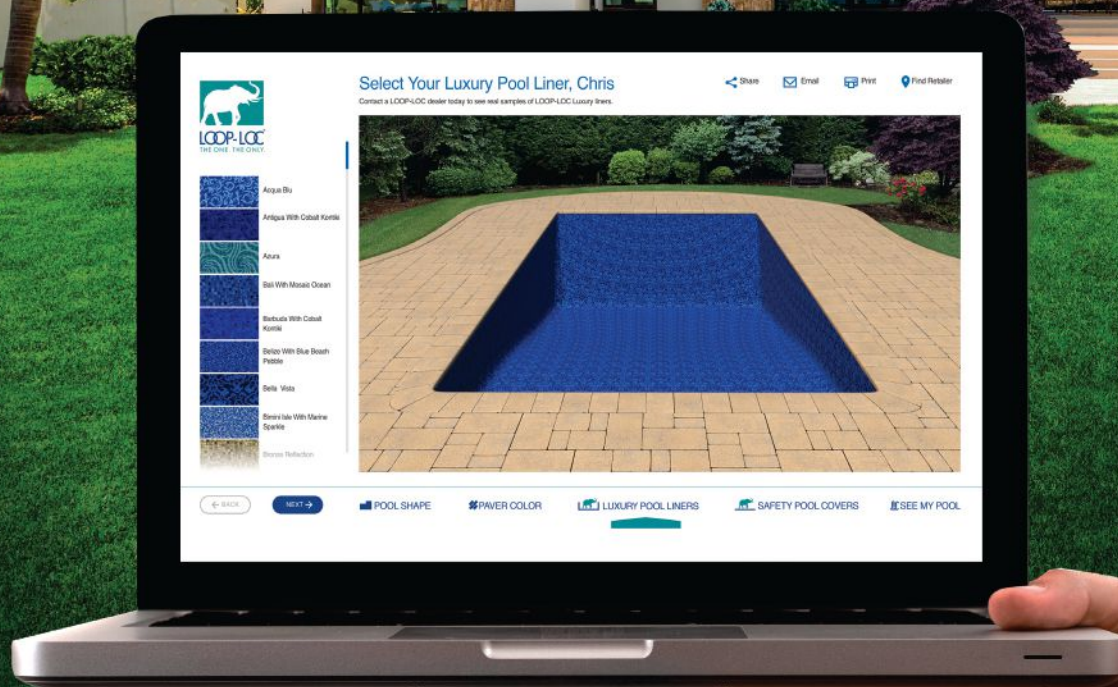


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Across the Pond



Joanne McClain
Editor-in-Chief, PSN

Charles Dickens famously began his epic novel, “A Tale of Two Cities,” with “It was the best of times, it was the worst of times ...”

I’ve just returned from the Piscine Global tradeshow in Lyon, France, and this sentiment perfectly describes the atmosphere of that show. The uncertainties of the pandemic had had its effect on the Lyon show, making this one its first in four years. The return to an in-person tradeshow was invigorating to the predominantly European attendees and exhibitors alike. I spoke to many who were exhilarated to be back, making new contacts and reconnecting with colleagues within the industry.

But despite the excitement, a near-universal fissure of worry was etched on people’s foreheads, echoing the murmurs from industry folks stateside, albeit with much more urgency in France. To provide some context: By the end of 2021, the French economy was pretty much back to pre-pandemic levels. But Russia’s invasion of Ukraine and its subsequent ripple effects had caused a huge “energy shock,” as the International Monetary Fund calls it, and, despite the country’s low dependence on Russian gas due to its reliance on nuclear energy, the continued spikes in gas prices and skyrocketing inflation have destroyed consumers’ purchasing power and confidence, leading to a distinct downturn in the swimming pool market.

Therefore, representatives for a few European pool and spa manufacturers expressed interest in broadening their market reach and expanding into the States. “How is the economic forecast for the pool market there?” was a popular question. But concerns about being able to pass the United States’ stricter pool and spa codes dampened some of that initial enthusiasm.

Other concerns that plague our European counterparts are those we continue to experience here, to wit: lack of skilled labor and higher costs of materials and supplies. While I sympathized over these familiar pain points, it was somewhat reassuring to know we’re rowing in the same boat.

Lastly, I observed a stronger presence of U.S.-based manufacturers exhibiting at this show in large, spacious booths with very impressive booth decor. The Big Three in particular dominated the tradeshow floor in one of the three enormous exhibit halls, alongside smaller but no less mighty U.S.-based pool and spa manufacturers. Many commented that their business continued to expand in the European market, so their presence at this tradeshow had now become essential.

A handwritten signature in black ink, appearing to read 'Joanne McClain'.

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PSP Expo Enjoys Post-Pandemic Boost

With attendance projected to rival 2019, the event brought together the industry for the second time since lockdowns.

BY REBECCA ROBLEDO

This year, in-person tradeshows seemed back in full swing, a trend enjoyed by the organizers of the International Pool | Spa | Patio, co-located with Deck Expo.

“We’re still crunching numbers and verifying attendance, but are confident in saying we had more attendees in 2022 than there were in 2019 or 2021,” said Show Director Kris Osterbusch.

The event, which took place Nov. 10-15 in Las Vegas, saw at least 89% of those who preregistered attend. The New Product Showcase doubled its traffic, with approximately 1,300 viewing the latest and greatest offerings.

Exhibitors reported brisk activity through most of the show, with slowdowns seen at the traditional times — the end of the day and the very last day.

Approximately 350 attended pre-convention education sessions offered by organizations such as PHTA, Watershape University, Genesis and NADRA, according to Conference Manager Krissy Adams. Approximately 4,200 seats were filled throughout the entire conference program.

A winner and runners-up were determined for the Million Dollar Pool Design Challenge, in which professions

and students design a backyard, based on the profile of a fictitious homeowner. Rance Schindler of Complete Exterior Solutions in Flower Mound, Texas took the top prize of \$10,000.

The Expo will come back to Las Vegas next year — this time running from Monday through Wednesday, rather than the traditional Tuesday-through-Thursday slot. This makes room for the Formula One Las Vegas Grand Prix, which takes place immediately after. The 2024 show will take place in Dallas, then back to Las Vegas in 2025.



PHOTOS COURTESY INFORMA

Smart Pool Services Adopts New Branding, Hires COO

Smart Pool Services, one of the companies that launched last year to aggregate existing pool/spa service firms, has taken on new branding.

Moving forward, the Austin, Texas-based company will be called SPS PoolCare.

“Our refreshed name and look reflect the size and scale of our organization and our mission to elevate the pool industry as a whole,” said Fraser Ramseyer, Founder/CEO of SPS PoolCare.

The new name will be incorporated throughout the company’s family of brands, which includes more than 23 service branches spanning four states



— Texas, Florida, Arizona and Nevada.

SPS will make some exceptions. For well-established regional brands, such as Las Vegas-based Splash Pool Service, and Crystal Falls Pools, in Scottsdale, Ariz., the company will apply localized versions of the new branding, so they may continue to leverage their brand equity.

SPS also has hired a new Chief Operating Officer.

Lance Martin, who begins in January, comes from pest-control pow-

erhouse Terminix. There, he served about 30 years in various leadership roles. Most recently, he was Senior Vice President, Field Operations, leading domestic operations, both commercial and residential, and a team of more than 8,500 across the United States.

“This is not only a monumental day for our development as a company, but for the entire swimming pool service industry,” Ramseyer said. “Lance’s deep background in the home services space is an ideal fit for us. He is a world-class operator and an inspirational leader, and he will be a highly valuable addition to our leadership team.”

PHTA Debuts Workforce Development Initiative, Reorganizes Technical Oversight

The Pool & Hot Tub Alliance introduced its Pool Professionals Pipeline to help members find workers, create awareness of the industry, and foster long-term career progression.

The program will include PHTA’s industry awareness campaign and jobseeker website, Work in Aquatics and workinaquatics.com, scheduled to launch in 2023. Work in Aquatics is meant to attract trade professionals by highlighting the opportunities, advantages and training in the pool/spa industry. It is geared to draw pool and aquatics professionals of all types, including construction labor, lifeguards, sales representatives, entrepreneurs, and engineers and designers.

PHTA also is expanding the body that oversees its standards and technical programs. The Technical Advisory Council will replace the Technical Committee, overseeing PHTA standards, monitoring external pool codes and standards; developing educational materials; conducting research and awarding grants.

Pool Troopers' Latest Acquisitions

Pool Troopers, a Tampa, Fla.-based service firm that has adopted an aggressive growth strategy with private-equity backing, has taken on two new companies.

Burke Pool Service, also of Tampa, joined Pool Troopers last month. Burke was founded in 1992 by Sean Burke, who had worked for Pool Troopers before, when it was called Bay Area Pool Service.

“It feels like coming home,” Burke said.

In October, another company joined Pool Troopers. Pool Medic - Lutz, previously owned by Jerry Pahl, has served Florida’s northern Hillsborough and Pasco Counties since 2012.

With these latest transactions, Pool Troopers has acquired 16 companies since December, 2020. It has locations in Florida, Texas, South Carolina, Georgia and Arizona.



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Housing Market Update: Recession Likely In 2023

Home price appreciation, inflation, and rising mortgage rates highlight affordability concerns in the housing market as builders adjust with price cuts and realigned starts to accommodate slower sales paces.

BY VINCENT SALANDRO



While inflation has begun to cool, it still remains up between 6% and 8% compared with last year, and the overall economy has not yet returned to a more healthy level. During Zonda's most recent Housing Market Update, chief economist Ali Wolf says that Zonda's expectation is the economy falls into a recession, which includes job losses on a national basis, in 2023.

"While we do have inflation numbers that look a little bit better, the Federal Reserve governors don't want our financial markets to just fully rebound that quickly because from the

Federal Reserve's point of view, we still have a long way to go until we're at a point where the economy is back under control and back to something that is more healthy," Wolf says.

While overall inflation is beginning to cool, several major components of inflation—including basic living expenses such as transportation, food and beverage, and housing—have high year-over-year inflation levels. Housing accounts for a large share of inflation data, and inflation in the sector remains 8% higher on a year-over-year basis. While data suggests

rent growth is beginning to soften on a month-over-month basis, Wolf says the shelter component in inflation usually lags changes in the for-sale housing market by about a year.

"If we want the Federal Reserve to say 'we need to stop,' they're not going to until we see this overall level [of the shelter component] come down," Wolf says. "Going into the first and second quarter of next year, we may still be reevaluating [the shelter inflation component] numbers and rechecking to see if we're seeing enough of a cooling effect."

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AFFORDABILITY CONCERNS

While inflation cooling may put downward pressure on the 10-year treasury and mortgage rates, affordability will still remain a top concern in the housing market. Wolf says the combination of home price appreciation and rising mortgage rates have contributed to the average national monthly payment increasing 80% since the beginning of the year. Even if there is relief in mortgage rates, a 5% mortgage rate would still result in a 45% increase in the average monthly payment since the beginning of the year.

“Ultimately, when you look at the fundamental problem, it’s saying that affordability still is going to be an issue with 6% rates, just not as dramatic as what we saw with 7% rates,” Wolf says.

A period of rate declines, related to harder economic times and a potential recession, may not ease affordability due to expected job losses. Based on historical precedents from previous recessions, jobs numbers are likely to remain down between six and 24 months, while the unemployment rate typically rises 1.6% six months after the official start of a recession and 2 percentage points after 18 months.

“The Federal Reserve would rather see the unemployment rate go up—they said they could tolerate a rate in the 5s versus in the 3s because getting inflation under control is issue number one,” Wolf says. “Not getting [inflation] under control is more disastrous than seeing the unemployment rate rise from 3% to 5%.”

SALES VS. HISTORICAL PERFORMANCE

Existing home sales are at their lowest levels since 2012. The decline in sales is not solely inventory related, as 2020 and 2021 both had lower inventory numbers but a higher number of overall transactions. Wolf says the

decline in existing sales is a combination of the supply picture and buyers responding to affordability and overall confidence. Supply and demand factors are also contributing to the contraction of sales for new homes, which are at their lowest levels since 2016, according to Zonda data. Some markets, including Miami, Los Angeles, and Boston, have remained more steady in terms of overall new sales volume and are performing at levels comparable with 2019, while markets such as Las Vegas, Phoenix, Dallas, San Antonio, Denver, and Florida’s Orlando, Jacksonville, and Tampa are performing at levels comparable with 2016 or earlier. When analyzing markets based on average sales rate compared with historical averages, Denver; Las Vegas; Austin, Texas; Phoenix; and Riverside, California, are also performing at levels comparable with 2016 or earlier.

While there are regional differences, Wolf says the Eastern part of the U.S. “continues to outperform” the Western part of the country. Markets in the Mountain, Southwest, and West, which have become the slowest markets nationally, have seen the payment-to-income ratio become the most imbalanced, Wolf says. Markets that have experienced high levels of price appreciation, migration, and job growth have seen potential buyers “pushed to their limits,” Wolf says.

REAL-TIME HOUSING STATS: PRICE CUTS AND HIGH CANCELLATION RATES

According to Zonda’s most recent division president survey, 81% of builders said they are anticipating pulling back housing starts either significantly or slightly in response to the market, while almost 90% reported anticipating slowing housing starts in 2023. According to the survey, 40% of builders said it takes between eight

to 10 months to take a home from start through completion, a sign of supply chain improvement as a majority of builders reported 15 months or more a year ago. Related to slowing starts, Zonda senior managing principal Tim Sullivan says many builders remain “cautious” about their land strategy moving forward.

“Most builders are pausing on deals in the outskirts, but when it comes to the core markets they’re in, they’re paying attention. But, there’s still a concern that land prices are way too sticky, and there needs to be a restructuring of deals,” Sullivan says.

While many builders reported price increases as recently as August 2021 and January 2022, 40% of builders in November reported lowering prices. Sullivan says price drops are most common in the Southwest and West regions, while price drops are least prevalent in the Northeast region.

“The smaller [price] cuts really didn’t get the consumers’ attention, whereas a 7% or 10% cut automatically gets attention from a consumer. We found that in almost every single market,” Sullivan says.

The cancellation rate for builders on a national level was above 20% in October, according to Zonda. In addition to experiencing the largest amount of pricing adjustments, builders in the Southwest and the West also reported the highest levels of cancellation rates, Sullivan says. Cancellations are most prevalent with interest-rate sensitive buyers in the entry-level and move-up segments, while cancellations are lowest among investors and luxury buyers, typically all-cash buyers less sensitive to interest rates. As recently as June, less than 30% of builders reported it was difficult to resell a home after a cancellation; however, 53% of builders in November reported difficulty reselling homes after a cancellation.

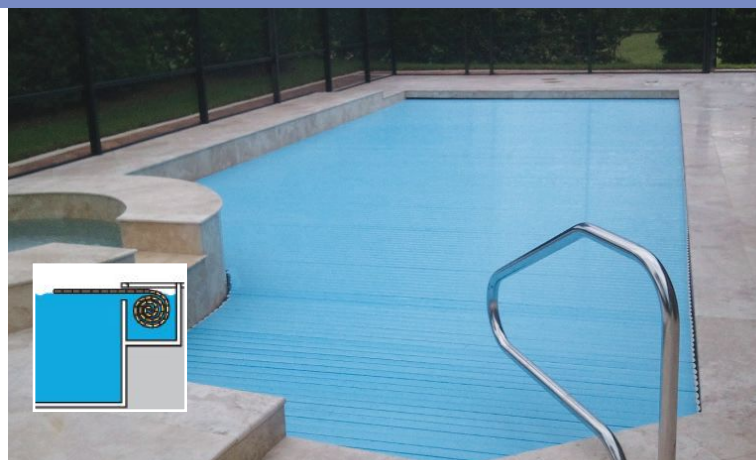
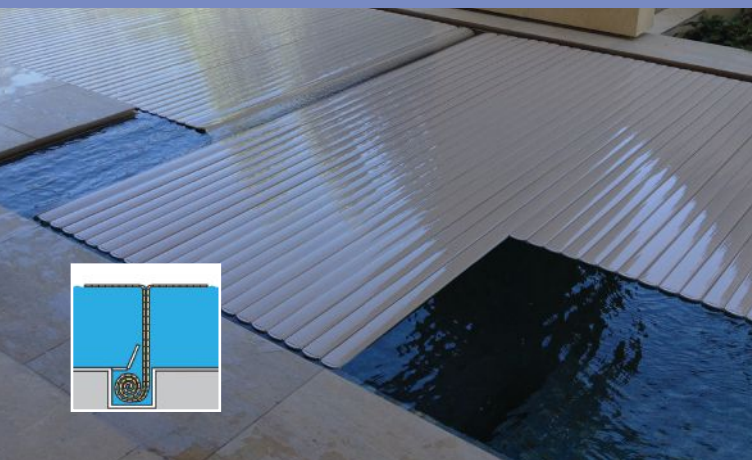


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B L U E S Q U A R E

Generational Standout

PHTA's Young Professional of the Year has packed a distinguished career into a relatively few years.

BY REBECCA ROBLEDO

We know the next generations hold the key to the pool/spa industry. But, given the reticence of some young individuals to participate in this field, many wonder what the future holds.

People like Caley Gibbs provide reason for optimism. That's why the Pool & Hot Tub Alliance has named her its Young Professional of the Year. The organization describes the designation as "a peer-nominated award recognizing a forward-thinking leader under the age of 40 who will be the voice and next generation of pool and spa professionals."

Gibbs wears a number of hats in her family's business, Toronto-based Gib-San Pool and Landscape Creations. And among her industry-wide contributions, she has played key roles in bringing together young professionals.

Last month, she achieved a status few, if any, have at her age — joining PHTA's Board of Directors at 28.

IN HER BLOOD

Gibbs officially wears two hats in the company that her grandfather started 50 years ago — marketing director and a sales consultant/designer.

But as happens in so many family businesses, her duties reach beyond her titles. She helps manage the firm's philanthropic efforts, and assists in developing many programs meant to build and reinforce the firm's culture, including planning an annual retreat.

Outside the company, she has, for several years, served on two committees for young professionals — the Master Pools Guild's Generation Next, and the

Pool & Hot Tub Alliance's WAVE Young Professionals Network. On the latter, she has served as co-chair. The goal is to bring young professionals together for support, foster mentorship from established company owners, and attract younger workers into the industry.

Gibbs recently stepped down from her Generation Next post to take a position on MPG's marketing committee,

which oversees events, web-based marketing and messaging.

WELL-ROUNDED RESUME

In its reasons for awarding Gibbs, PHTA noted she has experience in just about every aspect of a pool/spa business.

During high school, Gibbs spent summers working in the retail store, selling hot tubs, pool accessories and



other items along with various other duties. During college, summers were spent in the company's corporate office, working on its ISO recertifications, helping with marketing and sales. At this time, she started the company's Instagram page, which she maintained

during the school year.

Gibbs earned her undergraduate degree in sociology and business from Wilfrid Laurier University, near Toronto.

"I found that the joint effort of sociology and business is really a cool outlook, because sociology is a lot about

society," she says. "So I thought it was kind of nice to do an art and a business — a little bit of practical and a little bit more on the theory side."

After graduating, Gibbs stepped outside the company, working for Zodiac Pool Systems (now Fluidra) as an incentives coordinator, for seven months.

"It was a cool opportunity to see the industry from the manufacturing side," she says. "And it was a really amazing opportunity to ... not be the boss's daughter, to pave my own path, create my own name for myself."

When she returned to Gib-San, her father, President/CEO Ed Gibbs, wanted her to run the company's marketing. She accepted, but on one condition.

"I looked at myself in the mirror and thought, '... I don't want it to look like things were handed to me because I'm the daughter,'" she says. "So I decided to go back to school and get a post-graduate degree in marketing management, so that I'd have the credentials."

She earned that degree at Toronto-based Humber College.

Her latest educational achievement was becoming a Genesis Certified Master Pool Builder & Design Professional.

TO THE FUTURE

In observing the current generational shift, Gibbs sees technology has played a major role in helping younger pros find their place, as they help their companies adopt automated tools and social media.

"It's amazing that the young generations can come in and show some new ways of doing things — new strategies and tools that they may have learned about through their education."

But recruiting others will require the right messaging, she adds — "really showing the next generation that there's a spot for them and how exciting this industry is. When people ask me what I do for work, I say that I literally bring health, wellness and happiness into people's homes. Not many people can say they do that for their career."

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A Great First Impression

Forming a bond with the client begins from the time they first contact your company.

BY SCOTT COHEN



My wife says there are two things I need to improve, the first one is that I need to listen better.

I don't remember what she said the second one was.

Becoming a better listener can help you improve your design skills, customer service, work relations and, yes, even your communication with your significant other. Neuro-Linguistic Programming (NLP) may very well be the key to developing this skill.

Everyone wants to be able to quickly build rapport and “click” with their clients. Learning more about NLP will help you do that and more. As I explained in my previous column, NLP has to do with using your client's language preference — whether it be visual, auditory or kinesthetic — to communicate more effectively with

them. As you hone your NLP and listening skills, you will be able to present concepts that are more in line with your clients' desires and earn more positive referrals and reviews.

In Part One, we discussed listening to the clients' words and communicating with them in their preferred language. Communicating with words is only half the story. We all take in a lot of information and decide if we like somebody else, not just by what they say, but also by reading their body language.

In this part, I will discuss laying the groundwork and making a great first impression.

THE VOICE OF YOUR BUSINESS

We begin forming a bond from the very first time the client contacts us.

The first phone communication is

critical. It sets the expectation of the client. When I go to a restaurant, it is often the waitperson who is my first point of contact. When they introduce themselves and open up in a friendly and enthusiastic manner, it makes my whole experience better. On the contrary, when they appear rushed or bothered by the added work, it sets a negative tone for the entire experience.

The person who answers your phones has the same impact. For this reason, my staff receives extensive training on phone etiquette.

The “first on phones” person is responsible for speaking to potential clients, answering questions, and writing down pertinent information about them. They must qualify the client without offending them, and do it all in a warm, friendly tone. They convey our excitement at meeting a new client and discussing an opportunity to build something creative and add another beautiful project to our portfolio.

They also need to capture keywords and phrases to help us assess the client's communication style. The initial phone intake person tries to identify whether the potential client is primarily visual, auditory or kinesthetic by listening to the words they use and how they phrase their questions. On an intake form, the phone screener will write down keywords the client uses. This will help the designer who goes out on the site design consultation to quickly bond with the new client. It can be remarkably effective.

I'll give you an example. On the

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AQUABELLA

SHOWN: TIDE BLUE

GLASS TILE

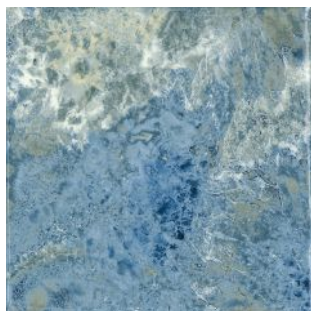
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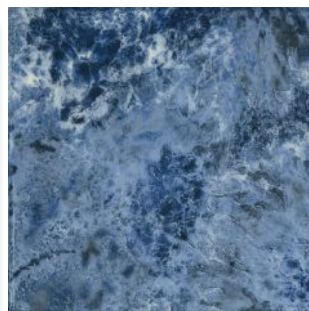
GEMSTONES



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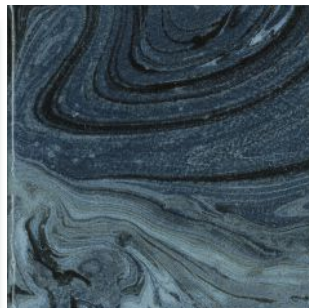
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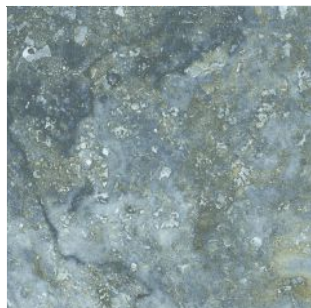


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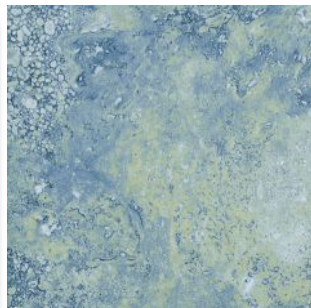


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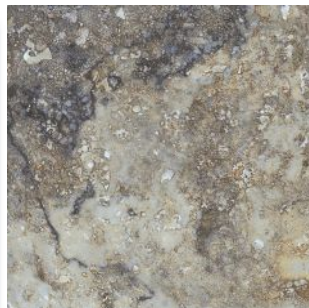
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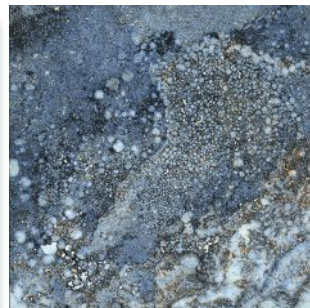
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initial call, a potential client mentioned her house looked like a “high school yard with nothing but concrete and large block walls.”

One week later I went to the site on a design consultation. I met the homeowner, and she asked me what I thought of her backyard. I said, “Honestly, all these block walls and concrete remind me of my high school yard from years ago.”

The client’s body language lit up. She smiled and said, “I know, right?” We experienced the instant bonding “click” that is the goal of practicing NLP.

THE RIGHT MINDSET: MAKE FRIENDS FIRST, SALES LATER

If you are like me, then you enjoy meeting new people and making friends. I tell my sales trainees not to worry about making the sale. Let’s aim to meet some new people and make

friends. I challenge them to learn as much as they can about our potential new clients and just be friendly and likable. If the homeowner chooses to hire us, all the better.

Still, there are things we should do to make a good first impression on the design consultation. People hire who they like, and they like people who are perceived to be like them. Nobody wants to work with a sourpuss.

Leave your baggage behind. We don’t always have great days. Sometimes we get stuck in traffic, our kids spilled their breakfast, or maybe our boss yelled at us. Whatever the case, take a moment before you walk up to the homeowner’s door, take a deep breath and think positive thoughts.

In preparation, I also like to stop a few houses down the street, read the intake form, and familiarize myself with the clients’ keywords and verbal

cues. Then I approach the home.

First introductions are key to building rapport quickly. Be open, energetic, and stand facing with your heart towards their heart. Shake hands and be the first to announce your name. “Hi! I’m Scott!” with a big smile. When they give you their name, repeat it as you shake hands. This really does help build rapport quickly. After all, isn’t it mostly friends who call us by our first names?

Scott Cohen is president of The Green Scene, an outdoor design/build firm in Chatsworth, Calif. He also is a construction defect expert witness, consultant, instructor, author, and president of the California Pool & Spa Association.



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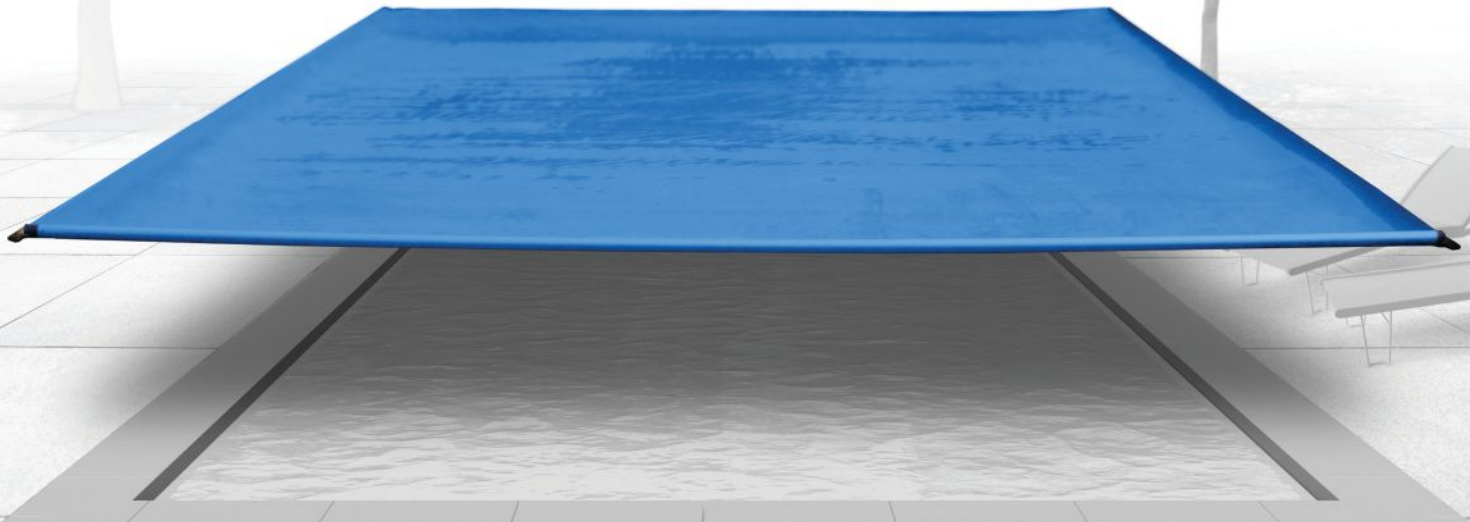


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*2016 Cal Poly State University study, Effectiveness of Pool Covers to Reduce Evaporation from Swimming Pools.

**US Department of Energy, Swimming Pool Covers. <https://www.energy.gov/energysaver/swimming-pool-covers>

Hidden in Full View

The dangers of retention ponds often go unrecognized.

BY JOHN FLETEMEYER, ED.D



There is a danger that often goes unrecognized — one that I believe requires involvement by professionals in supporting safeguards against it.

It can be argued that retention ponds comprise the most dangerous type of aquatics environment. These are manmade water bodies engineered and permitted to manage storm drainage. There are two types. Dry retention ponds stay empty until a major rain event happens. Wet retention ponds are full year-round, but the water level often significantly fluctuates.

Children are highly attracted to water, so without barriers and other safety measures, retention ponds pose a drowning risk. This especially holds true among children suffering from autism, many of whom have no fear of water.

They also can be particularly dangerous to teenage boys, who tend to be risk takers, according to psychologist Dr. Dianna Sullivan. Some retention ponds include fountains in the middle, which can represent a challenge to swim around for teens.

In the midwestern and northern states, the ponds become even more dangerous in winter, when they freeze and sometimes don't have enough thickness to support a person's weight.

It isn't possible to determine how many people fatally drown in retention ponds, as reports often do not differentiate them. Over a seven-day period in September 2022, three children age 4 and under drowned in such ponds in Southeast Florida. In Indiana, 25 known fatal retention-pond drownings occurred between 2007 and 2017.

In housing developments, retention ponds might be represented as lakes — in some cases, recreation lakes. In these cases, people often believe it safe to canoe, kayak, paddle board, fish and swim in them, unaware of the hidden drowning hazards, or that they are not meant for recreational use.

In many cases, retention pond water is contaminated. Toxic metals from gasoline, oil and asphalt often accumulate on the bottom, making it hazardous to fish, birds and humans.

RECOMMENDATIONS

While few codes or standards apply to retention ponds, several best practices can and should be employed to mitigate their hazards.

Some counties are considering the prohibition of ponds near parks, playgrounds and school campuses. Legislative action can be a first step in reducing drownings in these settings. Aquatics professionals can help by supporting this legislation.

In housing developments, fences should be constructed to prevent access to ponds, especially by children. Until fences become mandatory, their construction should be done based on best practices. It is important to note that the "best practice" justification meets a legal standard when developing a theory of negligence in a civil case.

In designing and building retention ponds, it is crucial to ensure that the floors meet slope guidelines, which call for a 4:1 gradient leading from shoreline to water. This means the floor can drop 1 foot over the course of 4 feet of horizontal run. This helps prevent individuals from accidentally slipping or falling into the pond. The slope must continue underwater. Individuals swimming in retention ponds often assume that ponds have a gradually sloping bottom leading from shallow to deeper water. However, many ponds have sudden drop-offs, causing individuals to experience an instant transition from knee- or chest-deep water to water that is overhead.

Considering the importance of the 4:1 profile, homeowners and condominium owners associations should

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conduct frequent risk assessments to insure the ponds remain in compliance.

Additionally, HOAs and property management companies must never refer to retention ponds as lakes, which gives the public a false sense of safety. Calling a retention pond a lake and then allowing (in some cases, encouraging) recreational use represents negligence. In some cases, the water is dyed blue, making the ponds aesthetically appealing and further encouraging recreational use. Retention ponds are sometimes stocked with fish. Fishing from shore with slope profiles that are less than 4:1 may be hazardous.

Retention ponds located in housing developments or urban areas should have strategically placed, encased lifesaving rings set around the pond, at least every 300 feet. ANSI-compliant "No Swimming" warnings should be posted.

In areas of the south, retention ponds provide habitat for alligators. Measures must be taken to remove alligators from the water, especially in housing developments.

Usually later in the summer and as the water warms, many ponds have underwater vegetation that may entangle a bather. This should be promptly removed and/or controlled by licensed companies specializing in aquatic weed control.

Water should be periodically tested for contaminants. If it is contaminated, warnings must be posted and measures taken to solve the problem.

In summary, retention ponds often present hazardous conditions that members of the public don't realize. They are especially hazardous to young children, as it is not realistic for parents, especially those having several children, to maintain constant

visual supervision.

Therefore, it is necessary for homeowners associations and property managers to take proactive measures to prevent drowning in retention ponds — and for professionals to encourage this correct action.

John Fletemeyer, Ed.D is the chairman of the International Water Safety Alliance. Has served as board member of the National Drowning Prevention Alliance, vice chairman for the International Swimming Hall of Fame, and education chairman for the United States Lifesaving Association. He is the recipient of the Paragon Award and has been chosen by his peers as one of the "Top 100 Aquatic Professionals in America." He has published three peer-reviewed books about water safety and drowning and appeared as a drowning expert on 60 Minutes, ABC's 20/20 and on the Discovery Channel.



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FROM ENVELOPES TO BUCKETS

Learn the difference between profit and cash — and how to manage the latter. **BY DAVID GERSTEL**



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Over my decades in the construction industry, I've heard many discussions about profit. But the relentless focus on the bottom line shunts aside another important issue — the need to manage cash as it flows through a company.

That's understandable: Maintaining profitability in a construction business is hard. But profit and cash are not the same thing.

Cash management is what the legendary grandmother does for her farming family. Prices at market for the farm's apples are good. Much cash is coming home. Grandmother sets up a series of envelopes in her steel box with the hasp and lock. One is for the money to pay upcoming bills. Another is for charity, a third for holidays. A fourth is labeled "rainy day fund." It's for emergencies and hard times. A final envelope stores cash for the purchase of a new tractor.

Grandmother takes each week's income and divides it among the envelopes. She's taken control of her farm's cash. She's managing it.

These days, when financial pros talk about business cash manage-

ment, they use a "bucket" metaphor to describe a practice parallel to grandmother's use of envelopes. As cash is generated by a business, it is divided into a series of "buckets," which represent accounts at financial institutions.

When starting out in the construction business, we may have only one bucket, a checking account at a bank. We deposit income from our projects into that account and pay our business and personal expenses from it. That's a practice that goes hand in hand with a financial mishap that often bedevils construction contractors. It encourages confusion of pay with profit. We see money piling up in our one account and take that as a sign that we are running a profitable business. But almost all of what we are perceiving as "profit" may, in fact, be the compensation that we will take for our work in the field and our office and use for personal expenses.

The pay that we receive as company owners is not profit. It is an expense to the company. Pay to anyone who works for the company, including ourselves, is a company expense. Therefore, our pay must be deducted

from company income to produce a valid number for profit.

To prevent the mistake of miscategorizing pay as profit, we take an initial step toward cash management. Keeping the first bucket as a personal account, we set up a second bucket for business income and expenses. Going forward, when we take pay for our work in our company, we transfer it from the business to the personal account and record the pay as a company expense.

With one bucket in place for our personal pay and expenses and another for business operations, we have made a good start at cash management. To match grandmother's performance, we need more buckets. Next up: A bucket for tax payments. We'll regularly transfer funds into it from our business bucket. Failure to set aside money for taxes can result in unpleasant consequences. Suddenly, it's tax time. We don't have money to pay our taxes in either our business or personal accounts. So we don't pay them. Big fines can result — about \$150,000 in the case of a flooring contractor I once worked with.

As our business matures, we need a fourth bucket. That's the capital-reserves bucket. It's the construction pro's equivalent of grandmother's hard-times envelope. Hard times do come in construction, hitting in the form of what I call "profit costs" like those described in the sidebar "Profit Costs and Capital Reserve."

With your capital reserves and other buckets topped up, you can establish a fifth bucket. It's my favorite. Let's call it the "good-times bucket." It's your storehouse of free cash — money not claimed by ongoing personal expenses or business needs. Some folks will spend it on a boat, travel, a grander home, or a vacation cabin. Others will opt to invest their free cash to secure financial freedom. That is my preference. Financial freedom is, to me, the

PROFIT COSTS AND CAPITAL RESERVES

In construction, we have three kinds of costs: the direct costs of construction at our jobsites, the off-site costs of running our companies, and what I like to call "profit costs" — those strikes out of the blue that can take a big chunk out of our profits.

Profit costs range from abrupt inflation in material prices during a job to lawsuits long after a project has been completed. The appendix of my new book, *Building Freedom*, contains a list of 35 profit costs.

With skilled management and luck, we might escape most of them. But we won't escape all. Prudence requires that we be ready for them — with a topped-up capital-reserves bucket.

Judith Miller, a veteran financial advisor in the remodeling industry, underscores the point: Many construction contractors, she says, "fall prey to the arrogance of profitability." Business is booming. They are on a roll. They fritter away their cash on speculative ventures and big boys' toys. "They do that without realizing they are failing to develop a sufficient war chest of money for protection during bad times." Over the course of her career, Miller has watched many builders suffer due to lack of the capital reserves needed to cover profit costs. —D.G.

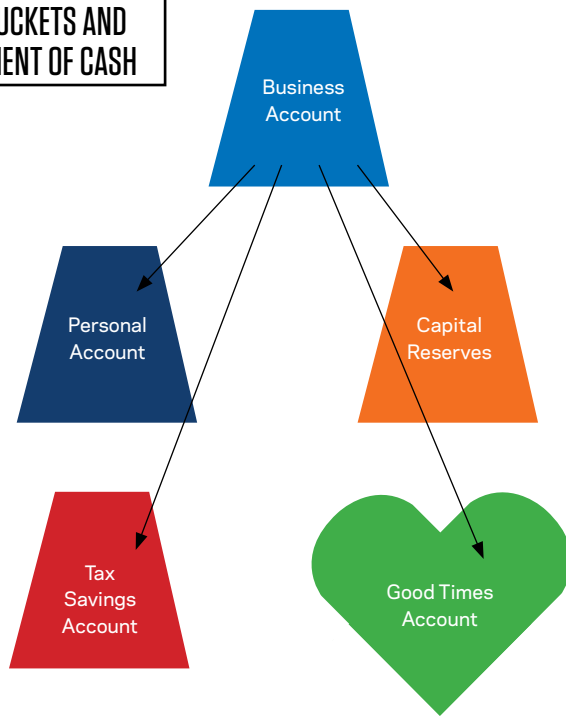
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THE FIVE BUCKETS AND THE MOVEMENT OF CASH

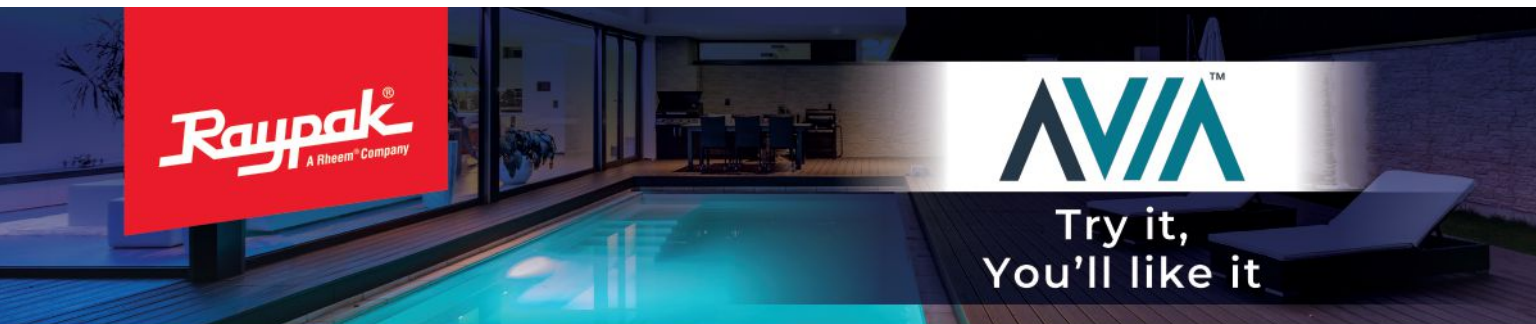


best of all good times. Nothing beats being able to greet the day knowing you can go about your business from choice, not out of economic necessity.

By now you may be wondering, “Where should I keep my cash, and how much cash should I keep in each bucket?” Answers vary depending on the legal form and needs of your business. But generally, you want your cash in accounts at reliable financial institutions.

The initial all-in-one bucket that will become your personal account can be set up at a full-service local bank. Bucket #2, the business account, could be at the same bank. But that may foster errors such as using the business account for personal expenses. Placing the business account in a separate bank can safeguard against that error.

Bucket #3, the tax account, can



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be housed at the same bank as either the personal or the business account. Rather than a checking account, it can be a savings account. As you determine the amount you need to set aside for taxes, you transfer funds from the business to the savings account and keep them there until tax payments

are due.

For capital reserves you may, for convenience sake, set up an account at the bank you use for your business account. Alternatively, especially as your capital reserves grow, you might prefer a financial institution where you can more readily place part of the

reserves in “investment vehicles” such as CDs (or even, to a prudent extent, stock or bond funds). Thereby, you could capture earning power beyond what’s likely to be available from an account at a bank.

Bucket #5, your good-times account, should almost certainly be at a financial institution that serves investors. From there, you can deploy your money into whatever pleasures or investments suit you. One caution: You do not want to indefinitely leave your good-times money stored in the form of cash. Ray Dalio, the legendary inves-

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PROFIT VS. CASH

The profit numbers reported by your accounting system can fool you. It may produce what financial professionals term “mismatches” between income and expense flows. That’s especially a hazard in construction where we learn to “bill early and bill often” in order to avoid having completed a lot of work that a customer is then unwilling or unable to pay for.

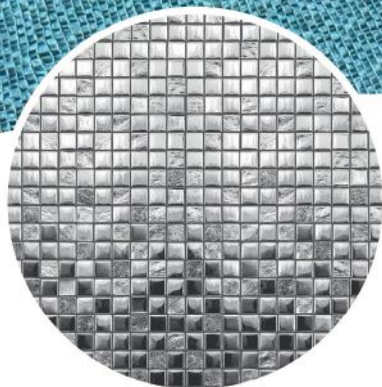
Billing early, though prudent, can cause a problem. We take the payments and record them in our accounting system. But expenses associated with the payments may not yet be incurred, much less recorded. That is, we’ve got a mismatch.

For example, we’ve largely framed the walls for a project. We’ve received and recorded payment for all wall framing. But we have not yet recorded all costs for the associated labor and material — say, for blocking or other pickup work yet to be done or workers’ comp premiums that will be coming due. As a result, profitability through the framing phase of a project looks better than it actually is. Cash is not so illusory. It’s either in a financial account or it’s not. You can think of profit as the bird in your sights. Cash is the bird in the freezer. — D.G.

TARA

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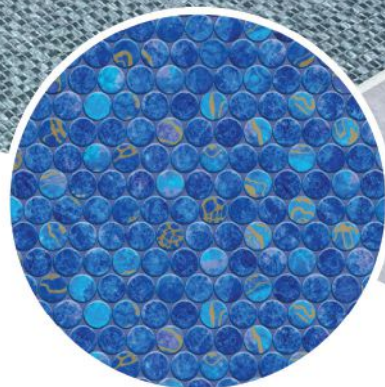
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Accounting is about
observation. Cash
management is about
command and control.
You want to direct the
flow of your cash. You
worked steadily to
acquire it, so be sure you
take charge of it.

tor and philanthropist, warns us that in the long run, “cash is trash.” Well, maybe not quite. But the purchasing power of cash does get eaten away by inflation. The dollars that today buy you a hamburger will eventually get you just the bun and the pickles.

That brings us to a last question: How much cash should you place in each of your five buckets? Answering it requires judgment calls.

The business account must retain enough to cover all ongoing costs for construction and overhead. To calculate the amount, you must accurately project the income and outflow that your business will experience over coming months. Given the frequency and severity of profit costs that hit construction companies, you’d be wise to keep your projections on the safe side. Under-project income. Over-project expenses. Maintain a margin of safety.

You need to transfer enough money to the personal bucket to cover your ongoing costs of living. If you require a high-end lifestyle, the personal bucket will need to be fed a great deal of cash. If your priority is financial freedom, you will want to restrain the amount of cash going into the personal bucket and deploy more for investments.

The tax bucket needs to be fed enough cash to cover upcoming federal and state estimated tax payments. Determine what percentage of your profits you will be required to pay in taxes. As you complete a job — or on large projects, a phase of a job — calculate profitability. Set aside the determined percentage of the profits for taxes.

As for capital reserves, construction business advisors advocate varying amounts. Victoria Downing, president of Remodelers Advantage, urges having enough cash in reserve to cover half a year’s worth of overhead expenses, including owner’s pay.

I have long urged an even more conservative guideline, namely 10% of annual revenue as capital reserves. That’s \$100,000 at \$1 million revenue and \$1 million at \$10 million revenue. A builder I have interviewed for my books owns a company that was enjoying some \$10 million annually in revenue when a brutal recession hit. Over the next couple of years, he burned through about \$700,000 of his reserves to keep his company going. He was glad he had gone with 10%. His business survived and prospered again, refilling the buckets for capital reserves and pouring free cash into his good-times bucket.

For your good-times bucket, my answer to the “how much” question is, “as much as possible without compromising the strength of your company and the work it produces.”

With five buckets, each being fed an appropriate amount of cash, you have effectively assumed management of your cash. You want to do that. You do not want to stop at just recording and accounting for the money that flows through your business.

Accounting is about observation. Cash management is about command and control. You want to direct the flow of your cash. You worked steadily to acquire it, so be sure you take charge of it.

This article originally appeared in The Journal of Light Construction.

David Gerstel has been a builder for more than four decades and is the author of “Running a Successful Construction Company” (often cited as an industry bible) and “Nail Your Numbers: A Path to Skilled Construction Estimating and Bidding.” His latest book, “A Construction Pro’s Path to Financial Independence,” is now available from Amazon or at the bookseller of your choice. You can contact David via his website, DavidGerstel.com.

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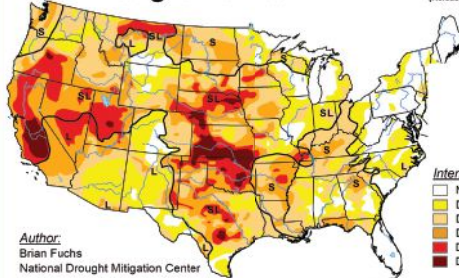


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November 1, 2022
(Released Thursday, Nov. 3, 2022)
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Author:
Brian Fuchs
National Drought Mitigation Center

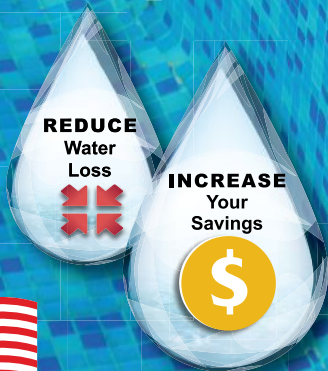
The U.S. Drought Monitor is jointly produced by the National Drought Mitigation Center at the University of Nebraska-Lincoln, the United States Department of Agriculture, and the National Oceanic and Atmospheric Administration. Map courtesy of NDMC.

See full report go to: droughtmonitor.unl.edu



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NEW PRODUCTS 2023



Welcome to PSN's annual showcase of new products!
The past year has been an industrious one for all, including pool and spa manufacturers. Enjoy the fruit of their labor on the following pages and find the next hot new thing to help your business succeed in 2023.

American Red Cross Training Services



This new app offers proactive drowning prevention guidance, including how to provide active supervision around water. It includes videos, infographics, sharable badges to reward achievements, and charts to track the skills and water safety topics at each Learn-to-Swim level.

Contact: redcross.org

Debuted at PSP/Deck Expo

Anderson Mfg.



Quickly check for light leaks using dye with the Light Leak Tester. When pressed against the pool wall, the flexible silicone dome covers the light and forms a water tight seal. The user can then squirt dye at this opening to watch if it gets drawn into the dome, indicating a leak.

Contact: leaktools.com

APi



OXY SPLASH from APi is the latest generation of chlorine-free shock. One pound of the concentrated formula will treat 20,000 gallons of pool water. It's designed to be convenient and safe for use in any pool or spa. Available in 2-, 6-, and 25-pound sizes.

Contact: apiwater.com

Debuted at PSP/Deck Expo

AquaStar Pool Products



Pipeline Pumps are full-featured variable speed pumps with a unique patent-pending high-efficiency volute design. It's automation compatible through its RS485 communication port, and Wi-Fi enabled. Two sizes are available: 1½ HP and 3HP with speeds from 800 to 3400 RPM.

Contact: aquastarpoolproducts.com

Aquatic Technology



Designed to replace any manufacturer's ladder tread, the Universal Pool Ladder Treads are designed to offer strength and durability with 1-inch-thick solid marine grade plastic. Nine different size options are available, all with integrated non-skid surface.

Contact: poolweb.com

Automatic Pool Covers



The new APCP-1700-40 pool cover pump with 40-foot power cord removes water from pool covers often without the need for an extension cord and waterproof connector. The pump eliminates risks associated with using extension cords around the pool.

Contact: automaticpoolcovers.com

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Blue Torrent Pool Products



The Aboveground Dual Port Variable Speed Pump features a 115-volt motor and both vertical and horizontal discharge ports, and easily adapts to any aboveground sand, cartridge or DE filter. Switch port direction by simply moving the port cap — no tools required.

Contact: bluetorrentusa.com

Debuted at PSP/Deck Expo

Bullfrog Spas



The all-new Model A7D is a premium dual-lounge spa and features the JetPak Therapy System for personalized therapy, multi-functional auxiliary controls, Simplicity filtration, app connectivity, ergonomic headrests, push-button waterfall, and more.

Contact: bullfrogspas.com

Debuted at PSP/Deck Expo

CamerEye

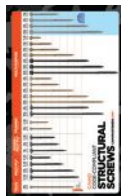


CamerEye is built for the pool industry to monitor, detect and alert on jobsites and for customers' pool safety after construction is complete. It's designed to save time and money, improve job safety and quality control, reduce liability, and provide peace of mind.

Contact: camereye.ai

Debuted at PSP/Deck Expo

CAMO



CAMO introduces a full line of code-compliant structural screws for deck, framing, and general construction needs. The screws are IBC and IRC code-compliant, and third-party tested.

Contact: camofasteners.com

Carvin Pool Equipment



StarFall is a waterfeature exclusively designed for aboveground pools. The 22-inch LED backlit waterfall is easy to install by simply replacing the existing upright on the aboveground pool. The cascade of water is adjustable and remote controlled.

Contact: carvinpool.com

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CCEI USA



The new Phileo VP is a connected peristaltic pH chemical feeder that offers real-time information about a pool's pH and chlorine levels. Connected via Bluetooth or Wi-Fi, users can monitor and dose a pool into balance. Now available at all major distributors.

Contact: na.ccei-pool.com

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purspas.com

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Chlorine Genie



Chlorine Genie now features a unique pH control valve that allows users to adjust the pH in the pool water during chlorine production without any harmful commercial chemicals. Having a pH control valve makes for easy pH balancing, preventing rapid pH fluctuation.

Contact: chlorinegenie.com

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Clearwater Pool Systems



pH PURE is designed to automatically balance a pool with virtually no chemicals by injecting CO₂ (carbon dioxide) into the pool's water in controlled amounts. It can ensure proper finish curing with a balanced pH and keep chlorine efficient at the proper pH.

Contact: clearwaterpoolsystems.com

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ControlOMatic



SmarterSpa+ now features a newly enhanced mobile app that checks salt levels, allows power level adjustments, and can now remotely 'boost' chlorine production, reset the zero point and monitor the remaining life of the electrode.

Contact: controlomatic.com

Debuted at PSP/Deck Expo

Coral Smart Pool



MYLO is a 24/7 smart pool AI monitoring system featuring an underwater computer detection camera that provides a real-time video of the pool with advanced AI 24/7 monitoring to notify and alert on both the pool entrance and also drowning incidents.

Contact: coralmylo.com

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Cyclone Filter Tools

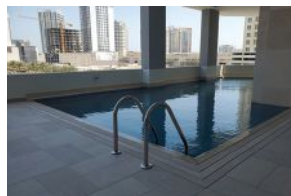


The Cyclone Filter Cleaning System is designed to deep clean between filter pleats using water pressure from the garden hose, extending the life of filter elements. The compact and environmentally friendly system can help save time and reduce strain on the user's back.

Contact: cyclonefiltertools.com

Debuted at PSP/Deck Expo

Daldorado



The Daldorado DalluxTM stone and tile support grate system allows designers to take the deck material to the water's edge without sacrificing strength and durability. It features 12-inch wide supports and mitered corners, passing strength testing of 5,000 pounds for tile and stone.

Contact: daldorado.com



RIMBA is nicely made in a very subtle blueberry color with the iconic MSPa embossed fabric. Partnered with the smart cream liner for a feeling of soft and warm. It's a signature piece from URBAN range represents the very best in MSPa design made for modern lifestyle family.



RIMBA

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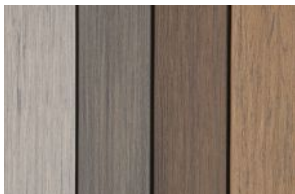
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Debuted at PSP/Deck Expo

Deckorators



The new Vista Composite Decking with Enhanced Traction features vertical grain variegation with increased slip resistance. Available in four colors and three lengths in solid- and grooved-edge profiles. Made in the USA.

Contact: deckorators.com

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Fairway Electronic Co.



Sea Lion is a lightweight, underwater handheld power scrubber, ideal for pool maintenance. Its high torque force comes from a 13,500 rpm/minute brushless motor to a patented gear box to generate 55 pounds of torque force even at low variable speeds of 50-100-150 rpm.

Contact: www.fairway.com.tw

Debuted at PSP/Deck Expo

Fibalon GmbH



MiracleBalls are a high-tech alternative to standard filter cartridges, DE and sand. Made from normal pop bottles, it's environmentally friendly and completely recyclable. It's designed to save time, money and water. MiracleBalls are made in Germany.

Contact: fibalon.com/en

Floating Luxuries



The in-pool Kai Shelf Lounger keeps users cool and comfortable while partially in the water. Its features include an oversize resort width, built-in cup/phone holders and a drain port. Use on tanning shelves with less than 9 inches of water, and a shelf length of at least 66 inches.

Contact: floatingluxuries.com

Fluidra



The Jandy TruClear XL Salt Chlorinator combines saltwater chlorination for large inground pools with consistent chlorine dispensation. Its features include a large window to provide convenient blade inspection, and intuitive app-based control using the AquaLink Automation System.

Contact: Jandy.com

Fountain People



The Zero Entry Fountain Nozzle produces a cluster of solid streams that, when vertically aligned, create the effect of a column of water from a flush mounted configuration. This flush jet can be placed in as little as 3-6 inches of water and produces a terrific, aerated bubbling effect.

Contact: fountainpeople.com

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New Skim Buddy cleaning tool is designed to make cleaning skimmer baskets easier and safer. It prevents users from bending over to pull out skimmer baskets, using bare hands to touch chlorine sticks, pucks and tablets, or cleaning out leaves and other undesirable matter.

Contact: frankwall.com

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GreenStory Global Pool and Spa



Clorox Pool & Spa Meltblown Filters provide filtration down to 3-5 microns, with no washing or cleaning needed. It's 100% recyclable, and is designed to enhance return flow, circulation, and chemical distribution. It's NSF 50-approved and available in more than 50 sizes.

Contact: cloroxpoolfilters.com

Hammerhead Patented Performance



The REMORA XR1600 portable pool vacuum is designed for DIY or limited-access cleaning and features a wearable lithium battery pack, two-speed Smart Switch, short power cord, battery charger, debris bag, and carry handle. Its run-time is approximately 50-75 minutes.

Contact: hammerheadvac.com/remora

Imperial Pools



Imperial Pools' Nexus Double Feature is a steel panel modular pool entry system. The system consists of approximately 31 individual steel components. These components can allow installers to configure thousands of stairs, sundeck, and bench side-by-side options.

Contact: imperialpools.com

Debuted at PSP/Deck Expo

Industrial Test Systems



The new NSF/ANSI 50 L1 Certified Pool eXact EZ photometer Kit is engineered to deliver 10 important pool water parameters with lab quality results by the poolside.

Contact: sensafe.com

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inSPARATION



The new Black Coconut Sands Aromatherapy display holds six bottles of aromatherapy liquids, a case of 36 Pillow Packets and an inSPARATION Misting Diffuser. It only takes up 1 square foot of counter space and maximizes sales opportunities while masking unwanted odors in your store.

Contact: inspiration.com

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Jack's Magic Products



The Emerald Stuff and the Sapphire Stuff are flocculants formulated as a time-saving method to help clean pools. Use 8 ounces per 10,000 gallons to drop dust, debris and other particles to the bottom of the pool, allowing it to be vacuumed as waste. Resume swimming after 24 hours.

Contact: jacksmagic.com

JED Pool Tools



The Deluxe Super Loop Vac Hose is a spiral wound extruded vacuum hose designed for heavy duty use. It's available in two diameter hose sizes and comes in lengths ranging from 18 to 50 feet. It comes with a 3-year warranty and is available for immediate shipment.

Contact: JEDPoolTools.com

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Kona Labs



The LevelSmart Wireless Autofill is a simple retrofit autofill solution for pools, spas, ponds, tanks, or waterfeatures. It eliminates the chore of filling the pool manually and maintains the desired water level. It also features 1,000 feet of wireless communication and overfill protection.

Contact: konalabs.com

Little Giant



The next generation of Little Giant 5-MSP compact submersible utility pump offers the same compact size yet features a new motor designed to boost the pump's overall performance and efficiency.

Contact: littlegiant.com

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Lumi-O Innovaplas



Orion, launched in Fall 2022 by Pür Spas, features 28 adjustable jets, whirlpool jet, multi-level footwell and the innovative Sole Mate zone, where users can rub the bottom of the feet back and forth on the uneven, textured surfaces to feel an added relief.

Contact: purspas.com

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Lyon Financial



Lyon Financial now offers rates as low as 4.49% for a 20-year swimming pool or backyard living loan, on approved credit. The low, fixed rates can make the dream of a pool an affordable reality for homeowners, allowing pool builders to close more deals.

Contact: lyonfinancial.net



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Marquis Hot Tubs



Marquis' Crown Collection debuts the Destiny (seven seats) and Wish (five seats) hot tubs. Each features the Dynamic Flow Control valve that delivers zero to 100 percent of water to each seat. Plus, specialized massage seats offer users a unique massage experience.

Contact: marquisspas.com

Medallion Pool Co.



Primeology is a fully automated, patented pump priming device. Elevation is no longer a limitation when locating pool equipment. Builders can locate as high as 25 feet above the watershape surface. Primeology works with all sizes of pumps and piping.

Contact: primeology.com

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Millboard



The new Millboard is a slip-resistant composite that looks and feels like real wood, and designed for longevity with less maintenance. Each board is hand-molded from real oak to mimic the uniqueness of natural timber. The polymer resin construction does not deteriorate like natural wood.

Contact: millboard.com

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Natural Chemistry



Natural Chemistry's improved Green Aid provides green algae cleanup results in pool water when used prior to shock treatment with an EPA-registered chlorinating compound that kills green or mustard algae. Results typically occur in 24 hours and can be used on all pool surfaces.

Contact: naturalchemistry.com

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Natural Current



The SunRay Hybrid Solar Pool Pump is an off-the-grid pump that runs off the power of the sun, helping users ditch their reliance on power companies. It's designed to circulate and filter a pool all day long for free.

Contact: naturalcurrent.com

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Nidec/U.S. Motors



The new Neptune 3.45 completes the residential line of the Neptune Variable Speed motors. It's designed to extend HP range for pump replacement.

Contact: acim.nidec.com

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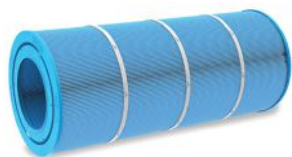
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On Core Filtration



Launching in Spring 2023, the EverFlow+ antimicrobial pool and spa replacement cartridge filters offer a pointbond design to prevent mildew and bacteria buildup. The high-filament count spunbond polyester are capped with chlorine and mildew resistant urethane.

Contact: oncorefiltration.com

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OnDeck Waterproofing



The OnDeck waterproofing system can be applied horizontally and vertically on decks, patios, and more, providing flexible and waterproof finishes. It can be applied with roller, trowel, hopper gun, or squeegee and can be finished textured or smooth from feathered edge up to 2-inch lifts.

Contact: ondeckwaterproofing.com

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Outdoor Fire Concepts



The Bluetooth Controlled Battery Powered Electronic Ignition System can be used with natural gas or propane and can supply a maximum of 290,000 Btu/hr. It's powered by three AA batteries housed in a waterproof battery pack. Its Bluetooth range (line of site) is 100 feet +/-.

Contact: outdoorfireconcepts.com

Paddock Pool Equipment Co.



The Chemical Pump Room Evacuator is a plug-and-play solution to create a cross-ventilation airflow while source-capturing and exhausting corrosive chemical fumes. It's now made with PVC, which means the construction is more rigid and can be "welded" together chemically.

Contact: paddockindustries.com

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Phoenix Products Co.



FIXX IT! Water Saver uses evaporation prevention to reduce water loss and conserve water usage. It's easy to use with convenient 32-ounce packaging — add 4 ounces per 20,000 gallons weekly. It's compatible with all chemical programs and formulated to be safe for children and pets.

Contact: phoenixproductsco.com

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Poly Planar Group



The FS1 is a new floating speaker.

Contact: polyplanar.com

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Air Guard is a retractable pool enclosure that allows users to swim all year. It helps reduce the intake of cold air in the off season and the outflow of warm air from inside the enclosure. AirGuard also is designed to close the gap between the bottom travel rail and ground track.

Contact: sunrooms-enclosures.com

Debuted at PSP/Deck Expo

Pool Fence Warehouse



The new A Safe Pool Door and Window Alarm illuminates as well as sounds an audible alarm. The light stays on permanently when the battery is at 20% or less capacity to let you know it's time for a new battery so the unit doesn't fail.

Contact: thepoolfencewarehouse.com

Debuted at PSP/Deck Expo

Poolmaster



The new official NBA Basketball Floating Thermometer and Chlorine Dispenser features pebble texturing to simulate an authentic NBA basketball along with the NBA logoman embossed on both sides of each product. It's made of weather and chemically resistant materials.

Contact: poolmaster.com

Poolside by CGT



The new Carrara Marble vinyl pool liner pattern imitates the beautiful appearance of natural marble. It's printed on a white liner material and enhanced with the company's protective topcoat that provides chemical resistance and UV protection.

Contact: poolsidebycgt.com

Debuted at PSP/Deck Expo

Pro Series Pool



PRO SERIES Boric Acid is a water enhancer that buffers and helps keep pool water balanced. Designed for once-a-year use and topping off as needed, simply add 15 pounds into 10,000 gallons of water. Test borate levels twice a year and maintain a borate residual between 30-35 ppm.

Contact: proseriespool.com

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Pure Coastal Technologies



ProVale's new interactive estimator tool allows homeowners to create a service request by taking a video or picture and submitting it to the company via the ProVale Homeowner App. The company can then send an estimate to the homeowner for one-click approval via app or email.

Contact: provalet.io

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Raypak



NiTek Heat Exchanger Technology is Raypak's latest residential pool heating solution. NiTek is engineered to create an ideal surface to protect against scale formation and erosion resistance, without compromising on the AVIA heater's 84% thermal efficiency.

Contact: Raypak.com/NiTek

Debuted at PSP/Deck Expo

RB Retail & Service Solutions



For 2023, RB Retail & Service Solutions has improved its 'shopping cart' feature to simulate the Amazon shopping cart experience with a new category and vendor search capabilities, making pool sales management easier.

Contact: rbpoolandspa.com

Rebound Pool Surfaces



Rebound is a new pool surface that is soft, slip resistant, and available in a variety of beautiful color blends. Designed to install directly over existing pool surfaces, Rebound eliminates the cost and mess of expensive tear-outs. No expensive or complicated equipment is needed.

Contact: reboundpools.com

Reliant Pool Products



The Reliant DE Filter, created by popular request, is the company's newest addition to its equipment line. These high capacity filters are designed to incorporate the latest technology to provide crystal clear water.

Contact: reliantpoolproducts.com

Renolit



The new ALKORPLAN RELIEF is a multi-purpose, 70-mil-thick reinforced membrane with a category C slip resistance rating. Its transformative texture gives pools the look and feel of gunite yet is soft on toes and eliminates the maintenance headaches of gunite.

Contact: renolit.com/pool

Debuted at PSP/Deck Expo

Rico Rock



The new 'Creative Application' line of waterfeatures allows pool professionals to create a fully customized waterfeature in just a few days by combining the Rico Rock standard waterfall kits. They are made of compact, lightweight, cast concrete that are easily mortared together.

Contact: ricorock.com



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SeaKlear



SeaKlear's Pool Opening & Winterizing Kit has a new look and packaging. Each kit includes SeaKlear Free & Klear, SeaKlear 90-day Algae Prevention & Remover and SeaKlear Metal Klear. The new look helps market the inventory — flip the box around to promote openings or closings.

Contact: seaklear.com

Sensorex



The Sensorex S150 is an economical light-duty polycarbonate pH sensor designed to provide reliable performance for monitoring critical water quality in pools. The glass bulb sensor and unique Pellon reference junction ensures fast response. Available with 3 or 10 foot cable and BNC or tinned lead connections, but customizable as needed.

Contact: sensorex.com

Solenis



The new Poolife NST Prime Floater is designed for use with Poolife NST Prime tablets but works with any tablet. The open mesh design slowly dissolves tabs without leaving behind clumps.

Contact: poolife.com



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www.UnderTheSunExpo.com

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- ~ Attend a Learning Lab ~
- ~ Explore the Product Showcase ~
- ~ Let the good times roll at the Friday Night Party ~
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The Spa Dragon



The Spa Dragon monitors the water temperature in a hot tub. If the temperature drops for any reason, it will activate the heater to keep the interior warm, preventing freeze damage from the cold. Additionally, it allows for delivery of hot tubs and swimspas in cold weather.

Contact: thespadragon.com

Debuted at PSP/Deck Expo

Spa Pure



New SpaPure Salt Start is a super-fast dissolving salt that's formulated to keep spa water in balance longer. It's designed to reduce the corrosion found when using traditional salt in spas and keeps spa surfaces and equipment free from scale. Available in 5-pound bucket. Made in USA.

Contact: spapureusa.com

Debuted at PSP/Deck Expo

SPAX



SPAX's Composite Deck Screws are engineered to promise holding power and a picture-perfect finish in seven colors. The color-match composite deck screws also feature the ideal fastener length for use with standard 1- and 2-inch nominal thickness boards.

Contact: spax.us

Debuted at PSP/Deck Expo

SPAZAZZ

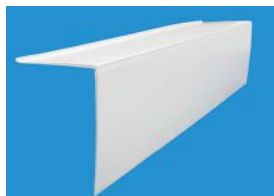


The Spa Lab Collection now includes three new fragrances. Each 19-ounce bottle contains 800mg of CBD isolate, and is made with 100% all-natural, GMP certified, hemp-based CBD, aroma therapeutic oils, and Dead Sea Salts.

Contact: spazazz.com

Debuted at PSP/Deck Expo

Stegmeier



Tear Away Plumb Strip are PVC corners strips used to square the top edge of a fiberglass pool (one piece) in preparation for setting a cantilever form. Tear Away Plumb Strips are installed using double faced tape and self-tapping screws.

Contact: stegmeier.com

Tara Pool & Outdoor Products



The Envision AR app brings augmented reality to the pool design process. Using a camera, the app allows users to place a pool in any backyard. Customize the liner pattern and deck color. Then, add a safety cover and a Shade Escapes sun shade to create the ideal backyard.

Contact: tarapools.com

I learned so much, thanks. Missy

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Paolo Benedetti, IWI
Aquatic Technology Pool &
Spa and Lux Environs
29 Years in the Pool Industry



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Thursday Pools



The Double-O7 Round skimmer is now patented. This worry-free system allows users to cut skimmers into fiberglass pools with a common hole-saw. A simple 6 $\frac{7}{8}$ -inch standard circular hole cut helps with easy installation, and allows a rectangular weir to still be used in the skimmer assembly.

Contact: thursdaypools.com

Trench Drain Systems



Trench Drain Systems has added more grating options for the MAX Mini drainage system. The Bronze Age Grate product line now includes Luna, Stars, Tardis, Cathedral, Square Deco, and Slotted patterns. Many are available in bronze, while others are offered in stainless steel.

Contact: TrenchDrain.com/MAX-Mini

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Ultimate Pool Tools



The Hyperclip is a replacement clip for pool and spa vacuums, brushes, leaf rakes/ nets, and power vacs. The corrosion-resistant Hyperclips are made of 316 stainless steel, and comes in quantities of 3 per package.

Contact: ultimatepooltools.com

Debuted at PSP/Deck Expo

UltraPure Water Quality



UltraPure Water Quality's new BlueForce product line features an O3 ozone generator and UV system. Both are designed for performance, longevity and ease of maintenance. Package them together for AOP benefits and cost savings.

Contact: waterquality.net

Debuted at PSP/Deck Expo

Unit Ten



The new EdgeMate Pool Chair Cup Holder is designed to hold most standard-sized beverage containers. The UV-resistant cup holder keeps drinks within easy reach, yet is secured far above the pool water. It stays in place when the chair is folded for transport and storage.

Contact: edgematepoolchair.com

Debuted at PSP/Deck Expo

The VacDaddy



The VacBaggy is designed to hold a VacDaddy plus all other vacuuming equipment in one simple and compact place in your vehicle. Featuring wheels and a telescoping handle, users can roll it across hardscapes but easily pick it up to carry up and down steps or over lawns.

Contact: thevacdaddy.com

(continued on page 74)

because a pool has to be fun!



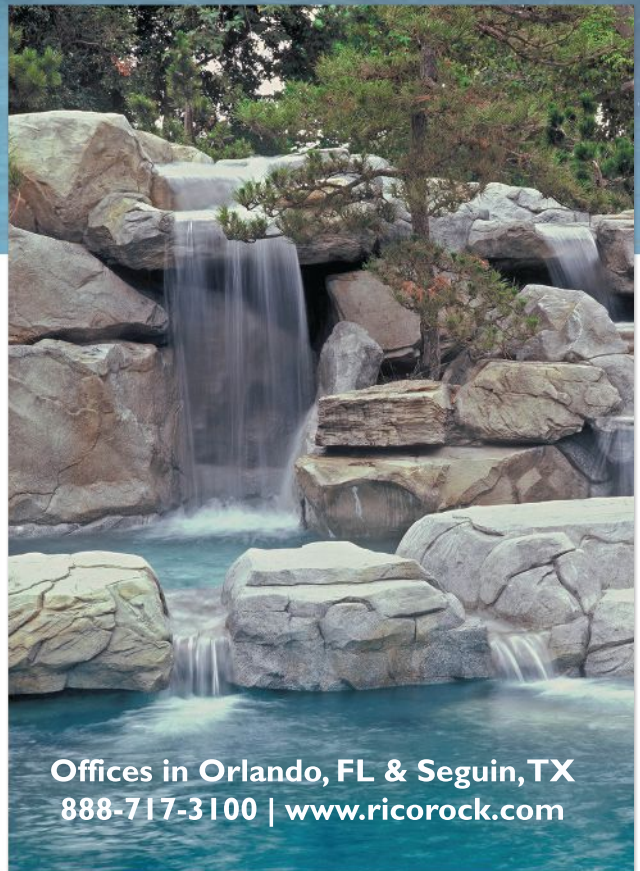
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ColorQ 2x PRO 7 Photometer Kit

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(continued from page 70)

Water-i.d.



The new PoolLab 2.0 Photometer can measure 24 pool water values, including hardness, copper, phosphate, chlorine, active oxygen, pH, alkalinity, cyanuric acid, and more. It has three parallel measuring chambers, so that up to three water values can be measured in parallel.

Contact: water-id.com

Debuted at PSP/Deck Expo

Waters Choice



The SWIM Spa 3 Month Start Up Kit contains everything needed to start up and care for a swim spa for 3 months. Simply add one full bottle of NSF-certified Pure Enzymes for SWIM Spas once a month, balance pH and alkalinity and add minimal sanitizer.

Contact: waterschoice.com

Debuted at PSP/Deck Expo

Water Tech Corp.



The Water Tech Volt Leaf Vac removes leaves both on the water surface and on the pool floors. Included are the Leaf Vac Head with rollers, propeller, two high-capacity leaf bags, a rechargeable, waterproof lithium-ion battery, and wall charger plus "smart water sensor" that detects when it's in or out of water, automatically turns off to save power.

Contact: watertechcorp.com

WAVE Drowning Detection Systems



More than a pool alarm, WAVE uses ultralight interchangeable wearables to determine if a person is at risk of drowning. If detected, the system will immediately alert so you can act quickly before things can escalate.

Contact: wavedds.com/w10

Debuted at PSP/Deck Expo

Z Poolform



The Z Poolform AutoCover Form is now compatible with the four largest auto cover makers, including Cover-Star, Cover-Pools, APC and Aquamatic. The reusable form allows builders to create concrete cantilevered coping around any pool including those with auto cover systems.

Contact: concretecountertopsolutions.com

Debuted at PSP/Deck Expo

ZIPLEVEL/Technidea Corporation



The ZIPLEVEL PRO-2000 is a fast, easy-to-use level designed to offer paper-thin precision over unlimited ranges without line-of-sight, distance error, factory calibration or math. Possible uses include estimating, bidding, excavating, grading, tiling, coping, negative-edge, and drainage.

Contact: ziplevel.com



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