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A Situation of Cross Purposes



Rebecca Robledo
Deputy Editor, PSN

The question of how to bridge the generation gap has been on everyone's mind for several years now. Not only is the younger workforce key to managing staff shortages, but it's become urgent for insuring that the industry continues to thrive as it moves into the future.

But when I attended a Master Pools Guild panel discussion this fall, it became clear that business owners face seemingly conflicting objectives in trying to attract younger employees. At the session, veteran company owners shared their knowledge on several topics. It was meant to help pass information on to younger attendees, but it was useful for professionals of all experience levels. When the question came up of how to interest younger workers, these company owners, and some younger professionals in attendance, talked about how the new generation's priorities differ from those of older workers.

At the risk of painting in broad brush strokes, younger workers are less likely than people my age to place the size of their paycheck at the top of their list of priorities. They want to see more value added. And the big generational difference: These workers derive less (or none) of their identity or self worth from work their jobs, and more of them refuse to give up time spent with family or pursuing other interests. In other words, they aren't interested in 60-100-hour work weeks, or being on call 24/7.

Yet, we know consumers haven't exactly become more laid back in the past decade or so. They want more attention than ever, as well as the ability to communicate and get help at all times.

It seemed like these consumers and the younger workers who serve them are at cross purposes. How can company owners make both these groups happy, when they have different ideas about working hours?

To help answer this question, I'm happy to reintroduce a previous columnist, Josh Henderson. In 2019, Henderson penned a series on company diversification and expansion. This year, he will address the generation gap.

Josh probably wouldn't tell you this, but he's somewhat of a wunderkind. By his 30s, he had already become known among the Master Pools Guild as a whiz at operations, occasionally teaching courses at the organization's twice-yearly meetings, covering such topics as how builders can start their own service divisions.

Recently, Josh became a business owner, purchasing the well-established Tennessee firm Adcock Pools & Spas. After hearing the MPG panel discussion, I posed my question to him: How do you simultaneously help workers maintain a work/life balance, while satisfying ever demanding customers who want to text their vendors and contractors 24/7? I wanted to hear his perspective, not only as a long-time manager and now business owner, but also as a younger professional.

His answer: Take extra time to learn more about your employees, what makes them tick, and where they get their motivation. And establish clear, realistic expectations of customers.

In his new series, which begins with its first installment on page 22, Josh presents an overview of his experience. To follow, he will offer a close-up look at different strategies he's employed.

What strategies have you used and what challenges have you faced in trying to find new help, especially among the younger workforce? I'd love to hear from you.

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The 10 Most Interesting Housing Markets in 2023

Zonda has released its annual list of top housing markets for the new year, based on a number of variables.

BY ALI WOLF

This is expected to be a complicated year for the housing market. Headwinds such as low consumer confidence levels, a potential recession and expensive housing costs will work against tailwinds like a large backlog of potential home buyers trying to make sense of the market.

Given the dynamic backdrop and based on the information we have today, Zonda forecasts home sales, prices, and starts to be lower in 2023 compared with 2022. However, relative strength and weakness compared with the national forecasts will depend on location. With this in mind, we created our annual top markets list for 2023.

Each year, we approach our list from a different angle. This time, we are looking at the most interesting markets to watch for 2023.

We call these markets the “most interesting” versus the “best” because, while they rank high on our list, they have some question marks related to their success next year.

We created an index to guide the analysis. We wanted to capture the markets with the best combination of affordability and ability and desire to move. These markets have strong

fundamentals but are not necessarily expected to have a stellar year for housing demand given other limiting factors.

The inputs to our index include:

Rent vs. own math. This accounts for attainability of the typical mortgage payment relative to typical rent.

Percent of homes that are mortgage-free. We included this to account for the share of homeowners who own their homes outright and could more easily move. Please note, though, the data is dated for a few metros.

Number of new-home projects below \$300,000. Homes priced below \$300,000 hit an affordability threshold that allows those with incomes in line with the national average to afford a home. As rates remain elevated, lower-priced inventory will stay in demand and markets that have a relatively high share of the overall market could see some outperformance.

Change in typical payment since the beginning of the year. The markets with the largest growth in payments were dinged in the index.

Long-term high-income job growth. Typically, higher-income individuals are more likely to be homeowners. This component highlights potential

resiliency in these metros. However, factors such as near-term job losses related to an economic recession, battered consumer confidence or out-of-line absolute levels of affordability.

Zonda’s most interesting markets to watch for 2023:

Atlanta: This city boasts a unique combination of affordable projects in certain parts of the metro paired with strong growth of high-income jobs. These allow for a lower barrier of entry to homeownership than some other large markets. But affordability, especially in desirable submarkets with good schools, is causing the market to slow.

Pros: Diversified economy; variety of things to do; cultural hub; affordable compared with coastal markets.

Cons: Large wealth disparity; early signs of layoffs in entertainment sector; bad traffic with limited public transportation; urban sprawl.

Austin, Texas: This has long been the most dominant housing market in the country, with homes selling through before construction has completed, and wait lists exceeding homes available. But it recently has cooled significantly. Still, we find this market interesting given the employment backdrop.

Pros: Market slowed fast, and builders cut prices quickly, allowing for quicker price discovery than other markets; incredible high-income job growth; culture; lifestyle; relative affordability for migration buyers.

Cons: Market got overheated; speculative buying (Continued on page 14)

Riverbend Sandler Acquires Service Firm

Construction and service aggregator Riverbend Sandler Pools has purchased the nearly 30-year-old Miller Pools, a residential service, maintenance, repair and renovation firm in Pasadena, Texas. Founder Michael Miller will remain in his current role and join the company’s service and maintenance leadership team. This marks the second Houston-area acquisition for Riverbend.

and building; uncertainty as to where the market goes from here; traffic build-up with limited public transportation; significant multifamily development; mortgage payments much higher than pre-pandemic levels.

Baltimore: This city ranked high due to a lower-than-average change in payment since the beginning of the year. The market lags for high-income job growth, but the variety of employment options from the government and private sector supports housing demand across different price points.

Pros: Resilience related to more stable government jobs; relative affordability compared with Washington, D.C.; great accessibility with three nearby airports and a solid interstate highway system; easy access to things to do.

Cons: Lingering public perception challenges; some safety concerns; lack of new-home supply.

Cincinnati: This metro ranks extremely well in affordability metrics, in both available new homes under \$300,000 and the price of ownership coming in cheaper than renting. Layer in an otherwise relatively low cost of living and variety of entertainment options, and Cincinnati stands out.

Pros: Low cost of living; diversifying economy; museums and sports teams; home to several Fortune 500 companies; low crime rate.

Cons: Less desirable weather than some other top markets; minimal rail connectivity; not much growth of high-income jobs.

Houston: This city still presents a strong affordability proposition due to abundant supply, with 268 projects offering homes under \$300,000 and likely further downward pressure from the large number of units under construction and slowing demand.

Pros: Relatively easy regulation to help get more homes built; no state income tax; low overall cost of living; land availability; cultural diversity.

Cons: Large number of units under construction; tropical storm/climate risk; heavy dependence on oil and gas industry (though the local economy has diversified); bad traffic with limited public transportation.

Louisville, Ky.: This town stands out for its reasonable cost of living and the market's "under-the-radar" nature. Its housing market was strong since 2020 but was not making national headlines, as the growth was tamer than in some other markets. As a result, Redfin still considers Louisville to be "very competitive" in the face of the national slowing in the housing market.

Pros: Relatively affordable; more under-the-radar than some pandemic boom (Continued on page 16)

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markets; reasonable taxes.

Cons: Some extreme weather events; lack of public transportation; high-income job growth slow despite a diverse labor force; higher crime rates.

Miami: Home prices are still appreciating here, despite national slowing. Even with rising prices, Miami

scored highest on rent vs. own math and percent of homes owned free and clear, indicating cash buyers and rental prices favoring homeownership.

Pros: New corporate relocations; return of international buyers; migration; beaches; no state income tax; variety of things to do; cultural hub.

Cons: Housing affordability; climate risks; cost of living; bad traffic.

Richmond, Va.: This ranks highly in our index due to relative affordability and a high share of residents who own homes outright. The mid-sized market has good accessibility to places like Washington, D.C. and Virginia Beach, and offers a moderate climate.

Pros: Good access to interstate highway system; reasonable job opportunities; younger population; moderate climate; more affordable than Washington, D.C., or Baltimore.

Cons: More under the radar; public transit not as developed and accessible as other cities; less job diversity than some nearby cities.

San Diego: Often referred to as "America's Finest City," it offers lifestyle, desirable weather, and a mix of urban, suburban and coastal settings that people from across the country. As a coastal market, it suffers from geographic barriers and high regulatory costs. The glaring and longstanding supply and demand imbalance, however, provides a compelling case for longer-term growth.

Pros: Lack of development prevented cyclical oversupply; relatively large share of high-income and high-wealth individuals; becoming a hub for biotech; low homeownership rate offers opportunity for more attainably priced homes.

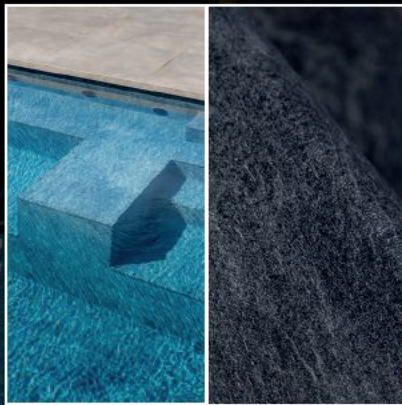
Cons: Outsized impact of higher mortgage rates given higher home prices; high housing costs mean huge barrier of entry; high local taxes; lack of developable land.

Tampa, Fla.: Red hot over the past couple years, this city will be interesting to watch to see if demand remains. The market has held up relatively better than other migration hot spots, but rapid growth in home prices and high interest rates threaten strength.

Pros: Relatively desirable weather; variety of things to do; no state income tax; diversifying job market; beaches.

Cons: Expensive relative to itself; risk of natural disasters tropical storms.

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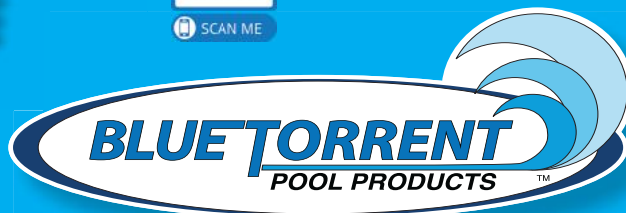
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Thread of Continuity

NESPA ushers in the next generation of leadership with its new president.

BY REBECCA ROBLEDO

If anybody needs proof positive that the next generation is starting to take the lead in the pool/spa industry, it's this year's Northeast Spa and Pool Association President, Julie Kazdin.

She's held several titles with NESPA leading to her current role, beginning as her chapter's delegate to the organization's Board of Directors and eventually holding all titles on the executive committee of the Board, save for Past President. She chaired NESPA's Education Committee, during which time it split in two so they could devote twice the amount of time to education.

Additionally, Kazdin was named Young Professional of the Year in 2020.

While hailing from her father's half-century-old company, she chose this industry again after working away from it for a period.

NEW TRADITION

Kazdin keeps her family traditions alive on many levels.

Born and raised in New York, she continues to live in the town of her birth. She had her daughter in the same hospital, and sends her to the same schools she attended as a small child.

Now, she serves as vice president of Kazdin Pools & Spas of Southampton, N.Y. But she didn't originally plan a career in the pool industry. She studied business at Rhode Island's Bryant College (now Bryant University). "I expected to go the corporate, Fortune 500-type career path," she says.

Her husband, Brian Boucher, whom she met at Bryant, had similar aspira-

tions. Each graduated with a bachelor of science in business administration.

Kazdin actually had derived this picture of her future career from her father's clients.

"Where we live, most of our clients were corporate-type people," she says. "It seemed like they had the best life: They lived in New York City and commuted out here on weekends. So I always imagined that's what I'd be — sitting in a corner office in New York City overlooking the river, then out to the Hamptons on weekends."

After graduating, she did spend a few years in the corporate world. This included time implementing a management-training program for a car-rental company, then working in human resources and recruiting. "Both were very high-pressure, high-intensity, which I like and I thrive under," Kazdin says.

But over time, she couldn't let go of certain aspects of running a small business, including control in decision-making and the ethics her family company instilled. These things didn't seem to mesh with the large corporations. For instance, she couldn't decide how to do right by a customer if she or her company made a mistake.

"It was very hard to make a difference in such a big corporation," Kazdin says. "It was very hard to ... change what I did wrong, because it wasn't my money, it wasn't my company."

Her final job was for a nursing firm. Still in her early 20s, she found herself involved literal life-and-death



situations. It made her appreciate the industry she grew up in. "You get to enjoy some of the best moments of people's lives," she says. "I wanted to go back to that."

Eventually she rejoined Kazdin Pools as its assistant to the service director.

Through the years, she's taken on a number of positions, managing inventory and assisting with retail, among other. "I started at the bottom and worked my way up. I've done every job in the building — you name it, I've done it."

While she worked her way up to a title that's higher on the company flow chart, that kind of tiering isn't important to her or the company.

"We're not really big on titles," she says. "The person who just started can ask me to do something, and I'll go do it, because it gets the job done. Asking to do things doesn't always come from the top down, it can go from the bottom up, as long as we're all heading in the same direction."

Her husband, who worked in investments after graduation, also liked the idea of joining a small family business

PHOTO COURTESY NESPA

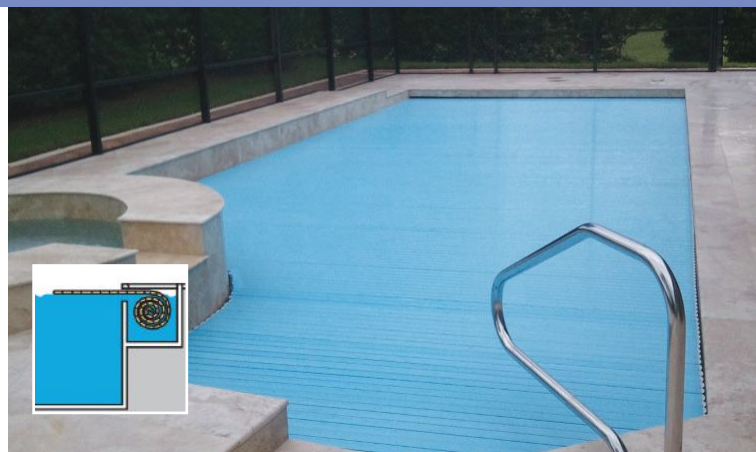
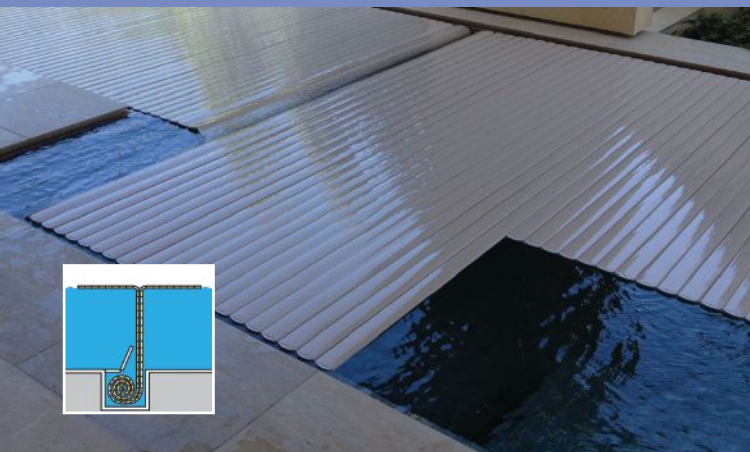


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A TIP FOR CONFERENCE ATTENDANCE

Julie Kazdin re-entered her father's company after working outside the industry for several years. In addition to starting from the bottom and working her way up, she credits education with helping her to find her place in the company and contribute right away.

To this day, she has a rule about attending classes and seminars. Of course, she takes notes and saves the handouts, putting them in notebooks for future reference. But that's not the most important thing.

"I try to always take one thing from every seminar, every course that I go to, and implement it when I get back to the office," she says. "Just one thing. I feel like if there are too many things, you're not going to do any of them. So I just pick one main goal or one thing that sounds like it will fit us best, and I try to implement that."

where he could have more control over his actions and his destiny. Now, he runs Kazdin Pools' service department.

LOOKING AHEAD

Kazdin became involved with the Northeast Spa and Pool Association quickly after rejoining the industry.

"My dad always told me that you

should protect what you love most," she says. "That's why I volunteer at NESPA, is to protect my business, make sure I'm helping make decisions for what keeps me in business."

Since she became president in September, the organization is spending time updating policies and procedures and putting the board through training

to make it as professional as possible.

"We have been going through board teachings about what a board does, how a board should be acting, what our duties and responsibilities are, so that we can act in the best, most responsible way a board can act," she says.

NESPA also is adopting diversity and inclusion statements to broaden the board, and she hopes to find ways to better reach members who aren't as active.

"We need to look like those of us who are working in the industry, not just like a handful of people," Kazdin says.

"And we need to find ways to have everybody's voices heard. That is part of the responsibility of what makes an organization whole. It's not there to serve a select few people, it's there to serve the good of everybody. We need to know what everybody's looking for."

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Bridging the Gap: A Unique Perspective

In this new column series, Millennial business owner Josh Henderson explains how he works to attract young workers to the established company he purchased.

BY JOSH HENDERSON



The last three years have been some of the most turbulent in the history of the swimming pool industry. Early 2020 greeted us with uncertainty as the COVID-19 pandemic devolved into global lockdowns, which forced everyone to shelter at home.

For me as a pool builder, fear of the unknown quickly transformed into an uptick of nearly 600% in new-pool sales requests. But it didn't take long before that euphoric feeling caused by a frenetic buying environment resulted in burnout for many business owners and staffers desperately trying to keep up with demand.

At Adcock Pool and Spa, we had an additional layer to add to the turbulence — succession.

In early 2021, I entered into an agreement to purchase Adcock's. The

company's founders, Jim and Kris Adcock, were ready to enjoy their golden years free of the demands of business ownership. I had been seeking an opportunity to explore my entrepreneurial vision. Our visions aligned and, even with so much uncertainty in the world, Jim and Kris entrusted me with the reputation and quality they developed over the course of 50 years of blood, sweat and tears.

Quickly, we had to put a game plan together to help our company weather the turbulence caused by the pandemic and succession.

DOUBLE HIT

To get through such an intense transition period, we had to rely on a fundamental element of biology — the ability to adapt.

When you are a business owner, the need to adapt or die continually rears its head. The ability to self-analyze is something that I believe differentiates long-term successful businesses from those that become a flash in the pan.

To help the business adapt, I first decided to assess the current landscape of the business by taking a survey. In the process of documenting the good, the bad and the ugly, I noticed that a pre-COVID trend had intensified. By early 2021, the pandemic had magnified the labor shortage to the point of hopelessness. Upon performing an analysis of Adcock's, it was clear that I needed to focus on our culture, in part to attract younger workers.

I would have to evolve from a manager to a leader. Among other things, this meant I needed to do a better job of figuring out what motivated our staff and how we could better recruit new employees.

As an entrepreneur in my early 40's, I am in a unique position: The generation that trained and guided me in my early years remains on our payroll, while the generation that I need to train and guide is now old enough to have leverage in determining our business' success. So I've been exposed to both.

From my perspective, many from the generation ahead of me have the "work till the cows come home or the job is complete" mentality. On the other hand, the generation after me has a "tell me what you need me to do so I

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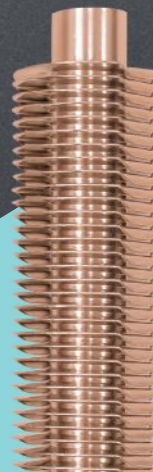


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can go home and enjoy life” approach. Some of our staff from the older generation had a disdain for the younger staff not wanting to work the way they did. On the other hand, the younger generation couldn’t understand why their elders were cranky, stressed and worked all the time.

BRIDGING THE GAP

I felt that focusing on this dichotomy in perspectives would serve as a key component in our success in employee retention and recruiting.

I needed to do a better job reviewing our value proposition to our existing staff. I needed to review our employee handbook, policies and procedures to see if we were adapting to the change in values for our staff. With so many businesses seeking help, was Adcock Pool and Spa a destination for workers? I had to be brutally honest

about what we offered. The allure of traditional compensation packages was no longer an advantage when it came to recruiting this younger generation of adults. In this process of being self-aware, we were able to uncover some uncomfortable truths about what made an employer a destination. Ultimately, we needed to take what had led the company to past successes and add to it.

We’ve found success in learning more about our employees and their motivators. This has had tremendous outcomes for revenue and units sold from many of our most important categories. Our employees are leading the way and blazing new trails for us.

Of our accomplishments, I am most proud that our employees seem happier. At a recent company gathering, we had attendance from 95% of staff. Employees interacted with those from

different departments, instead of being huddled up in opposing corners. It was a true sight to behold, watching the new generation interact with the employees whom they once felt were abrasive.

I’m proud of our team. They’ve endured a change of ownership during some of the most challenging times of our careers. I am hopeful that we are well-positioned to take the impending recession head-on and come out with successful outcomes.

Over the course of the next few columns, I will share some of the tactics we used to establish a deeper understanding of our employees.

Josh Henderson is general manager and owner of Adcock Pool & Spa in Ellisville, Tenn. With more than 20 years in the industry, he has led teams in service, retail and marketing, and contributed to the Pool & Hot Tub Alliance and Master Pools Guild.

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Safety on the Perimeter

How to periodically inspect drain grates and other components around the pool.

BY ROBERT LAWSON



In 2007, the recreational aquatics industry was turned upside down as the dangers of swimming pool main drain entrapments made mainstream news. Seeing this as a serious health crisis, Congress enacted the Virginia Graeme Baker Pool and Spa Safety Act (VGBA), mandating that every public pool within the U.S. be equipped with main drain covers that meet the most recent standard named in the law.

At the 10-year anniversary of the VGBA, reports estimated a 17% decrease in entrapment fatalities. This illustrates how awareness and laws not only change the industry, but also save lives.

This article will help highlight the need for greater oversight and quality of components that come in direct contact with the general public, and to limit personal accident injuries from

compromised and/or inferior products, and additionally point out the need for continued risk management through annual inspection and maintenance. The focus here is on components above the waterline.

PERIMETER POOL GRATING

Because perimeter grating and tile have a high level of public interaction, they should be treated as a first line of defense in risk management.

First off, ensure that grating meets the safety requirements per ANSI/NSF/CAN-50 2020. This certification requires grate materials to be UV stabilized, corrosion-resistant, plus meet minimum criteria established to ensure that the materials do not contribute harmful contaminants to the water. Without NSF/ANSI/CAN 50

2020 certification, the grating may be prone to discolor, break down and release toxins into the water, and become brittle over time, increasing the chance of liability and personal injury.

Keeping on top of all these requirements is a task in itself. A system called HYDROAPPS offers digital solutions to assist with monitoring your safety and risk management requirements.

In the height of summer, pool grating will see literally a ton or more of pedestrian traffic. This is where grating is put to the test, exposed outdoors to weather conditions, both cold and hot; or indoors to humidity and constant chloramine exposure. Under these conditions, the product can become older and brittle, breaking easily under pressure and becoming a hazard. The potential for grate breakage is exacerbated by retractable pool cover reels, where covers that become increasingly heavy when saturated with water; the frequent use of weighty water polo goals being moved in and out of the water; and traffic from maintenance carts and other light vehicles.

All grating should be inspected regularly for discoloration, cracks, breakage or missing grate pieces to prevent injuries. This inspection should be performed even more frequently pre-summer and during summer when in high use.

At the earliest sign of deterioration or breakage, the grating should be removed and replaced immediately. Just as is required with ANSI/APSP/ICC

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16-2017, now the code reference to VGB compliant main drain grate covers, each inspection should be documented and noted to exhibit a proactive approach to avoiding product failure and preserve public safety.

Preparing in advance for a regular 10-year perimeter pool grating replacement to mitigate personal injury risk makes a good budget decision.

POOL PERIMETER AREAS

Check other areas around the pool to make sure they do not pose a hazard to swimmers.

- **General deck surfaces:** Concrete, stone, tile, rubber and other materials should undergo a similar check as the perimeter grating and tile. They should be inspected for breakages and degradation — as well as slip resistance. Where compromised, material should be replaced.

- **Deck drainage systems:** Clean these out so they are effective in drainage. Grate coverings should be of UV stabilized PVC to avoid burning of the bare foot by metallic grates. These grates also should meet NSF/ANSI/CAN 50 2020 for material quality when possible.

- **Pool stair entries, slide entries, beach entries:** Check for breakages and degradation, slip resistant material quality. Immediately replace anything that may cause injury to small, wet bare feet.

- **Lane ropes, anchors, etc.:** Lane ropes, when not in use, should always be on an appropriate storage reel and covered to preserve longevity. Check for breakage and degradation. Replace broken parts as soon as they appear.

- **Miscellaneous deck structures and pool entries:** Apply all of the above.

RECORD KEEPING AND DOCUMENTATION

A key aspect of risk management and inspections are to maintain accurate records, dates, certifications, warranties, ANSI/APSP/ICC 16-2017 paperwork, life cycle and certifications, warranties, installation dates and life cycles of products under NSF/ANSI/CAN 50 2020.

A highly detailed spreadsheet of accurate information will provide protection from litigation, as well as help future operators and health inspectors perform their jobs.

Robert Lawson is founding principal/CEO of Daldorado, an aquatics equipment manufacturer based in Naples, Fla. He previously owned Lawson Aquatics, during which time he played a key role in engineering and developing the domed main-drain grate to comply with the Virginia Graeme Baker Pool and Spa Safety Act.

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Keeping Subcontractors on Schedule

The most common problems with subs always revolve around scheduling.



Remodeling, sister publication to PSN, recently consulted several top-end remodelers for tips on keeping subs on schedule. Eric Borden of Tom's River, N.J., Steve Farrell of Palo Alto, Calif., Pat Hurst of Middleburg Heights, Ohio, and Ben Tyler of Louisville, Ky., all echoed variations on a common theme: Success with subs is built on well-established relationships shaped by mutual

trust and respect. Yet by its nature, remodeling breeds uncertainty, for which the only effective remedy is constant, open communication. The same holds true for the pool and spa industry.

BEFORE THE JOB BEGINS

- Create the schedule before estimating the job. This gives you a first chance to catch those “who does what”

gray areas of subcontractor responsibility and factor them into the bid.

- Create a schedule that accurately displays which subs can work concurrently and which ones can't. A critical path schedule will keep you from expecting the same sub to be at two different jobs at the same time.

- Don't skip on detail in a schedule. In addition to the major tasks, list material order dates, calls for inspections, and calls to confirm subs.

- Don't underestimate the time it takes to do good work.

- Know your subs' productivity rates. The drywall sub who does unbelievably pristine work may not be the fastest. When you know the strengths and weaknesses of each sub, you can plan accordingly.

- Bring the subs into the process as soon as possible. Within a day of winning a job, call all the subs and have them pencil in the expected dates for their work. Once they know your schedule, slight adjustments are easier to accommodate.

- Call subs regularly to keep them posted about expected start dates. Avoid “the boy who cried wolf syndrome.” You don't want to get heavy with subs about starting on an exact date only to put them off another couple of days because of a delay caused by weather or an inspection (or myriad other reasons).

- Expect subs to be flexible and open in return. Not only should you keep subs apprised of changes, but you want them to update you about work they have coming up. So if a sub calls and asks, “I have a job that'll take about a

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week and a half, will this throw you off?" you can counter with something like, "I can't afford another delay, but I'm still a week out before you can start. Can you get that job started and then sneak two guys over here to get me going?" Most subs who want to

work for you will go out of their way to accommodate you if you ask.

CONTRACT BASICS

Some legal counselors suggest clearly specifying the start and completion dates in subcontractor agreements,

but these may become null if you have to postpone. A better strategy is to spell out the rules for clear communication in subcontractor agreements. Old subs wouldn't still be around if they didn't already know these rules, but they are helpful for informing new subs of what you expect.

Specific language may include the following:

If a job schedule cannot be met, Trade Contractor must notify the project's Lead Carpenter as soon as possible.

If you are not available by phone, be sure to return the phone call as soon as possible. All phone calls must be returned within 24 hours. No excuses.

If you will be out of town or unavailable, please notify our office as soon as possible so we can plan for your absence. This courtesy helps us plan for future projects and is appreciated.

Always communicate your start time with the project's Lead Carpenter.

You are required to be on the jobsite at your scheduled start time. If for any reason you cannot be there at your start time please notify your Lead Carpenter in charge. (We understand that things may come up that cause inevitable delays; however, there is no excuse for not calling if there is a change in schedule.) The project's Lead Carpenter will then notify the customer of our delay.

If the sub causes a delay, the contract should require the sub to reimburse the contractor for any actual damages caused by that delay. This might include charges for extra supervision or overtime work by your employees. The contract should describe those delays or failures that would constitute a breach of contract and that would allow you to look for a replacement sub. These might include a failure to complete the work

The advertisement features a winter-themed background with snowflakes and icicles. At the top, the logo "jack's magic" is prominently displayed. Below it, the headline "Preparing for Winter Metals in Water?" is written in a bold, sans-serif font. The ad is divided into four horizontal sections, each representing a different product: "The Purple Stuff", "The Pink Stuff", "The Blue Stuff", and "The Magenta Stuff". Each section includes an image of the product bottle and a description of its use. The background is decorated with wavy lines in shades of purple, pink, blue, and magenta, corresponding to the product colors. At the bottom, the slogan "Know Jack. No Stains." is followed by the website "www.jacksmagic.com" and the phone number "(800)348-1656". A small copyright notice "© 11.2.22" is located in the bottom right corner.

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by a certain time, a failure to pass an inspection, or work that does not meet your quality standards.

- Make sure to include in your subcontractor agreements clear statements of who is responsible for obtaining permits and securing inspections.

- Set specific work hours for the job — for example, 8 a.m. to 4:30 p.m. weekdays; no work on Saturday. This will prevent a sub from showing up unexpectedly and catching your clients off guard.

- Your bookkeeper should keep

tabs on every sub, tracking not only W-9s but the expiration dates on a sub's insurance certificate. Before a job is scheduled, run a list of subs by the bookkeeper so he or she can call for a new certificate, a current Independent Contractor's statement, lien waivers, and any other required paperwork before the project starts.

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STAYING ON TRACK

- Visual aids that clearly show the dates of all work, major material deliveries, and subcontractor start times will help develop a psychological urgency to meet the schedule. Distribute these to subs and post on the jobsite.

- Subs should always be able to contact you, and vice versa. Keep the communication immediate by using pagers, cell phones, and fax machines.

- Use a cloud-based construction management program to share documents. This will streamline subcontractor management at every level, but don't be shy about including sketches, photos and other images that you can attach to a text or email. These will ensure subs have critical details when they need them; this can save many trips to the site and avoid delays.

- Review schedules frequently and don't hesitate to make mid-course corrections if necessary to get things back on track.

- Foster a corporate culture of cooperation. Subs, like anyone else, are more inclined to perform for a company where everyone — front desk, helpers, leads, and carpenters — is accommodating, not combative.

- Donuts and coffee always help grease the wheels, but nothing speaks quite as clearly as the dollar: If you want subs to be on time, pay on time.

This article previously appeared in Re-modeling.



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Florida's Big Show

The 'Everything Under the Sun Expo' shines on Feb. 24-25, 2023

BY LINDA G. GREEN



It's almost time again for the Everything Under the Sun Expo to come to the Orange County Convention Center in Orlando. And a good turnout is expected for the event, set for Feb. 24-25, 2023.

There were over 4,300 attendees last year, says Elizabeth McMurray, executive director of the Florida Swimming Pool Association, which hosts the event. "2022 was a banner year, the strongest (turnout) since 2007! And there were over 207 exhibitors.

"This is the show to be at in the Southeast each year," she adds. "You

can see new things; companies bring new and rebranded products; there's networking; you can get license renewals."

Still, there's no getting around the fact that the coronavirus pandemic hasn't totally disappeared. It's a factor that convention center personnel and show planners must consider. What does that mean for trade shows? Organizers of FSPA's 2023 show do not see a need to implement virtual options or special measures at this time. Of course, if recommendations from the convention center management or the

Centers for Disease Control were to change, that would necessarily enter into the mix.

Clearly, the coronavirus isn't dampening pool and spa professionals' desire to gather and reconnect, share ideas, learn more in the classroom ... and have fun! They're just making sure it's done safely.

THE CLASSROOM BECKONS

As always, a major component of the show is the education segment. It's easy to see this trade show takes education seriously. An extensive variety of classes are offered, providing

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information that's sought by pool and spa newcomers and veterans alike — as even a glimpse of the array of topics shows.

There are 70-plus classes in the 2023 lineup and 25 or more new content offerings, plus 10 or so Learning Labs slated for the exhibit hall. That means Florida pool and spa professionals will have lots of opportunities to add to their skills — and to bring employees new to the industry up to speed.

For starters, there are popular General Sessions running Thursday through Saturday. Included in the mix this year is the new class “Could This Happen to You?” on Thursday, 10-10:50 a.m. It alerts company owners to the consequences of business decisions that can lead to potentially catastrophic incidents and accidents.

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Other offerings sure to draw folks include “An In-Depth Look at Swimming Pool/Spa Heating” on Thursday, 1-2:50 p.m. It instructs in everything from how to avoid expensive liability issues to how to size a heater properly. And another is “Chemistry for the New Pool & Advanced Chemistry Issues,” on Friday, 11-11:50 a.m.

Then there are the Specialty Courses on Wednesday and Thursday. Included is a two-day Florida public pool specialist session, with lunch provided. Other sessions in that time block are the “LP Gas Master Qualifier Endorsed Program;” “LP Gas CE - Florida Laws and Rules;” Genesis classes covering standards, codes and ordinances; advanced pool construction and more.

Once again sessions conducted in Spanish are included in the line-up,

such as “VSPS and the DOE” on Friday, 8-9:50 a.m.; and “Chemistry for the New Pool and Other Advanced Chemistry Issues” on Friday, 11-11:50 a.m.

Finally, what might be the most sought-after class of all, based on early sign-ups? McMurray says that Watershape University classes certainly come to mind. That segment includes four all-new workshops: the two-day “Essential Plaster;” the two-day “Electrical Installation;” the “Essential Plumbing” session (lunch included); and “Profiling Outstanding Projects Start to Finish.”

PARTY TIME

Attendees have two opportunities to celebrate and let loose: the Welcome Reception and the Friday Night Party.

The 2023 Welcome Reception and Awards Ceremony will be held

Thursday, Feb. 23, at the Rosen Plaza Hotel, located at 9700 International Blvd. “Party Mardi with FSPA” is the theme of the gala, which begins at 6:30 p.m. The event is sponsored by Horner Xpress.

Those planning to attend should RSVP by Feb. 17 to Valerie Swika, email valerie@floridapoolpro.com, or call (941) 952-9293.

The Friday Night Party is exactly the way many folks like to start the show. On Feb. 24, old and new industry friends can relax at the popular local hot spot called Howl At The Moon. The fun starts at 6:30 p.m. With free hors d’oeuvres, open bar and dueling pianos — what’s not to love?

Advance tickets are \$40; at the door \$45. They can be purchased early during registration or at the FSPA booth during exhibit hall hours.

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The Pool & Spa Show Guide

A handy guide for attendees of The Pool & Spa Show powered by NESPA, including the full education schedule, exhibitor list and show floor map.



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Education Schedule

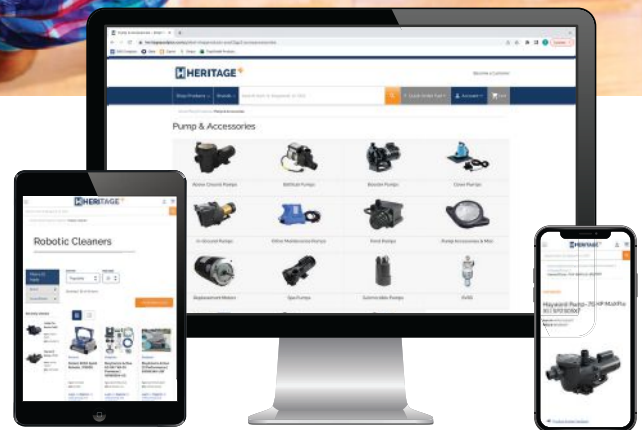
Education Conference information is current as of January 4, 2023. Information is subject to change. For the most up-to-date information, visit www.thepoolspashow.com.

Session Time	Session Title	Room Number
Sunday, January 22		
8:00 AM - 05:00 PM	GENESIS C201: Construction School Concrete Pools (CBP) - 3 Days (Day 1)	301
8:00 AM - 05:00 PM	PHTA Certified Hot Tub Technician 3 Days (Day 1)	414
8:00 AM - 05:00 PM	PHTA Certified Maintenance Specialist 3 Days (Day 1)	318
8:00 AM - 05:00 PM	PHTA Certified Service Technician 3 Days (Day 1)	202
8:00 AM - 05:00 PM	Watershape University E4311 Advanced Fluid Engineering Workshop - 2 Days (Day 1)	315
8:00 AM - 05:00 PM	GENESIS: D265 Master Designer Methods: Kirk Bianchi, Crafting the Outdoor Space as a Living Art Form - 2 Days (Day 1)	320
8:30 AM - 05:00 PM	PHTA Certified Pool Operator 2 Days (Day 1)	313
1:00 PM - 05:00 PM	OSHA 10-hour General Industry Training (additional 2 hrs Pool Industry Focus) (Watershape University) 2 Days (Day 1)	310
Monday, January 23		
8:00 AM - 05:00 PM	GENESIS C201: Construction School Concrete Pools (CBP) - 3 Day (Day 2)	301
8:00 AM - 05:00 PM	National Plasterers Council (NPC) Pool Start Up Certification	417
8:00 AM - 05:00 PM	PHTA Certified Maintenance Specialist 3 Days (Day 2)	318
8:00 AM - 05:00 PM	PHTA Certified Service Technician 3 Days (Day 2)	202
8:00 AM - 05:00 PM	PHTA Certified Hot Tub Technician 3 Days (Day 2)	414
8:00 AM - 05:00 PM	OSHA 10-hour General Industry Training (additional 2 hrs Pool Industry focus) (Watershape University) 2 Days (Day 2)	310
8:00 AM - 05:00 PM	Watershape University E4311 Advanced Fluid Engineering Workshop- 2 Days (Day2)	315
8:00 AM - 05:00 PM	GENESIS: D265 Master Designer Methods: Kirk Bianchi, Crafting the Outdoor Space as a Living Art Form - 2 Days (Day 2)	320
8:00 AM - 05:00 PM	Comprehensive Water Chemistry for Residential Pools	405/406
8:30 AM - 01:00 PM	A Pro's Guide to Above-Ground Pool Assembly & Liner Installation	317
8:30 AM - 01:00 PM	Pool Inspections and the Real Estate Market: New Opportunities	305/306
8:30 AM - 05:00 PM	PHTA Certified Pool Operator 2 Days (Day 2)	313
9:00 AM - 04:00 PM	PHTA/ICC Present the 2021 International Swimming Pool & Spa Code	410
9:00 AM - 04:00 PM	Women in the Industry Leadership Development: Staying Afloat Together	319
9:00 AM - 05:00 PM	What's Next? Creating Certainty in an Uncertain World	314
9:00 AM - 05:00 PM	Training for New Trainers: How to Develop, Design, & Deliver Your In-house Education	308/309
12:30 PM - 05:00 PM	From Rookie to All-Star; The Fundamentals of Pool Service	304
12:30 PM - 05:00 PM	Pool Opening Essentials	404
1:30 PM - 03:00 PM	Don't Kill Your Golden Goose - Protect & Perpetuate Your Business	408/409
1:30 PM - 03:00 PM	A Dive Into Digital Marketing	418
1:30 PM - 03:00 PM	ANSI/PHTA Standards Guiding You to Better Water Chemistry (RWQAC/PHTA)	303
1:30 PM - 03:00 PM	Spanish - Pentair Automation Systems (including IntelliCenters & EasyTouch)	401
1:30 PM - 03:00 PM	Hydraulics & Circulation System Basics	411/412
5:00 PM - 06:00 PM	PHTA Wave Event: Young Pool & Hot Tub Professionals Thriving in an Unknown Future - SOLD OUT!	319
Tuesday, January 24		
8:00 AM - 12:00 PM	PHTA Certified Maintenance Specialists 3 Days (Day 3)	318
8:00 AM - 12:00 PM	PHTA Certified Hot Tub Technician 3 Days (Day 3)	414
8:00 AM - 05:00 PM	GENESIS C201: Construction School Concrete Pools (CBP) - 3 Days (Day 3)	301
8:00 AM - 05:00 PM	PHTA Certified Service Technician 3 Days (Day 3)	202
8:30 AM - 11:45 AM	Delivering Service That Makes the Competition Weep	322
8:30 AM - 11:45 AM	Are You a Positive Energizer? Make the Connection between Positivity and Profit and Watch Your Business Soar!	408/409
8:30 AM - 11:45 AM	Gas Fired Heaters: Everything You Need to Know	302



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Education Schedule continued

Session Time	Session Title	Room Number
8:30 AM - 01:00 PM	From Rookie to All-Star: The Fundamentals of Pool Service (ENCORE)	201
9:00 AM - 10:30 AM	Marketing Renovation Sales (Watershape University)	421
9:00 AM - 10:30 AM	Detailed Overview of Employee Handbook & Importance of Job Description	305/306
9:00 AM - 10:30 AM	GPS Marketing: Setting Your 'In-Store Stage' to Drive Your Sales	418
9:00 AM - 10:30 AM	Developing Leaders from Within	401
9:00 AM - 10:30 AM	HVAC & Indoor Pools (Watershape University)	313
9:00 AM - 10:30 AM	Spanish - Profiling Outstanding Projects, Start to Finish (Watershape University)	405/406
9:00 AM - 10:30 AM	Small Space Design & Construction (GENESIS D111)	404
9:00 AM - 10:30 AM	Recreational Water Balance	419
9:00 AM - 10:30 AM	Salt Chlorine Generators for the Beginner	303
9:00 AM - 10:30 AM	Leak Detection Basics	402
9:00 AM - 10:30 AM	Fluidra Supplemental Sanitizing with AOP Systems	308/309
9:00 AM - 10:30 AM	Be Ready for Anything: The Proactive Way to Open Pools in the Spring	411/412
9:00 AM - 10:30 AM	Spanish - Basic Hydraulics & Circulation Systems	304
9:00 AM - 10:30 AM	Upselling the Benefits of Solar Energy Heating for Pools	315
11:00 AM - 02:00 PM	Tile & Coping: Glass Tile Installation & Waterproofing Hands-On Workshop	show floor
1:00 PM - 04:15 PM	Confronting 2023's Critical Issues: Strategies & Tactics for Getting Work, Retaining Employees and Keeping Profits	415
1:00 PM - 04:15 PM	Pool Water Chemistry Basics for Service Techs	303
1:30 PM - 03:00 PM	Understanding Your Contract: How to Protect Your Company in a Changing Environment (PHTA)	421
1:30 PM - 03:00 PM	So You want to Be a Master Salesperson	419
1:30 PM - 03:00 PM	Independent Contractor or Employee: Classifying Your Workers	305/306
1:30 PM - 03:00 PM	Creating The Delivery of Exceptional Business Experiences	418
1:30 PM - 03:00 PM	Scale Your Company without Additional Labor: Proven Tactics That Work	310
1:30 PM - 03:00 PM	Artistry of Vanishing Edge Design & Details (Watershape University)	404
1:30 PM - 03:00 PM	Pumps/Motors & DOE Compliance	412
1:30 PM - 03:00 PM	Stains on Your Finishes & Solutions So You Get Paid	312
1:30 PM - 03:00 PM	Hayward Supplemental Sanitizing with AOP Systems	304
1:30 PM - 03:00 PM	Proper Techniques for Prepping a Pool Shell for Plastering	308/309
1:30 PM - 03:00 PM	CYA Smart: A Movement Toward Better, Healthier Water	401
1:30 PM - 03:00 PM	Everything You Didn't Realize You Wanted to Know about Algae	403
1:30 PM - 03:00 PM	Safety Cover Measuring	408/409
1:30 PM - 03:00 PM	Bonding & Grounding	311
1:30 PM - 03:00 PM	Spanish - In-depth Pool Heating Overview	313
1:30 PM - 03:00 PM	Spanish - How (& Why) Standardizing Pool Chemistry Should Be a Top Priority in the Pool Service Business	322
2:30 PM - 04:00 PM	Heaters Hands On Workshop - SOLD OUT!	show floor
Wednesday, January 25		
8:30 AM - 11:45 AM	Team Up for Success: How a Culture Can Cure your Staff Needs	305/306
8:30 AM - 11:45 AM	Introduction to HR Fundamentals	405/406
8:30 AM - 11:45 AM	Electricity for the Pool & Spa Service Professional	411/412
8:30 AM - 11:45 AM	Spanish - Advanced Hydraulics for Builders/Service Techs	401
8:30 AM - 01:00 PM	Pool Opening Essentials (ENCORE)	410
9:00 AM - 10:30 AM	Job Costing for Profit Versus Existence (GENESIS B331)	415
9:00 AM - 10:30 AM	The Power of Effective Communications	419



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Education Schedule continued

Session Time	Session Title	Room Number
9:00 AM - 10:30 AM	Trading in Today's World & How it Affects Short Term & Long term Planning	314
9:00 AM - 10:30 AM	The Upshift Manifesto - Thriving in the Post Pandemic Marketplace	315
9:00 AM - 10:30 AM	Don't Believe Everything You Think	418
9:00 AM - 10:30 AM	ANSI/PHTA/ICC-10: Reduce the Risk of Mold & Structural Design in Elevated Pools (PHTA)	308/309
9:00 AM - 10:30 AM	Splash Pad Development & Design (PHTA)	318
9:00 AM - 10:30 AM	Water Balance from a Cause & Effect Perspective	403
9:00 AM - 10:30 AM	Energy-Efficient Pool Heating: Solar, Heat Pumps & Hybrid Systems	320
9:00 AM - 10:30 AM	Advanced Water Chemistry: Keeping Your Pool Water Safe	302
9:00 AM - 10:30 AM	In-Depth Pool Heating Overview	404
9:00 AM - 10:30 AM	Changes to NEC 680	313
9:00 AM - 10:30 AM	Vinylology 101: The More You Know the More You Sell	304
9:00 AM - 10:30 AM	Comprehensive Swimming Pool Inspections with Leak Detection	402
9:00 AM - 10:30 AM	Specialized Solutions for Smarter, More Efficient Pool Care	408/409
9:00 AM - 10:30 AM	Pentair Automated & Alternative Sanitization	303
9:00 AM - 10:30 AM	Spanish - Pumps/Motors & DOE Compliancy	322
9:00 AM - 01:00 PM	PHTA Certification Exam Day	202
11:00 AM - 02:00 PM	Tile & Coping: Glass Tile Installation & Waterproofing Hands-On Workshop	show floor
1:00 PM - 04:15 PM	Video Tips & Tricks: How to Create Stellar Videos for Every Stage of the Buyer's Journey	310
1:00 PM - 04:15 PM	In-Ground Pool Vinyl Liners: Getting the Perfect Fit Every Time	311
1:30 PM - 03:00 PM	Structured Sales Process (Watershape University)	421
1:30 PM - 03:00 PM	How to Successfully Use TikTok, Instagram, and Pinterest to Grow Your Business	308/309
1:30 PM - 03:00 PM	Optimize Staff & Inventory in Your Service Department	304
1:30 PM - 03:00 PM	Employment & Best Practices to Avoid Lawsuits & Business Risk	414
1:30 PM - 03:00 PM	Saltwater Pool Troubleshooting: Beyond the Equipment	402
1:30 PM - 03:00 PM	Hydraulics for Pool Service Professionals (Intermediate)	312
1:30 PM - 03:00 PM	Electronic (Spa) Control Packs: From Then to Now	417
1:30 PM - 03:00 PM	Advanced Pool Electrical Safety for Builders & Service Technicians	411/412
1:30 PM - 03:00 PM	Managing Expectations: What Your Homeowner Needs to Know About Vinyl Liner Warranties	314
1:30 PM - 03:00 PM	Maintaining the Water in Salt-Chlorine Generator Pools - The Case for Borates	404
1:30 PM - 03:00 PM	ClearComfort AOP Systems: Are They for Me?	408/409
1:30 PM - 03:00 PM	Pool Chlorine Mysteries: Where is All My Chlorine Going?	302
1:30 PM - 03:00 PM	How (and Why) Standardizing Pool Chemistry Should be a Top Priority in a Pool Service Business	403
1:30 PM - 03:00 PM	Spanish - Fluidra Supplemental Sanitizing with AOP Systems	322
2:30 PM - 04:00 PM	Heaters Hands On Workshop - SOLD OUT!	Show Floor
Thursday, January 26		
8:30 AM - 10:00 AM	The 2023 "Everything Google" Playbook for Builders, Service Companies and Retailers	313
8:30 AM - 10:00 AM	The Who, What, and Why Around Today's Acquisition Surge	310
8:30 AM - 10:00 AM	Recognizing (and Profiting from!) Residential Pool Fails	308/309
8:30 AM - 10:00 AM	System Level Hydraulic Design for Pools & Spas	401
8:30 AM - 10:00 AM	Advanced Measuring Techniques for All Pools	304
8:30 AM - 10:00 AM	Proper Inground Spa Jet Design in a Variable Speed World	408/409
8:30 AM - 10:00 AM	What's THAT on the Pool Surface?	402
8:30 AM - 10:00 AM	Interior Cementitious Finishes: Setting Realistic Expectations	415
8:30 AM - 10:00 AM	Spanish - Be Ready for Anything: the Proactive Way to Open Pools in the Spring	404

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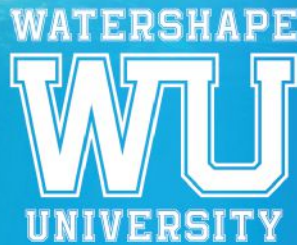
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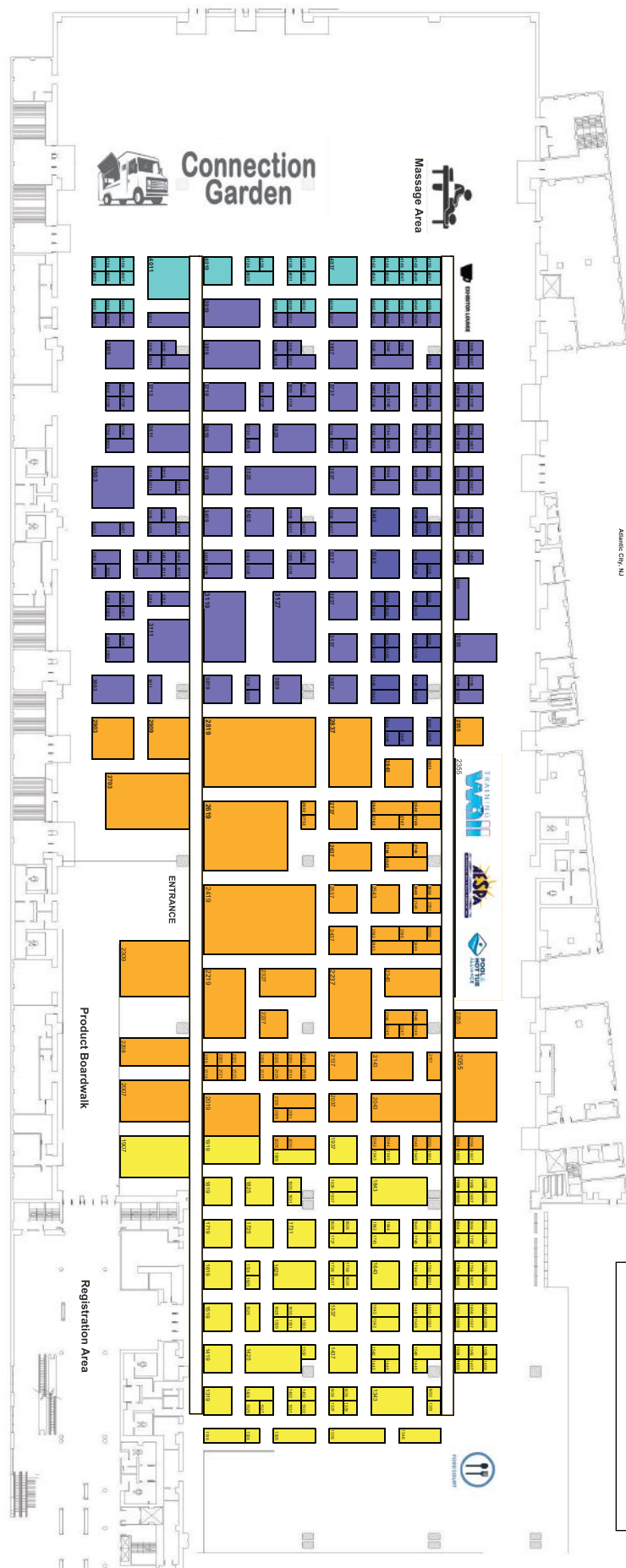


Exhibitors

Exhibitors and booth numbers are listed below. The information is current as of Dec. 19, 2022 and is subject to change. For the most up-to-date information, visit www.thepoolspashow.com.

- 1SEO Digital Agency—1337
Accu-Care Supply, Inc.—3142
Afras Industries, Inc.—3207
ALPS Mfg.—3536
American Granby, Inc.—2247
American Renolit Corporation—4025
Anchor Industries Inc.—3419
Anderson Manufacturing Co.—3331
API Water—2028
Aqua Comb/Mi-Way, Inc.—3530
Aqua Creek Products—1443
AQUA Magazine—2131
Aqualbella Tile—3831
AquaCal AutoPilot, Inc.—1629
AquaComfort Solutions—3432
Aquamatic Cover Systems—3843
AQUASALT, LLC—1639
AquaSports Pools/Buster Crabbe Swimming Pools—3124
AquaStar Pool Products, Inc.—3425
AquaTherm Industries—2123
Aquatic Artists—1929
Aquatic Parts Company—2042
Aquavia Spa—3837
Artesian Spas—2208
Artistry In Mosaics, Inc.—2851
Aspen Spas—1425
Aspen Spas—1532
Atwater, LLC—3930
B Squared Pools—4028
Backyard Brands, Inc.—2542
Barrier Reef Pools—3402
Basecrete Technologies, LLC—1751
Baystate Pool Supplies, Inc.—1937
Be Well Canada Spa—2903
Be Well Canada Spa—3003
Bel-Aqua Pool Supply, LLC—2737
Beluga Pool Solutions—3350
Benchmark Payment Networks—2228
BestLife Hot Tubs—2837
BettaBot, Inc.—3937
Bio-Active Products, Inc./Solar Sun Rings, Inc.—1930
Biodesign USA—2030
BioLab, Inc./NC Brands—3019
Blue Square Manufacturing—2648
Blue Torrent Pool Products—3525
Blue-White—3724
Branded Manufacturing, LLC—1648
BRBG Insurance—4130
Buckman's, Inc.—1724
Bullfrog Spas—2007
BWT Pool Products US—3719
C.L. Industries—3143
Cambridge Pavingstones—1436
CamerEye—3305
Cardinal Systems, Inc.—2143
Carvin Pool Equipment—3919
CCEI USA, Inc.—1643
Central Turf and Irrigation Supply—4036
Century Motors—1936
Champlain Plastics—3309
Chem Link, Inc.—1531
Chemical Equipment Labs, Inc.—3243
Chemical Fabrics and Film Association (CFFA)—3455
Chemtrol—2121
ChlorKing, Inc.—3344
Cinderella, Inc.—2733
City Stone & Paver, LLC—3911
Classic Pool Tile & Stone—4019
Clear Comfort—1748
Cleardeck Systems Ltd.—3050
Clearwater Pool Systems—3811
CMP—2419
Concrete Countertop Solutions—1437
Confer Plastics, Inc.—3029
Corona Lighting, Inc.—1750
CoverBlast—2348
CoverPools—2419
Cutco Business Cutlery—4126
Danner Manufacturing, Inc.—2029
Darily Filtration—3612
DeVito Insurance Agency—2129
Diversitech Corporation—1951
Doughboy Recreational—1719
Dover Pool Products—2437
Dunn-Rite Products—3704
Dura Plastics Products, Inc.—3625
Dynasty Spas, Inc.—3155
East Coast Salt—4124
EasyCare Products USA—3832
Eco Choice Pool Coatings by Sau-Sea—2222
EcoFinish, LLC—1842
ECOSmart Planet Friendly, Inc.—3414
Elegance by NT Trading, Inc.—3255
EPIC Insurance Brokers and Consultants—3342
Explore Industries—2543
E-Z Products—2044
Family Fun Corporation—3249
Fast Tent USA—1343
Fibalon GmbH—3644
Fiber Clear, Inc.—3306
Findlay Vinyl—3743
Finnleo Saunas—2443
Floating Luxuries—3105
floatstorage.com®—1945
Flolux—3313
Fluidra—2419
Foley Incorporated—3611
Frank Wall Enterprises, LLC—3910
Fujiwa Tile—3830
Garrett Liners, Inc.—3137
Gladon Company—3315
GLI Pool Products—2619
Global Pool Products—1843
GPS Fleet Consulting—1549
H2Flow Controls, Inc.—2744
Hachik Distributors, Inc.—2537
Hammerhead Patented Performance, Inc.—3154
Haviland Pool & Spa Products—3337
Hayward Pool Products—2819
Hazel Sales Group, LLC—2054
Heritage Pool Supply Group—2637
HFS Financial—3713
Hinspergers Poly Industries (HPI)—3242
Hold—2551
Home Port Water Testing Systems—3515
Homestead Structures, LLC—2255
Horizon Ventures/Feherguard—2842
Hot Tub Products—2345
HPC Fire Inspired—3409
Hydra Pools—3519
Hydropure Technologies—3942
HydroQuip—2226
IAPMO EGS—1449
Immerspa—3605
Imperial Pools—2019
Industrial Test Systems, Inc.—3431
InnovaSpa—2909
Innovative Concrete Technology—3548
Inovasia US LLC—1548
InSPAration, Inc.—2344
Intermatic, Inc.—1725
International Swimming Pools, Inc.—2546
IPS Controllers—3206
Jack's Magic Products, Inc.—3736
JED Pool Tools, Inc.—3319
Jet Line Products a division of Pool Corp.—2227
Jetstream of Houston—3055
JobTread Software—3250
Kayden Manufacturing, Inc.—2128
Kelley Technical Coatings—1837
Kemp USA, LLC—3805
King Technology - FROG Products—3537
Laguna Interior Finishes—1651
LaMotte Company—1519
Latham Pool Products—2619
Leaktronics/Torque Lock Structural Systems—3343
Ledge Lounger—1743
Leisure Concepts—3127
Lesso America, Inc.—3412
Life's Tile & Stone—1318
Little Giant/Franklin Electric—1533
Lo-Chlor Specialty Pool Chemicals—1628
Loop-Loc Safety Cover & Luxury Liners—3119
LOU - powered by Evosus—2249
Lumi-O InnovaPlas, Inc.—2909
Magic Plastics, Inc.—2951
Main Access—2743
Manzarena—4033
MarkBro Materials, Inc.—3745
Marmiro Stones, Inc.—1346
Marquis Hot Tubs—1907
Maytronics US, Inc.—3325
McEwen Industries—3303
Medallion Swim Pool Co., Inc.—1419
Megna Pools/Northern Stainless—3437
Merlin Industries, Inc.—2327
Mer-Made Filter, Inc.—1327
Meyco Pool Covers—2137
Middleton & Company Insurance—2550
Midwest Canvas Corp.—2842
Mini Bucket Test - Pool Leak Detector—1551
Modern Moulding—3248
Multicoat Corporation—3454
N. Jonas & Co., Inc.—1819
Natara Corporation—2031
National Plasterers Council, Inc. (NPC)—2549
National Pool Group—3148
Natural Stone Resources, Inc.—1850
Nelson & Ward Company—1955
Neptune Benson, Evoqua Water Technologies—3842
NESPA—2355
Neuterra Lighting—3312
Nirvana Heat Pumps USA, LLC—1957
NLB Corporation—1943
Noble Tile Supply & Classic Pool Tile—2832
Nordic Hot Tubs—2043
Oatey Company—1736
Ocean Blue Water Products—2842
OMG National—3744
OnCore Filtration—3737
Only Alpha Pool Products—1731
Orenda Technologies—1529
Oxygen Pools—3543
Pacific Echo, Inc.—3049
PAL Lighting LLC—1537
Paramount—3025
Passion Spas—4011
Paythepoolman—3156
Pebble Technology International—3424
Pegasus Products Inc.—1619
Pentair—2703
Perma-Cast Company—3707
Philadelphia Insurance Companies—1450
Phoenix Products—3037
PHTA—2355
Pielas Sinteticas, S.A. de C.V./Sintoplast—3145
Pivot Pool Products—1625
Plunge+—3410
Pool & Spa Enclosures, LLC—3237
Pool & Spa Marketing—2230
Pool and Spa News/Zonda Media—3149
Pool Brain—3403
Pool Candy Division of B & D Group—1328
Pool Corp—2219
Pool Magazine—3304
Pool Office Manager—2747
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Pool Service Products—1325
Pool Service Software—3806
Pool Trol Products (Qualco, Inc.)—1825
Poolguard/PBM Industries, Inc.—2133
Poolmaster, Inc.—3637
PoolPal Corp.—3554
PoolRx Worldwide—1649
POOLSAIC, a division of Lamatek—3349
Poolside by CGT—2845
Poolside Tech, LLC—1319
PoolTone—4030
Poolwerx—1831
Premix Marblette Mfg. (PMM)—1848
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Below the Surface

In this package, learn about the latest from the National Plasterers Council, a new cement that NPC hopes to research, and an interview with the organization's Chair. BY REBECCA ROBLEDO

As it prepares for its annual conference February 8-10, the National Plasterers Council has plenty to report.

Regarding the event, NPC will offer what may be a first for the industry: Immediate closed captioning in Spanish in all seminars. The organization has invested in software to translate the instructors' presentations in real time. An all-day Spanish-language start-up class also will be presented.

"There's a big movement here to serve that side of our workforce," said

NPC Executive Director Jeff Henderson.

Other educational highlights include a day-long class on pool shell preparation.

Also at the conference, the Young Professionals group will hold its second gathering, providing the opportunity for newer pool/spa plasterers to network.

After the conference closes, recordings of most classes will be made available virtually to those who attended in person, so they don't have to miss out on any of the sessions.

NPC plans to roll out some new initiatives as well. First, it will unveil its new website, merging its separate consumer-facing and industry sites. The group also is targeting the conference to release the latest version of its Tech Manual, with many of the changes made to clarify or streamline language.

The organization is also preparing to address the use of a modified cement product that promises to become more common. Read on to learn more about it, as well as about NPC Chair Rob Romano.

The Greening of Cement?



Lately there's been an issue on the minds of plasterers and the NPC.

As industries look to become more environmentally friendly — and regulators demand it — cement producers have taken notice and looked for ways to reduce their carbon footprint. The solution: Slightly increasing the proportions of limestone in their product.

The production of cement begins with the creation of clinker, which involves melting rock and other minerals in a kiln. These components include limestone. The hard clinker, which forms in lumps, will be ground to create a powder that is mixed with other components to create cement. In addition to the limestone that comes in the clinker, unfired (or uncalcined) limestone is added to the ground clinker.

Reaching the high temperatures needed to melt the minerals takes considerable fossil fuel consumption. In addition, heating the limestone causes a chemical bond to break, releasing carbon dioxide into the atmosphere.

To make the material more environmentally friendly, the cement industry opted to begin adding up to 15% unfired limestone to the mix, rather than the traditional 5%.

"Because we're not having to burn up to 10% more limestone, we are saving on the fossil fuels that generally are used to burn the rock and other ingredients in a cement kiln," says Jamie Farny, Di-

rector, Environmental Measurement and Metrics for the Portland Cement Association.

This product, called portland limestone cement, is made to standards developed specifically for it. And it is meant to be treated the same as traditional cement.

"Manufacturers in the U.S. will ... optimize or balance its chemistry so that it is designed as a one-to-one swap for portland cement," Farny says. "We are trying to make it easy for users ... We want the portland limestone cement mix to be pretty much equivalent to a portland cement mix."

Some have viewed the added, unfired limestone as a filler, but it is an essential component, Farny says.

The limestone does grind into finer particles than the clinker and other ingredients, he added: "They might behave a little bit differently. It could be controlled by admixtures if it was noticeable to an installer. But they seem to be fine under working tools, whether it's a screed, trowel or anything else. They just seem to perform quite well."

The finer particles also result in a tighter matrix, he adds.

Portland limestone cements have been used in Europe since the 1960s, and the U.S. standard was published about 10 years ago, Farny says. It has taken a while for the material to be adopted, as cement producers sold

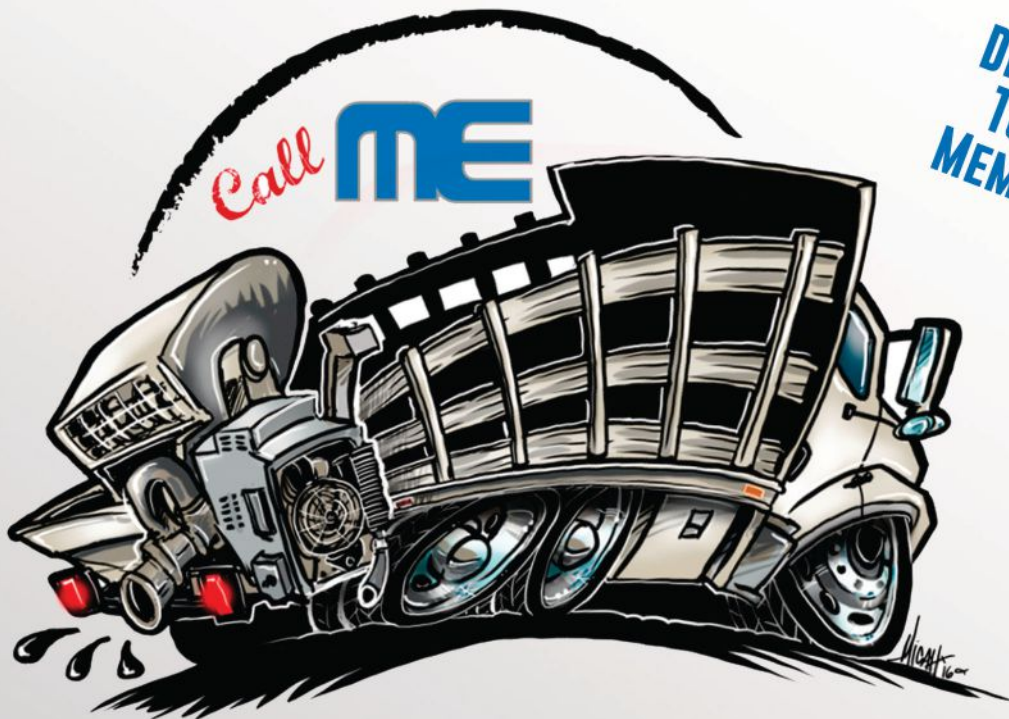
their existing stock and tried to figure out how to store this new type of material on top of the traditional product. Among industries that have adopted limestone cements, none have reported changes in how the product must be applied, Farny says.

As the pool-plastering industry looks at the inevitability of using portland limestone cement in their products, professionals want assurances that it won't compromise the finished product or drastically change application.

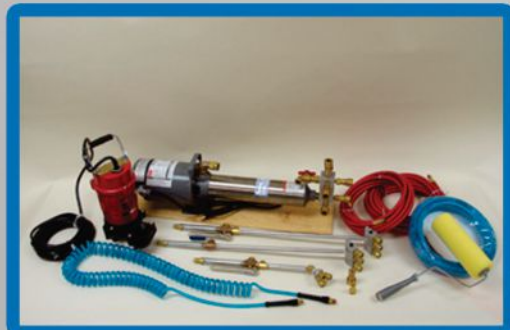
"There's not enough research yet to say with a clear conscience that there are no issues with it," says NPC Technical Advisor Kent Westfall. "It's different when you submerge it into a pool. That constant immersion creates a whole different set of parameters that you have to deal with. So when you're changing a cement that has worked for years, it begs the question what's going to happen."

Farny recommends that installers test and monitor the new cement to see how it works in their applications.

NPC Chair Rob Romano has charged the Research Committee with looking into the topic, to determine how it wants to approach this issue and insure the product meets the industry's needs. In the meantime, it will hold a session on this topic at its conference.



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Seasoned Leader

Rob Romano seems perfectly at home taking the helm of industry organizations such as the National Plasterers Council.

After all, he was only 35 when he became president of the second largest trade group in the industry, the Northeast Spa and Pool Association. And he's currently making his second trip through the executive committee of that organization, now serving as treasurer and likely to be its president in a couple years.

When he left the construction and service side of the industry to join Dave Cooke Plaster Co. 14 years ago, it wasn't long before he was a visible presence with the NPC. After holding various titles there, he is now finishing out his first of two years in his term as Chairman, as well as its Membership Committee Co-chair. Here, he reports on some of his and NPC's priorities and lessons about the plastering field.

What has happened in NPC over the past year that has been important to you?

Implementing our Research Committee. We've been hearing the drum roll for this for about six months, and now it's come to fruition. We have a new Research Chair, Phil Greggs from SGM. He's someone who really understands cement in swimming pools and plaster.

What are NPC's top priorities these days?

We are expanding our education. Now that the Tech Manual update is done, our Education Committee is creating classes that teach directly from the manual. We're looking to have an NPC certification track that you can follow, from the prep to application to start-up. We already have a start-up and a pool prep class. We're now working on a plaster placement class, then there are going to be three or four more courses coming after that. So, once you pass all those, you become a certified NPC plasterer (but we haven't figured out the official designation yet).

What would you say is top of mind for you?

I'd like to focus on having more involvement from our membership. There's a huge generation gap, so we're looking for up-and-coming board members who can help transition into the new era.

We have our Young Professionals program, and we're trying to bolster that to attract younger people to come in and join the board and get involved. The only way we can keep moving and evolving is with their participation. We do have some newer board members, but we're looking for more up-and-comers who feel like they can contribute and help mold the industry for the future.

Before entering the plastering business, you worked for your father's pool-building and service

company. What surprised you about plastering when you first started?

I went into the plaster industry with a pool builder's mentality. I had that jaded view that some builders have towards pool plasterers — that plasterers are subcontractors who work through the builders only. It took me a year or two to fully grasp that, yes, we're subcontractors, but we're supposed to put plaster on swimming pools, whether it's functioning as a sub or doing remodels directly with homeowners.

That was a hard pill for me to swallow at first. When I finally accepted that everything was kind of fair game, I learned how to manage our relationship with builders who were my customers. We would never go out and spike a job if somebody was building the pool. But if it's a remodel, then use us if you don't want us to do the pools.

But probably more important, I found it amazing how much about water chemistry a plaster company needs to know. When the water hits new plaster, there are so many chemical reactions going off, and you have to know how to manage the water. I have to understand that better than the service company because, at the end of the day, I have to protect my product.

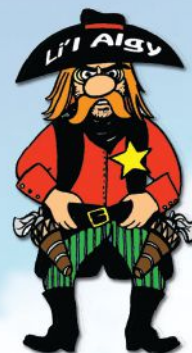
I didn't know that going in, or how much I would have to know that to this day.



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Ever Evolving Commercial Design

BY REBECCA ROBLEDÓ

Each year in our sister publication, *Aquatics International*, names its Dream Designs. This annual showcase recognizes some of the best aquatics venues in the world, recognizing all types, from community pools to resort waterscapes to full-scale destination waterparks. We will be presenting several in PSN over the next several months.

This year, a number of the honorees were renovations of pools built decades ago and rendered outdated, not only because of their age but their basic design. These towns thought it beneficial to their citizens to offer multiuse facilities that entertain youngsters, provide temporary escape from adulthood for the working grown-ups, and help those in need of therapy or swim instruction.

These facilities make clear the physical and spiritual value that people continue to place on water in its various forms, but also that multi-feature, multiuse aquatics centers are now a given — a starting point when approaching the drawing board.

Taking these venues to the top of their field requires the artful juggling of function with form. The designers

appeal to the emotional, whether by including elements that tie into the community's historical industries, paying tribute to local swimming heroes or just using bright colors to motivate competitive swimmers and add excitement to a visitor's day. It's not an easy task to evolve past the institutional in these settings, especially given the building and safety codes and budgetary pressures that commercial entities must manage. But these designers find creative ways to capture the local spirit, representing rivers and valleys, mountains and even colorful reflections on a lake, through literal renderings or more abstract forms and textures.

For the resorts, designers had to walk another fine line — how to balance the need for entertainment and excitement while maintaining the elegance of ultra-high-end lodging? Here, they employ nuance in the extreme, closely modulating scale and color, and drafting forms at once bold and elegant to manipulate light. The fact that these skills are less obvious only makes them more impressive.

Enjoy your look through these fine creations.



Berthoud Recreation Center at Waggener Farm Park, Berthoud, Colo.

PROUD HISTORY

This facility was designed both to serve the town's robust retirement community and young families, and celebrate the history and atmosphere in the community.

It is part of a 49,300-square-foot recreation center built on Waggener Farm Park, a 57-acre site that used to house an old farm. The center needed to visually connect with its natural surroundings. For the aesthetic, the team turned to the community, its history and geography. Farming holds a prominent place in the town's history and remains a significant part of the local economy. So a farmhouse and barn aesthetic was used for the interior.

The view of nearby Rock Mountain National Park provided plenty of inspiration. While researching the area, the team found a watercolor of Longs Peak by William Henry Holmes, created in 1874 and housed in the Smithsonian. They retained rights to recreate the image in a two-story glass-tile mosaic on one of the stairwells. Another mosaic was placed at the locker-room entrance.

Multiple features bridge the generation gap, including a

lazy river, two-story water slide, large hot tub/spa, three-lane lap pool, lifestyle pool, play equipment with water features, wet climbing wall and diving platform. An oversized hot tub appeals to adults, especially seniors looking for therapy. A child's play area entertains little ones.

For older children and teens, the team included an interactive area, a two-story slide with a timer to spur friendly competition. A wet rock wall and two diving wells were included in the three-lane lap pool. The rock motif further ties in with the facility's theme.

Serious consideration was given to the facility's sustainability as well. Skylights and operable openings minimize the amount of artificial light needed.

Vertical pumps on the activity pool reduce the project's footprint. Wall-mounted instantaneous heaters for the pool water achieve the same goal and, by using multiple smaller heaters rather than one or two large boilers, operators can restrict energy use only to what's needed. An advanced nanobubble technology introduces more oxygen into the water, for a reduction in needed chemicals and maintenance.

Architect: Barker Rinker Seacat Architecture | **Landscape Architect:** WENK | **Aquatic Designer:** Water Technology Inc. | **Builder:** FCI Constructors | **Civil Engineering:** JVA | **Mechanical Engineering:** 360 Design | **Electrical Engineering:** Reese Hackman | **Structural Engineering:** JVA

PHOTOS: JORDAN LOCKNER/LOCKNER CREATIVE



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American Renolit, Booth 4025

Product: PVC Weld-in-place membrane

Features: textured 80-mil, slip-resistant membrane inspired by natural elements; suitable for any pool type

Contact: alkorplan.info



Anderson Mfg., Booth 3331

Product: Light Leak Tester

Features: user covers the light and squirts dye to see if it gets drawn into the dome, indicating a leak

Contact: leaktools.com



Aqua Comb/Mi-Way, Booth 3530

Product: Aqua Comb

Features: come in styles that clean pool, spa and hot tub cartridge filters; combs open the filter pleats

Contact: aquacomb.com



Aqua Creek Products, Booth 1443

Product: Ranger 2 Pool Lift

Features: seamless, easy-to-use pool lift with smooth, whisper-quiet out and down motion

Contact: aquacreek.com



Aquabella Tile, Booth 3831

Product: Chateau - New Porcelain Series

Features: new Chateau series evoke playful and stress-free tones of the French countryside

Contact: aquabellatile.com



Aquamatic Cover Systems, Booth 3843

Product: Hydramatic Automatic Safety Cover

Features: patented cable compensator automatically aligns both sides of the cover as it extends/retracts

Contact: aquamatic.com



AquaStar Pool Products, Booth 3425

Product: AquaStar Pipeline Filter

Features: new cartridge filters available in two sizes — 27,000 and 35,000 gallons

Contact: aquastarpoolproducts.com



BioLab/NC Brands, Booth 3019

Product: Pool Perfect Max

Features: works as a continuous filter cleaner, removing phosphates, reducing scrubbing

Contact: naturalchemistry.com



Blue Square Mfg., Booth 2648

Product: Vivid 360 Retro Pool & Spa Lights

Features: use to replace a broken light or upgrade to a more colorful brighter LED light

Contact: bluesquaremfg.com/vivid/



Blue Torrent Pool Products, Booth 3525

Product: Hurricane Dual Port Pump

Features: single or two speed; vertical and horizontal discharge ports; includes Universal Fitting Kit

Contact: bluetorrentusa.com



BWT Pool Products, Booth 3719

Product: Cosmy 250 Robotic Pool Cleaner

Features: dual-drive cleaning performance; app control; transport cart, and a 4-year limited warranty

Contact: BWT.com



CamerEye, Booth 3305

Product: CamerEye

Features: monitor, detect and alert on jobsites and for users' pool safety after construction is complete

Contact: camereye.ai



Carvin Pool Equipment, Booth 3919

Product: StarFall

Features: 22-inch LED backlit waterfall for above-ground pools; easy to install; cascade is adjustable

Contact: carvinpool.com



CCEI USA, Booth 1643

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Clearwater Pool Systems, Booth 3811

Product: pH PURE (PH-50)

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Contact: clearwaterpoolsystems.com/ph-pure/



Cover Co., Booth 1619

Product: Coverlon Safety Cover

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Contact: coverlon.com



Family Fun, Booth 3249

Product: Uniwall

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Contact: familyfunpools.com



Fluidra, Booth 2419

Product: Jandy TruClear XL Salt Chlorinator

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Contact: Jandy.com



Hammerhead Patented Performance, Booth 3154

Product: REMORA XR1600 portable pool vacuum

Features: for DIY or limited-access cleaning; wearable lithium battery pack; two-speed Smart Switch

Contact: hammerheadvac.com/remora



Haviland Pool & Spa, Booth 3337

Product: StainDrop All Purpose XpH

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Imperial Pools, Booth 2019

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Contact: magicplastics.com



Marquis, Booth 1609

Product: Marquis Crown Collection

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Contact: marquisspas.com



N. Jonas & Co., Booth 1819

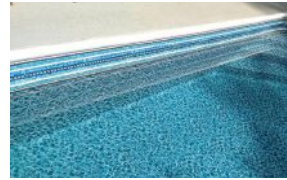
Product: Enjoy

Features: provides all the chemicals needed for one month in a convenient box; available in four sizes
Contact: njonas.com



Neptune Benson, Evoqua, Booth 3842

Product: Defender Regenerative Media Filter
Features: remove particulate down to 1 micron for an enhanced swimmer experience
Contact: evoqua.com/aquatics



Pegasus Products, Booth 1619

Product: Inground and Aboveground Vinyl Liners
Features: material is made using virgin-grade vinyl with UV inhibitors, fungicide and biocide protectors
Contact: pegasus-products.com



Phoenix Products Co., Booth 3037

Product: FIXX IT! Water Saver
Features: conserves water; easy to use; compatible with all chemical programs; safe for children/pets
Contact: phoenixproductscs.com



Poolmaster, Booth 3637

Product: NBA Basketball Floating Thermometer and Chlorine Dispenser
Features: simulates an authentic NBA basketball
Contact: poolmaster.com

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HEAT



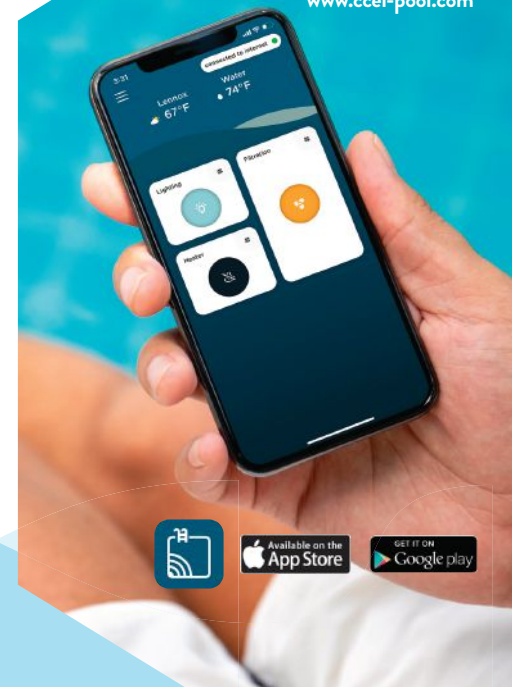
LIGHTS



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Poolside Tech, Booth 1319

Product: The Attendant

Features: cloud-based automation system controls/monitors any equipment from existing manufacturers

Contact: poolside.tech

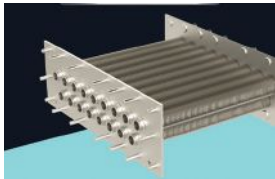


Poolside by CGT, Booth 2845

Product: CARRERA MARBLE vinyl pool liner pattern

Features: imitates the appearance of natural marble; printed on white material and protective topcoat

Contact: poolsidebycgt.com



Raypak/Rheem, Booth 2037

Product: Raypak NiTek Heat Exchanger Technology

Features: 900% more nickel compared to cupronickel in critical surfaces; protects against scale formation

Contact: raypak.com/nitek



RB Retail & Service Solutions, Booth 3415

Product: New Shopping Cart Software Feature

Features: can be added to existing websites; provides a fully equipped, easy check-out

Contact: rbpoolandspa.com



Rico Rock, Booth 1737

Product: Creative Applications line

Features: create fully customized waterfeature by combining the Rico Rock standard waterfall kits

Contact: ricorock.com



Solenis, Booth 2309

Product: Poolife

Features: easy-to-use pool maintenance chemical products

Contact: solenis.com



SPAZAZZ, Booth 3011

Product: Spazazz Lab - Connect: Nature

Features: all-natural spa and bath aromatherapy; infused with 800 mg of CBD, vitamins, minerals, more

Contact: spazazz.com



Speck Pumps — Pool Products, Booth 1836

Product: BaduJet Turbo Pro System

Features: the system features a magnetically coupled motor for seal-free operation

Contact: usa.speck-pumps.com

Continued on page 74



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Continued from page 72



SwamCam, Booth 3348

Product: SwamCam Drowning Prevention System

Features: uses a child detection algorithm to ensure accurate alerts; use with smartphone app

Contact: theswamcam.com



Tara Pool & Outdoor Products, Booth 2955

Product: Sundara Liner with Paddling Paws Option

Features: Paddling Paws is a new pet friendly option made with enhanced scratch/puncture resistance

Contact: tarapools.com



Thursday Pools, Booth 3510

Product: New fiberglass pool for smaller backyards

Features: small sized fiberglass pools; new Aspen pool is available in 12x25ft size and 14x30ft size

Contact: thursdaypools.com



VacDaddy, Booth 3826

Product: The VacDaddy

Features: portable pool vacuum moves 60 gpm of water trapping both large and fine debris

Contact: thevacdaddy.com



Water Tech Corp., Booth 3629

Product: New Volt Spa Vac Recharge

Features: cordless, lithium-battery powered hot tub and spa vacuum; run time of up to 40 minutes

Contact: watertechcorp.com



Z Poolform, Booth 1437

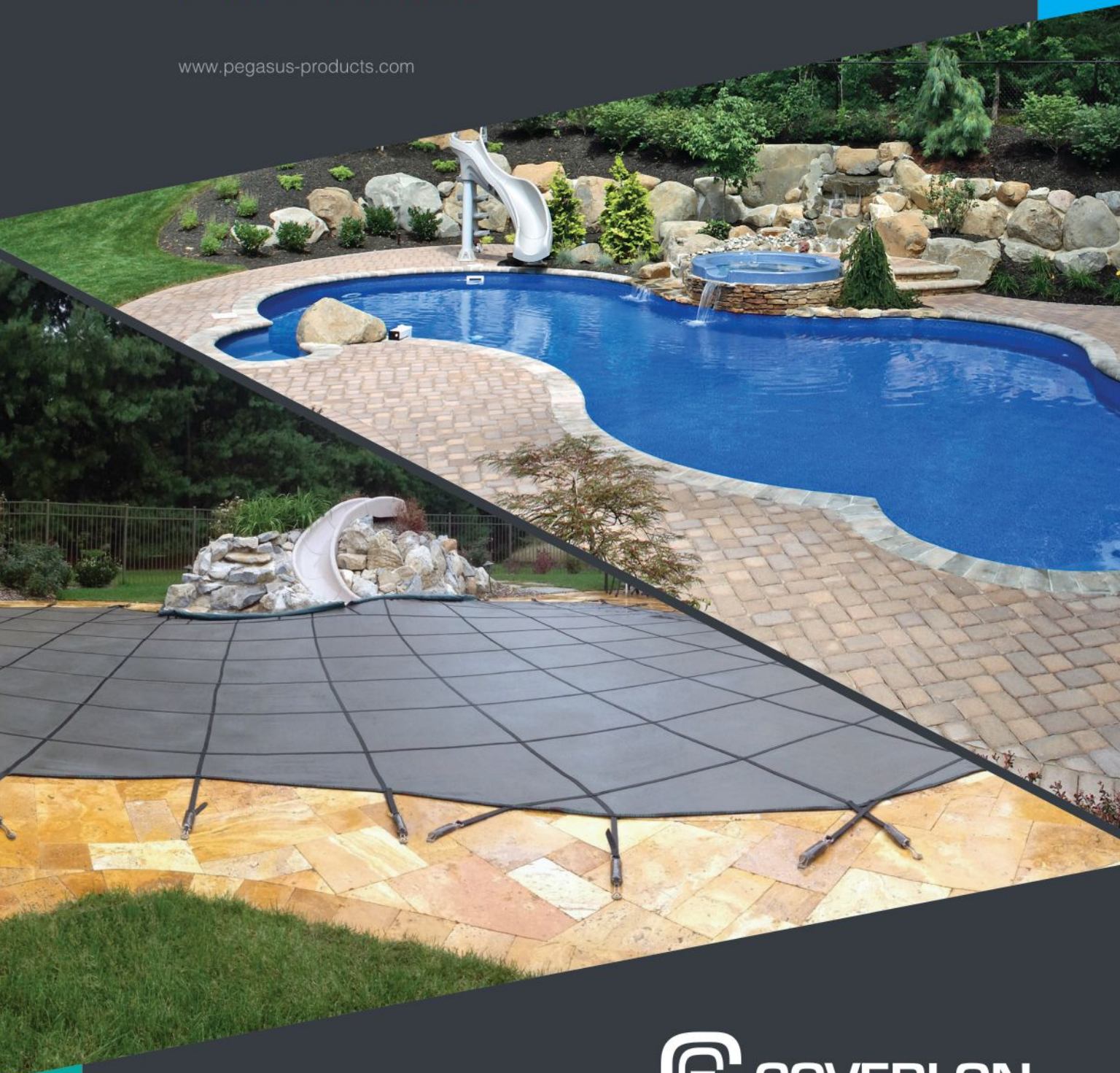
Product: Z Poolform AutoCover Form

Features: reusable form creates concrete cantilevered coping around pools with auto cover systems

Contact: concretecountertopsolutions.com



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