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POOL AND SPA NEWS

Logs from a
Backyard Waterpark

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In Remembrance



Joanne McClain
Editor-in-Chief, PSN

This time of year has become a difficult time for me. My stepson, Aaron, died suddenly four years ago in March, and his birthday is in late February. He would have turned 30 this year.

Even under normal circumstances, it's hard to comprehend the passage of time without our loved ones. But the pandemic threw in an additional wrench. Aaron died in March of 2019. That first year is a bit of a murky haze — I don't remember much except the difficulty of trying to get my family through those initial days.

A year later, the world was gripped in collective fear over the growing pandemic, the likes of which I had never before experienced. It was frightening beyond measure, but emotionally, it served as an odd stopper of time, hitting a big pause on grief as we all dealt with the overwhelming and immediate concerns over keeping safe and staying alive.

Now, four years later, the pain is not as sharp, though the wound remains just as deep. I think of Aaron just as often as I ever have since his death — every single day — but these days, the sadness is tempered with memories of some of the happier moments of his childhood.

There's one in particular that I take pleasure in remembering. It might've been his 10th or 11th birthday. All he wanted was an afternoon in a swimming pool splashing

around with a few of his closest pals.

We didn't have a backyard pool ourselves, so I got creative and booked a room at a hotel off the beaten path. It wound up being perfect — although the weather was a little chilly, no other hotel guests were around so we wound up having the pool all to ourselves.

I'll never forget his beaming face on that day. It made me so happy to be able to fulfill his birthday wish for a simple pool party — just good friends, good pizza and good fun.

It's made me appreciate that in the end, it's memories like these that matter most. I'm grateful to serve an industry that helps make memories like this a reality for many other families. You never know — they might wind up being the memories they cherish the most.

Joanne McClain
jmccclain@zondahome.com

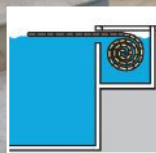
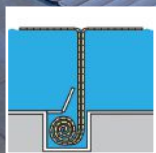
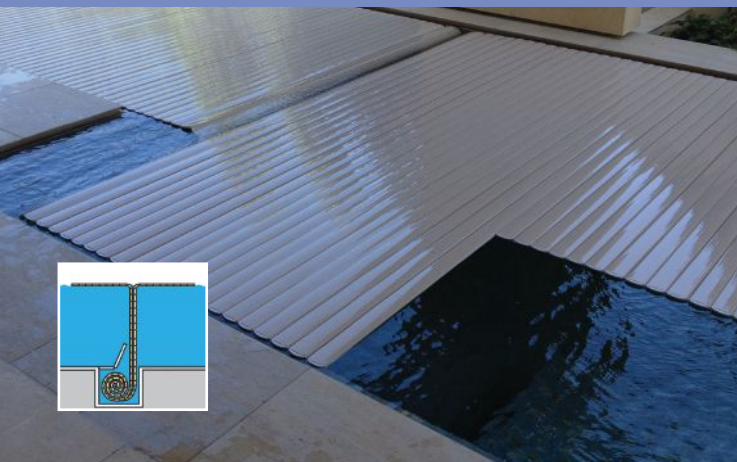


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Department of Energy Passes New Rule to Promote Energy-Efficient Lighting

The new regulation restricts the sale of lights that fall outside its efficiency requirements

BY REBECCA ROBLEDO



The U.S. Department of Energy has passed another rule that will have an impact on the pool/spa industry.

The agency recently released its Energy Conservation Standards for General Service Lamps, written to manage the amount of energy expended on lights in various applications and industries.

Similar to the DOE rule for variable-speed pool and spa pumps, this new regulation is performance-oriented. It applies to all lamps that emit between 310 and 3,300 lumens. If a light falls under that category, it must emit at least 45 lumens per watt.

“Plenty of the incandescent and halogen lights out there will be im-

pacted by this ruling, because they don’t typically fall within that range,” said Megan Helms, product manager of lighting for Fluidra.

While LED lights will be held to the same requirements, more products using that technology currently fall within the ruling’s parameters, she added.

But this latest DOE rule has a more strict enforcement timeline than that of the variable-speed pump regulation. With the latter, businesses were allowed to clear inventory of the older pumps that had fallen out of compliance, as long as they were manufactured before the effective date.

Here, the cut-off is harder: As of

January 1, 2023, manufacturers were no longer allowed to produce, sell or import non-compliant lights. They face a penalty if they do so.

Distributors and retailers will be prohibited from selling non-compliant lights beginning March 1, 2023. Companies that sell non-compliant lights between March 1 and July 31 will be given reduced penalties. Beginning August 1, full penalties will go into effect for distributors and retailers.

While Helms believes that most builders and designers are used to working with the types of technology that more naturally fall within the rule’s parameters, there will be more impact on the replacement of lights on existing pools. Service and renovation firms may need to swap out existing fixtures with others that are compatible with the niche, unless a compliant bulb is available that is compatible with the fixture. “There are bulbs out there that can retrofit into the incandescent fixture,” Helms said. “But, depending on the situation, you may need to pull the light as well.”

If in question, she suggests consulting the manufacturer to best determine how to replace a light that falls outside the requirements of this new rule.

“We’re confident that this transition will be a smooth one for our customers,” she said.

Watershape University Adds Certifications

Watershape University now offers certifications that have been approved by certain states and municipalities to meet local requirements for earning and maintaining construction and specialty licenses.

The organization has taken programs that were existing and could be used for continuing education credits on some other organizations' certification programs, and further

developed them into self-supporting certifications. Now, the group's Verified Watershape Foreman designation, for instance, becomes Certified Watershape Foreman.

"That brings with it not only an educational and experience background, but passing a professional exam. We want it to meet the rigors of traditional, legally defensible certification programs," said Charlie Raphael, Watershape University's Director of Certification and Licensing.

The organization brought Raphael on board as part of its move toward certification.

The exam portion of the certification programs takes approximately three hours, Raphael said. Additionally, the organization has adopted a Code of Ethics, to which their certification holders must comply.

"People can trust that, when they hire a Certified Builder Designer, they adhere to a very strict [code]," Raphael said.

In 2021, Watershape University gained approval for its education from the International Accreditors for Continuing Education and Training (IACET).

So far, New Jersey, Connecticut, Alabama, Ohio and the New York counties of Nassau, Suffolk and Rockland have approved Watershape University's certifications to apply toward their local licensing. Mississippi is expected to join that list soon. Applications are pending in approximately 20 other states and municipalities, Raphael said.

"Our goal is to have this be a requirement throughout the country," he said.

Watershape University was founded in 2019 by former Genesis instructors David Peterson and Bill Drakeley.

- Rebecca Robledo




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Genesis Names New Faculty Advisor

The education organization Genesis has named Ken Milbery as its Waterproofing and Tile Installation Faculty Advisor.

Milbery serves as Director of Technical Services for manufacturer Lunada Bay Tile. He has been involved in the pool and spa industry for more than 25 years.

Milbery also has worked for National Pool Tile as a Building Material Specialist. "He brings a deep understanding of waterproofing, glass-tile installation systems, and building material technologies to each GENESIS course he teaches," the organization said.

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Leslie's Reports First Quarter Results

Leslie's Pool Supply, a publicly held company, reported a record first quarter in Fiscal 2023, which ended Dec. 31.

The national retailer saw \$195.1 million in sales for its first quarter, marking an increase of 5.6% compared to the same period in Fiscal 2022. The company attributes this growth in part to acquisitions and new-store growth. In same-store sales, the company saw a 4% decline compared with the same time last year.

"We delivered first quarter results that were in line with our expectations despite significant weather headwinds," said CEO Mike Egeck.

PoolCorp Reports 2022 Results

Megadistributor PoolCorp has reported another record year in 2022.

The company said it saw annual sales growth of 17% to \$6.2 billion last year. This amounted to nearly double reported sales in 2019, the company added.

President/CEO Peter Arvan attributed the company's performance in part to its positioning during supply shortages.

"We leveraged our strong capital position and operating capabilities to invest in inventory ahead of challenging supply chain and inflationary conditions to serve our customers and bring new products to the market in a dynamic environment," he said.

Inflationary product cost increases also boosted net sales figures, the company said, as did continuing demand for outdoor living products.

Gross profit for 2022 broke another record, at \$1.9 billion, marking a 20% increase over the \$1.6 billion seen in 2021. Net income increased 15% to \$748.5 million in 2022, compared with \$650.6 million in 2021.



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Taking a Deep Dive

To determine how to develop a culture that encouraged employees to stay, this manager began to learn more about his staff.

BY JOSH HENDERSON



In late winter 2021, I entered into an agreement to purchase Adcock Pool and Spa in Southern Mississippi. I immediately decided that we needed to take the organization into growth mode so that we could afford to sustain the transition and get the business prepared for the impending recession that economists were predicting.

I was presented with a challenge: How could I grow the business while the country was amid a pandemic and a labor shortage? I needed to put together a marketing plan for the business.

In exploring this subject, I gained a better understanding of our staff, which had ripple effects on all aspects of the company.

THE LESS OBVIOUS ROUTE

There are two primary channels when it comes to marketing — public relations and human resources.

While public relations may seem the more intuitive of the two, my primary marketing strategy is to maximize the potential of each existing customer and employee before I spend a single dollar trying to lure new ones.

Accordingly, I needed to figure out a metric to measure the performance of each employee. Were we maximizing each one's potential? If not, how could we? I decided to focus on the culture of our business to see how tuned in our employees were.

After performing an internal audit on the culture of the business, I thought I discovered that we had a big generational gap in our primary employees. Because of this gap we had fractured into separate groups of employees that were at odds with others who fit into different generational classifications. I needed to

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figure out how to close this gap and essentially build a bridge from one side of the divide to the other.

To develop a strategy for closing this gap, I determined that I needed to better understand who our employees are and what motivates them.

The first tactic I used to better familiarize myself with each employee was having each staffer take a Meyers Briggs Personality Assessment. This free test helps determine which of 16 distinct personality types the employee falls under. I emailed a link of the assessment to everybody on my staff. In addition, I started having all new hires complete the assessment. The results I received back from the Meyers Briggs assessments were enlightening.

From our employees' Meyers Briggs assessments, I learned that it didn't really matter what age group our employees were. The assessments helped me to understand that we all have a distinct way of interacting with one another. And based upon our personality profile we tend to be introverted or extroverted, aggressive, or passive, judgmental or accepting.

THE LESS OBVIOUS ROUTE

After learning the characteristics of a personality type, I could better understand that the way our employees interacted wasn't necessarily directly a result of their personality, but rather was related to their personality type.

Understanding this helped take the sting out of the personal conflicts we were having. With a better understanding of the differing personality types I decided to start having one on one meetings with each employee.

In early Spring 2021 I began meeting with each employee individually. Prior to our meeting I would email a link to the Meyers Briggs Assessment and then ask the employee to come to our meeting prepared with a list



of goals. I wanted to hear about their specific goals for the next six months, the next year and then 2- and 5-year goals. Everyone has bills to pay, but I wanted to find out the "why" proposition of each employee.

Having each employee bring me a list of goals helped determine that not all employees are motivated by money. In fact, a big percentage of our employees had goals that were not related to money, but rather health and fitness, hunting/fishing and other recreational goals, or perhaps spending more time with family.

Of the employees who had financial goals, almost all of them were rooted in the desire to own a home of their own.

In terms of actual generational differences, the biggest lesson I learned was that the older group of employees seemed to be motivated more by time off and extra time to spend with family, whereas the younger group seemed driven by

the desire to belong to something bigger than themselves, while still maintaining a path to homeownership. I now had a data set that I could analyze to determine the best path forward for the business.

It took me almost a month to complete my employee meetings. The time spent getting to know each individual was one of the most valuable time investments in my career. I made a point of memorizing specific aspects of each employee's life and goals. What we did with our data has had tremendous ripples across our company. In the next column I will delve into our strategy and implementation.

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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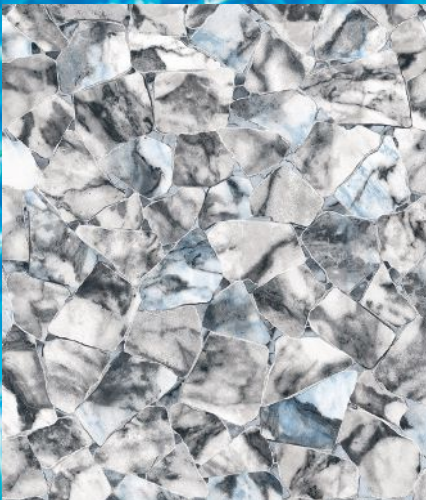
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ROUNDING THE BEND

The main components are nearing completion in this extraordinary backyard waterpark, now in its third year of construction.

BY RICK CHAFEY





We broke ground on this backyard 2-1/2 years ago. We began designing it nearly three years ago. It continues to surprise us.

There are so many moving parts — main pool, lazy river, surf simulator, cabana, lower pool, underground go-kart tunnel, shark tank and an indoor pool near the master bedroom. It's nearly impossible to foresee exactly how construction will unfold, especially when you're building so many "firsts."

It's a stressful situation but it's a great learning environment, too. And it's different from any job we've done, so that every day's a different challenge.

We're getting close to the finish line, with all the features taking shape. Here's the latest update.

LAZY RIVER

On the lazy river, we've done about five shoots so far. We have one more happening now, and another in a couple weeks to finish. We are about 80% to 85% finished.

With a project of this scope and complexity, unanticipated things come up. Fortunately, a cost-plus contract and built-in budget contingencies help in navigating those problems without having to bear the cost yourself.

For instance, there's a detail about the lazy river construction that I



The artificial rock will be used throughout the grotto and slide area.

hadn't foreseen. We had built a underground go-kart tunnel that sits underneath the river. Getting to the bottom of the tunnel, we were 18 feet in the ground. We had to bench our excavation for worker safety, with 5-foot benches all the way down to the bottom to prevent cave-ins. This meant that, even though we were only digging a 12-foot-wide track, the excavation was 45 or 50 feet wide at the top.

After creating the tunnel, we could do some backfilling, but we had to form the perimeter of the river since, on a good 75% to 80% of the river, we didn't have any ground left to shoot against. It was easier to backfill the tunnel to the bottom of the river, run form boards, set the steel, plumb and shoot it.

The river also had an interesting engineering detail. In a few spots, the river loops back on itself, forming tight hairpin turns with, say, a 10-by-20-foot gap between the two sections of river before they reconnect. Normally, we would just steel and shoot the river itself. Here, we shot the floors all the way through that keyhole or loop, so that we had a much more continuous structure rather than a skinny, wiggly structure. Now, that gap in the middle has a concrete floor all the way through. There might be a planter in the loop, but that whole planter is concrete all the way through on the floor, and then the walls are inside that. It created a huge structural floor for the river to sit on, and it added about 50 yards of concrete more than we expected.

When designing the river, we changed the depth of floor in a few places, making it shallower to speed up the water and fit over the tunnel below. Then there's a section with a number of truncated speed humps in the floor. We ran those through the vector analysis software to create a more turbulent river in those areas. In locations where we raised the floor a foot but kept the same width, we got about a 25% boost in speed, because the same volume has to get through that tighter spot. Then we dropped the depth again to slow it back down. We ran a number of shapes through the vector analysis to figure out which ones gave us the most turbulent-looking river. Then we placed those in a couple spots to create much more turbulence on the surface. This way it's not so lazy of a river.

MAIN POOL

In my last update, the main body of the pool had been shotcreted. Since then, we have already placed the palm trees that go in the middle of the pool, and set them in their planters. We did this early while easy access was still available. If we had waited until now, we'd have to

set a crane hundreds of feet away on the other side of the house.

In applying the surface of the main pool, because it's so deep and expansive, we'll have to install a number of tile breaks throughout. We'll run rows of tile bisecting the pool into multiple sections and vertical planes. This will allow the crews to stop and restart the plaster work. At its deepest, the pool is 17-1/2 feet, so it's impossible to get all the plastering done on one set of scaffold. With our plan, they can work up to a tile break, set new scaffold, and work down into the pool to finish the material properly. We'll need to erect three layers of scaffold to plaster the pool. We'll do our best to color-match the tile with the pebble finish so we minimize visibility.

We also plan to set a 4-foot tile band around the entire perimeter of the main pool instead of the regular 6-inch tile line. All the shallow steps and benches, and the 4-foot area will be tile. This will help scale the pool down, and we'll use a more vibrantly colored material than we will on the tile break so it stands out and distracts away from the joints.

It will take several crews, as many as six, to plaster the pool in two to three days, so we can fill it quickly and cure the plaster under water.

GROTTO

Over the past several months, we've focused on the grotto, cabana and slides that are connected to the main pool.

The grotto, with a bar, bathroom and other amenities, has made plenty of progress. All structural floors, walls and columns are in place. We're starting to build the roof, which is a cast-in-place 16-inch-thick floor that sits across the top. To do that, we are setting up what we call a dance floor scaffold, where we will work as we pour the roof. Eventually, we'll wrap it in faux boulders, along with trees and

plants to make it look like a natural environment.

As we do this, we're finalizing the construction details and measurements for the cabinets, lights and other details at the bar. The grotto is constructed out of concrete, so you can't frame it then come back later to specify the placement of light outlets and other components. We have to prepare all that in advance and cast them into the walls in all the right places, and run all the conduit. This means that a lot more detail goes into that process to make sure all those parts are



Various stages of the lazy river. At the bottom, the shotcrete is extended across one of the river's loops to strengthen the structure.



Clockwise, beginning top left: The palm trees were set in place early in the process, when access was more clear. The pavilion and swim-up bar make progress. The main pool is seen from another angle. An intricate shoring system is used to support forms for the grotto deck.

going to fit and all the elevations are correct. Light fixtures have to be chosen and cabinets ordered, and we have to make sure they all come together where we need them. We also have drainage and decks inside to manage. There's a full bar, with sink, refrigerators, wall scones and a TV. All those little details must be prepared and pre-wired. To do that, we had everything modeled in our Revit design program. That helps us detect potential problems, such as the back splash hitting outlets or the overhead cabinets being too tall to fit in their space.

The slides are assembled mostly up to the top of the grotto now. One of the slides is closed-flume. On that one, we have the bottom half of the flume

in place. Next, we'll put the top on and seal everything together. We have completed the concrete and encased the portion that's below-grade, and next will build the upper grotto rock features to reach the slide entrances. The rockwork down into the basement water feature is done, with the rock abovegrade yet to be finished.

We don't install a lot of slides. This is one of the longer and more complicated ones. When doing these, you need to assemble them exactly how they are detailed. Every component must be placed correctly from top to bottom, so that it starts and ends where it's supposed to.

The manufacturer provides assembly instructions, with the location and

elevation of every joint. Any deviation from that causes immense issues down the path. You can never make changes without remapping the whole system, and a 5-degree deviation projected over 80 feet could throw things off 5 feet or more.

The swim-up bars are underway, and the general contractor has finished the pavilion that sits next to the grotto.

SURF SIMULATOR/ MOVABLE FLOOR

We are one shoot away from completing the vault for the FlowRider and the Twinscape moving floor, which goes above the surf simulator when it is deflated.

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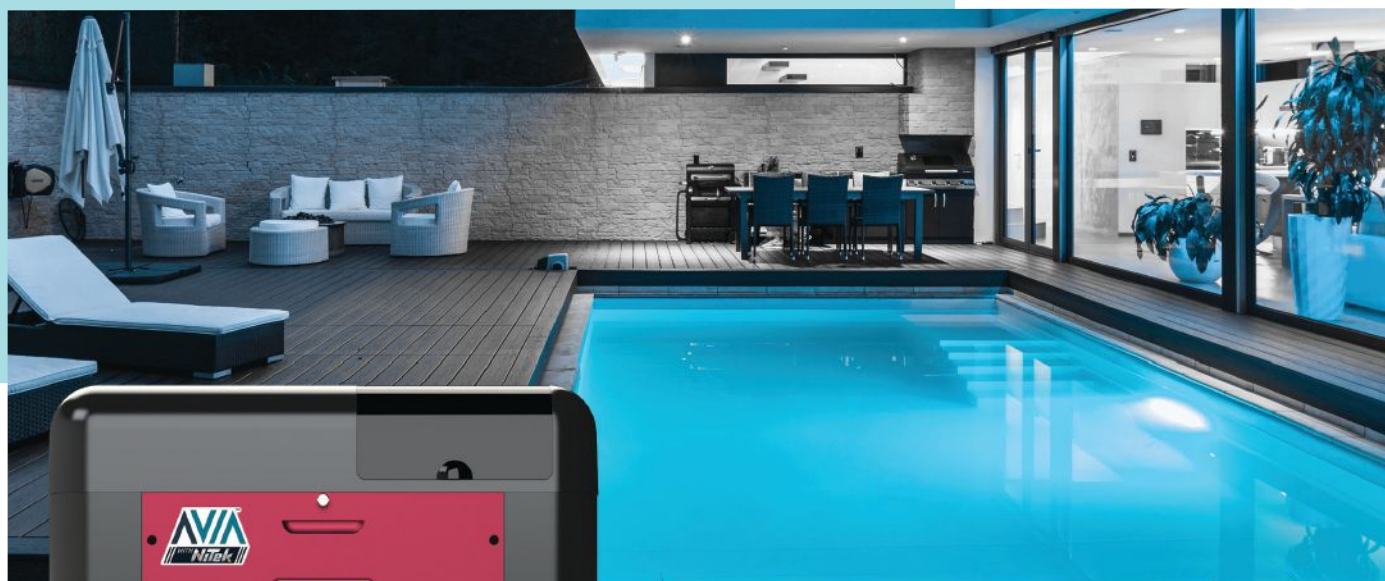


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There's a big pool that the FlowRider rests inside, which measures about 6 feet deep by 50 feet long by 25 feet wide. An adjacent, underground equipment bunker will hold controllers and electrical supplies for the simulator. There will be a large compressor to fill the ride, along with a decompressor.

We have all components on-site, except the inflatable portion. Staff from FlowRider will come on-site to assemble and mount the structure and components underneath, made up of stainless steel and including proprietary fittings, grills, intakes and pumps. Once they've done that, they'll place the inflatable portion on top.

The deck adjacent to the FlowRider is 24 inches above the other decks

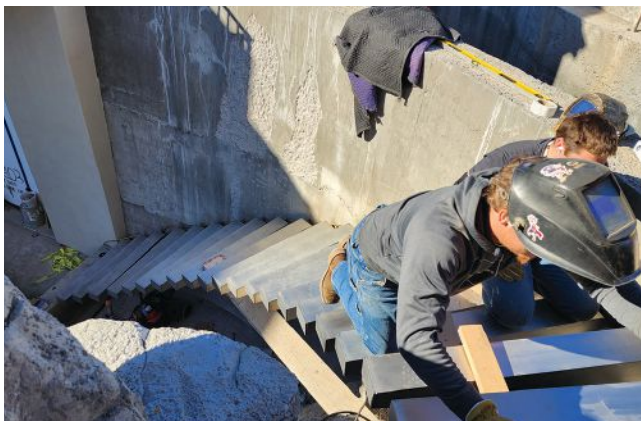
on the property. This allows enough room for the deflated rider to rest. Then the motorized deck can drive over the top and hide the simulator and protect it from the sun.

Both the FlowRider and the Twin-scape deck are built off-site by the manufacturers then flown here in pieces, for us to assemble on site. We'll have to match each dimension in every direction, so we won't have a lot of tolerance to play with.

You never stop fine-tuning the design on projects like this. As we were preparing to build the movable deck, we realized we needed to raise it another 2 inches to make sure we cleared the surf simulator below. We found this out when FlowRider actually assembled the ride at its own

facilities for testing, before taking it apart and shipping it to us. It has inflatable handrails, which stick up in the air. When we deflate them, they're layered on top of each other, so we didn't know how short the ride would get when it was laid down. The manufacturer building it ahead of time at their own premises allowed us to make sure the basin holding the ride and the deck sliding over it would be to the correct dimensions.

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



Clockwise from top left: Floating stainless steel stairs leading into a lower catch basin. Shoring for the roof of the grotto. The pool that will house the FlowRider surf simulator. Shoring and forming for the bridge between the river and surf simulator intake.



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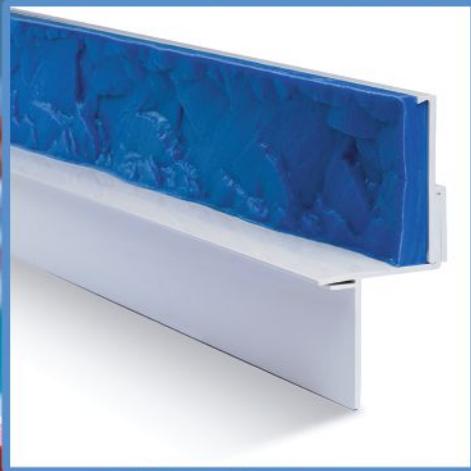
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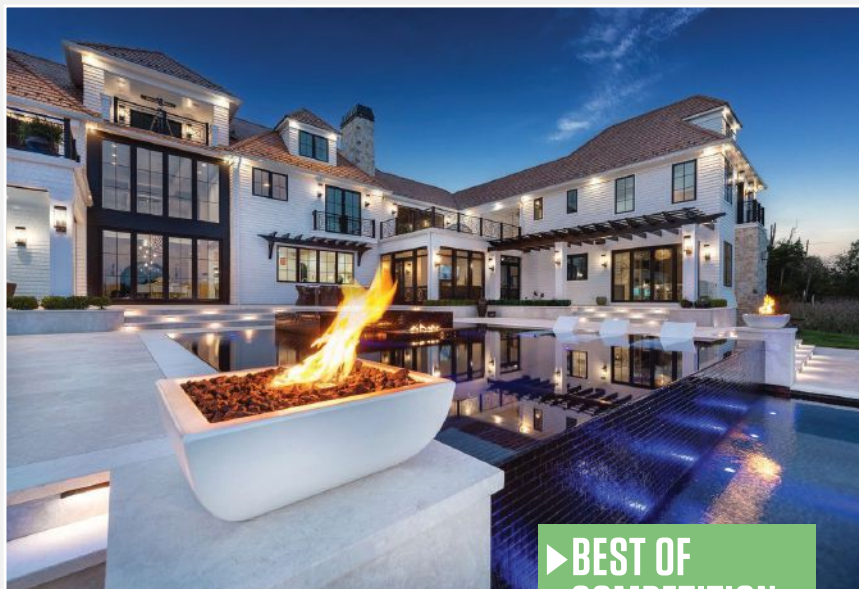
► **BEST OF
COMPETITION**
(JUDGES' CHOICE)

**Specialty Negative Edge,
Pool/Spa Combo**

Swimming Pools by Jack
Anthony
Patchogue, N.Y.



PHOTOS COURTESY NESPA



► **BEST OF
COMPETITION**
(PEOPLE'S CHOICE)

Specialty Negative Edge

Steele's Signature Pools
Vincentown, N.J.

Take a look at this year's Northeast Spa and Pool Association award winners

BY REBECCA ROBLEDO

Each year, the Northeast Spa and Pool Association honors companies in each of the three main segments — builders, retailers and service companies.

“Taking a step back at the end of each season to recognize our members’ achievements gives us a chance to see just how much our industry has grown,” says NESPA President Julie Kazdin. “As construction has gotten more complex, customer demands have grown exponentially, and supply chain issues impacted retail stores, our members are still delivering exceptional work — time and time again.”

The honorees for 2022 were named at The Pool & Spa Show in Atlantic City, N.J. in January.

The following pages show a selection of the Builder Award gold winners, along with the Retail Award gold winners.

NESPA also recognizes service companies. Congratulations to last year’s Service Competition Gold Winners:

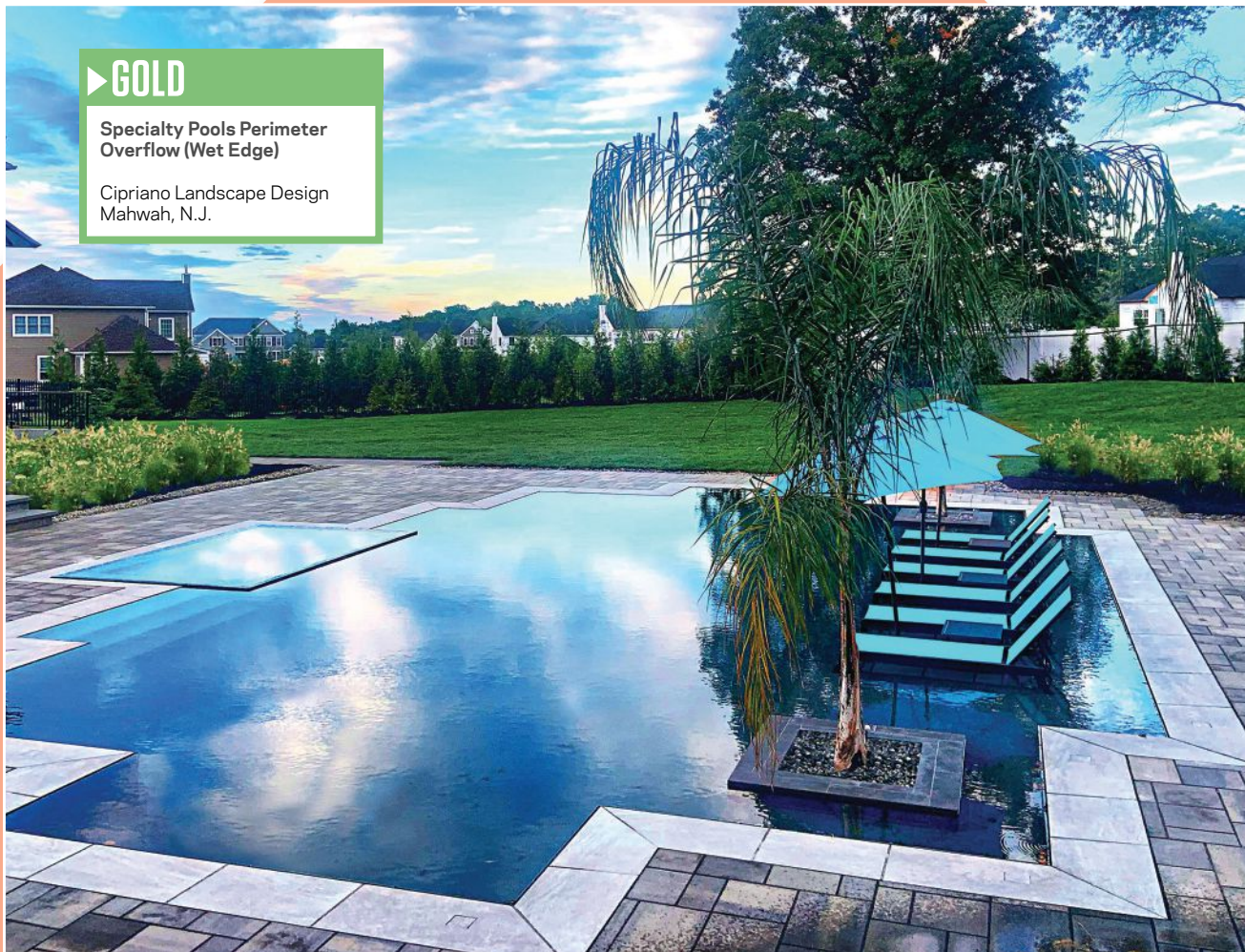
- Integrity Pool and Spa, Lanoka Harbor, N.J.
- Aqua Pool & Patio, East Windsor, Conn.

Turn the page to see the most honored pool/spa projects and retail stores in the Northeast.

► **GOLD**

**Specialty Pools Perimeter
Overflow (Wet Edge)**

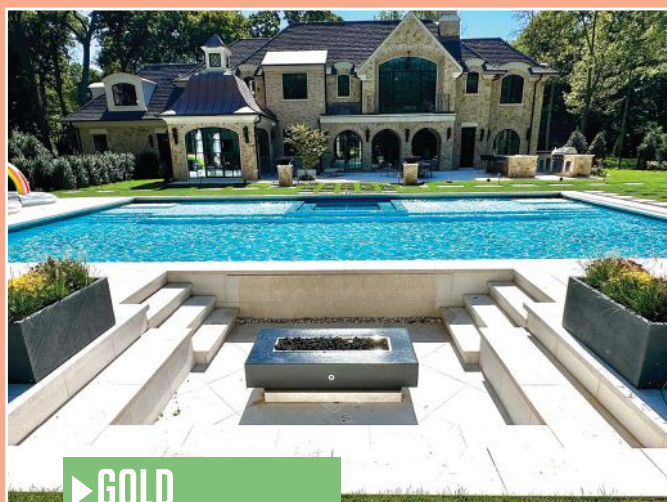
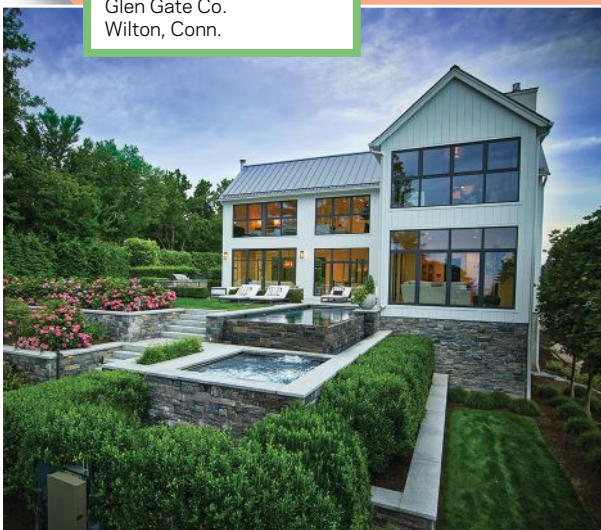
Cipriano Landscape Design
Mahwah, N.J.



► **GOLD**

**Specialty Pools Negative
Edge**

Glen Gate Co.
Wilton, Conn.

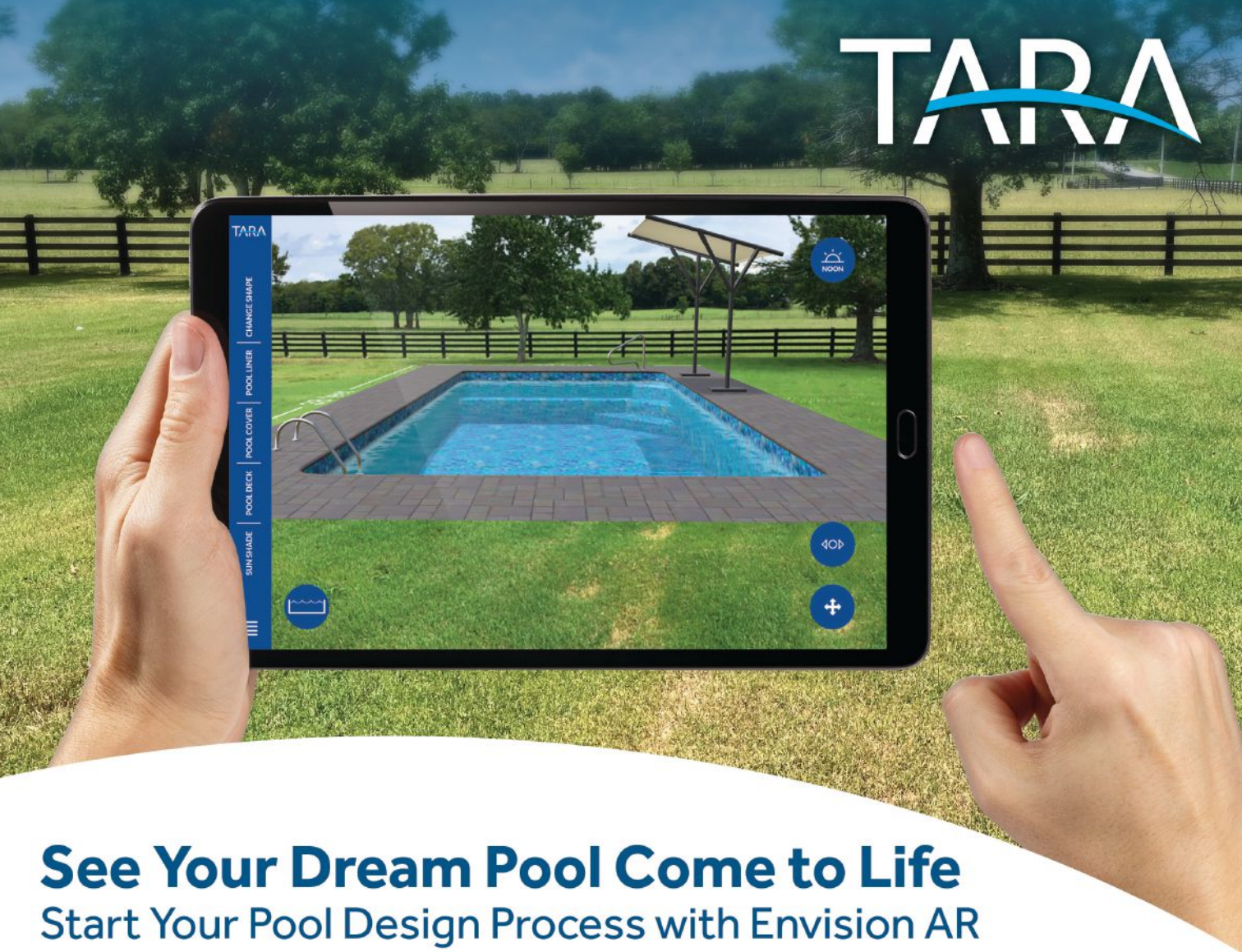


► **GOLD**

**Pool/Spa Combo
Concrete**

J&P Pools
Elmont, N.Y.

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NESPA RETAIL AWARDS

► **GOLD**

Retail

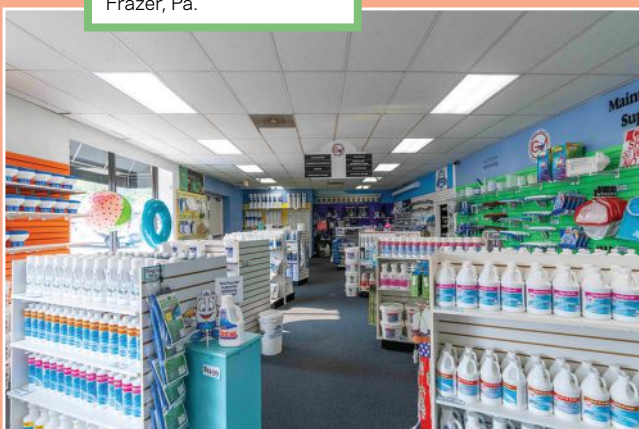
Goodall Pools
Mechanicsburg, Pa.



► **GOLD**

Retail

Great Valley Pool Service
Frazer, Pa.



► **GOLD**

Retail

Gritz Pools-Retail Store
Coatesville, Pa.





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► GOLD

Residential Concrete Pools Geometric

SJ Pools & Landscaping
Paramus, N.J.

► GOLD

Stand Alone Spas Permanently Installed

Tranquility Pools
Haskell, N.J.



► GOLD

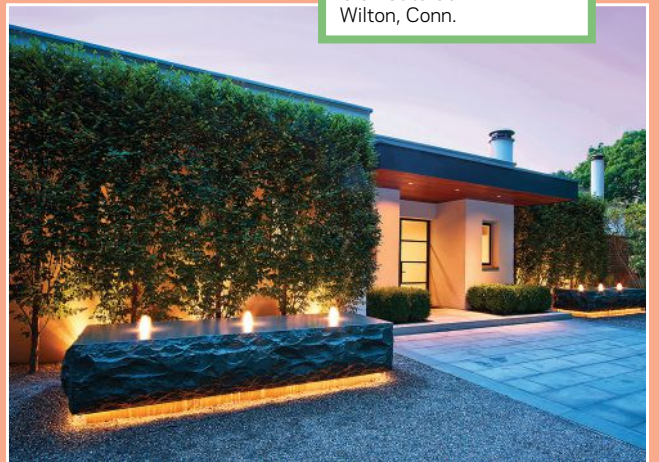
Water Features Residential

Glen Gate Co.
Wilton, Conn.

► GOLD

Residential Vinyl-Lined Pools Geometric

EverClear Pools & Spas
Paterson, N.J.



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To prepare your company for the next generation of ownership, identify leaders now and find ways to transfer institutional knowledge

BY SCOT HUNSASKER

GROUNDWORK



There's a scourge in the business world and it goes like this: We start a company and accept all of the risk involved because we believe in it. We build an organization that thrives. Then, at least two thirds of the time, the firm goes away when we retire or die.

So many of us fail to transition our companies to a new generation of leaders, just because we never get around to it. Maybe it doesn't seem urgent, or we think we will live forever. Whatever the reason, there will be fallout.

Here, I discuss two important steps in preparing to transition ownership: Identifying future leaders and transferring your company's institutional knowledge. I know it's doable because we did it at my company, Counsilman-Hunsaker Aquatic Design. The most important part is to remain committed.

Instead of trying to pick the next leader, what if you created a leadership bench made up of staffers who show characteristics of a potential future leader? Then, let the cream rise to the top. Natural leaders will present themselves.

NEXT TO LEAD

How do we identify those who have the will and ability to lead?

Even with the latest and greatest hiring tools, I only select the right person for the right role 60% of the time. If we're only 60% effective at hiring, what makes us think we will be any better at choosing the next leader or leaders of our organization?

To improve the odds, I would suggest this: Instead of trying to pick the next leader, what if you created a leadership bench made up of staffers who show characteristics of a potential future leader? Then, let the cream rise to the top. Natural leaders will present themselves.

As with all these endeavors, we will need some tools to help us find these leaders. "Eyeballing" the situation won't work. Conversations and getting to know people will help you get some sense of how they might lead and communicate. But you'll still need more to get this right.

As it turns out, finding talented leaders is both an art and a science.

Your hope is that the cream will rise to the top, that future leaders will self-select. But to make that happen you will need a process that allows and even encourages it. I have found that engaging potential leaders in strategic planning serves as the most powerful tool to measure one's leadership skill set. Here's why: Not only do you get a strategic plan that's going to help you grow your organization and get alignment with your leadership team, but the process also allows each of your leadership team members to take responsibility for executing the tactical steps contained in the plan.

In doing this, I have found that the next generation of leaders rises to the top. They are leading change and making things happen. That's the kind of leader you are going to want for the future of your organization. They don't shy away from the role. In fact, they relish it.

At the same time, some of those we

thought might be future leaders fall out. I have found that about 30% don't make it — and that's okay. Would you rather know today, or when you're in the trenches with them working to carry your company forward?

This doesn't mean they are not good team players and don't have a seat on the bus. It just means that they're not in the right seat.

A SURPRISING LEADERSHIP CASE STUDY

Back in 2000, Counsilman-Hunsaker was in need of a receptionist. After our interview process, we found Macy was the best fit for the position.

It would be an understatement to say she was inexperienced in the industry. From day one, however, she displayed a natural curiosity for how the business worked and, most importantly, how it could be improved and what role she could play in that evolution.

Very quickly, Macy's role began to change. In a couple of years, she was helping us manage events and customer experiences. She had a talent for spotting ways to enrich the customer experience, then implementing those changes. She did this with little need for instruction or oversight despite her lack of experience.

When my partners and I began to discuss our new strategic planning process, we immediately identified Macy as one of those people who had the will and ability to lead. She had a sense for finding the ways to continuously improve processes. And we felt she was ready for a seat at the table.

Just five years after she was hired as our receptionist, Macy joined our strategic planning team. Through her research and dedication to helping us grow, she helped to formalize our strategic improvement and management processes. Perhaps less obvious on paper but unavoidable in experience, Macy had a tendency to be optimistic — to expect the best of herself and



others. She was inspiring. This kind of artful leadership ability was not a theory. We could see it displayed. She leaned into leadership situations that likely caused her discomfort. But she did them with a kind of passion that made every interaction with her meaningful and engaging.

We were lucky to have a person like Macy in our company. Players like that are hard to find. And that is just the point. How often do we overlook people who have the leadership ingredients but nowhere to go with them? This does not happen because we do not care, but because there is no basis or path to leadership outside of pure instinct. This matters in the context of building a legacy for your organization. No matter what you may decide you would like to do with your business, there is a need for knowledgeable leaders who know how to make decisions.

By using the activities associated with strategic planning, we found a way to engage people in ways that were challenging but did not set them up for failure.

We found, through trial and error, that strategic planning is best done with no more than ten people total to promote some intimacy and not a public speaking forum. I also made sure, as the CEO, that I listened more than I

talked. This was not easy for me, but it was crucial. We wanted to create our collective plan and not mine. And I wanted to observe how they dealt with adversity, being challenged and how they thought through their portion of the plan.

As a concept, strategic planning has been around since before the Great Depression. Using the concepts involved in plotting the growth of a business is at least a 100-year-old idea. At this point, there are as many ways to strategically plan as there are privately held companies. It is nothing new.

The process of strategic planning does more than make people feel like leaders. It gives them a chance to really be leaders, to put their ideas to the test. Being able to strategically plan for the future is a prerequisite for ownership. So why not use that critical skill as a way to identify your next crop of leaders?

TRANSFERRING INSTITUTIONAL KNOWLEDGE

General Stanley McChrystal famously said, “Knowledge is not power. Sharing knowledge is power.”

He couldn’t be more right. And when it comes to businesses, sharing knowledge has to be done on purpose. There have to be systems in place, implemented by leaders who encourage transpar-

ent and open knowledge sharing.

But most of the time, knowledge is not shared. It remains inside the head of the owner, who is the sole source of information for the team members.

This can be devastating in so many ways. What happens if the founder dies suddenly? All of that intelligence goes with him or her. Or, perhaps someone wants to buy the company. If there’s no single, accessible repository of company intelligence, then the founder can’t walk away when the sale is complete. He or she will need to stick around until their expertise has been passed on to the new owners.

That could turn into years.

Here’s the good news: This is completely fixable. It will take time and effort, but it’s worth it.

ON THE SAME PAGE

The key for transferring institutional knowledge starts with a practice that serves any operation: Setting up the company to speak with one voice.

You know how kids often know which parent to approach to get the answer they want? Well, if your team doesn’t speak with a common voice — drawing on the same information, objectives, processes and procedures — your customers also will know whom to contact to get what they want. That’s not necessarily in the best interest of your company.

The concept is to create a common vocabulary, or master tool box, that helps every individual work from the same starting point. What tools do you use in your business, and what do your people need to agree on and work together on to speak with one voice? In the service business, it might be chemical usage or your process for servicing a pool. No matter who shows up, the same outcome or experience should be delivered to the client.

If you speak with one voice, your company will have greater value and be more sellable to a third party, because

Look at ways to capture new information for future participants. When a new employee joins your company, how can they access the information from that presentation or lunch-and-learn?

they would be buying a company, not a group of people all doing their own thing. And, I would submit that employees would be more comfortable investing their time and money to carry on your legacy, whether by purchasing the company or continuing to work for new owners.

With this common voice, we all have access to the same information.

SHARING KNOWLEDGE

Founding owners have a great deal of experience that would be hugely valuable for the next generation of leaders and owners. How are you transferring that?

Of course, oftentimes this is done verbally. That's how I learned what happens when a swimming pool floats out of the ground. We all know that's a really bad day when it happens. My father and founder of my aquatics firm, Joe Hunsaker, explained to me the physics of why it happened, but he didn't stop there. He also talked to me about the art of handling these situations.

In doing this, he also helped me learn to work through problems. Probably his biggest gift was explaining that we would survive these instances. That proves invaluable. When new company owners experience a major problem, they may lose their executive function, because they're so overwhelmed that they lose their ability to think clearly.

Hearing that steadying voice helps immensely in those situations.

My dad also kept what he called "Joe's Book," a journal of sorts that served as a repository of knowledge that he gleaned over many years in the business. He wrote about a lot of things: what kept him up at night and sayings that boiled things down to a sentence or two. Sometimes, it was just a phrase, but there was helpful wisdom in it.

For example, he would say, "Don't trade one problem for another." You know exactly what he's talking about right? We've all done it.

"Information is your friend. Knowledge is your partner." So true.

And one of my personal favorites: "The ability to adjust is a sign of leadership. You can delegate authority, but not responsibility."

His sayings weren't all inspirational. He encapsulated our entire accounts receivable protocol into one sentence: "When the client doesn't pay, wait for a choke point ... then choke."

Those of us who were lucky enough to know and work with Joe learned a great deal from him. But in business, you're never done. I knew when I ran the company that it could get even better with the next generation of leaders.

There were other "Joes" on my team, and sharing the information with them allowed those next-generation leaders to rise up and be seen.

DOCUMENTING FOR THE NEXT HIRE

But the idea of documenting knowledge extends past the company founders and owners.

For instance, not only do we have our own database that we're trying to capture for the next leadership change, but we also have plenty of third-party participants who teach us. You might go to trade shows, attend talks, or invite suppliers to come in and present to your staff. But how many times do we see that knowledge dissipate within a year?

Look at ways to capture that information for future participants. When a new employee joins your company, how can they access the information from that presentation or lunch-and-learn?

You could have the instructor or presenter write down a summary of learning outcomes. You also could capture all their handouts and power point slides, and even record the presentation, with their permission, of course.

Then put that information in a base where everybody in the firm can access it. Now you're not only relying on tribal knowledge that is shared verbally.

On a side note, I would submit that this is more appropriate for the new generation. They don't particularly want to hear managers pontificate — they want the resources to find that information themselves. So if you offer these types of resources, I think it will make your company that much more attractive to prospective employees.

Scot Hunsaker is managing partner of Ardent Group, a St. Louis consulting firm that helps companies transition to new ownership. He owned aquatics firm Counsilman-Hunsaker for 23 years. He chaired the National Swimming Pool Foundation from 2012 to 2015. He is author Heroic Ownership, a book that addresses the issue of management and ownership transition.

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The Western Pool & Spa Show

Here's a handy show floor map and exhibitor list to help you make the most of your time at the show.



Exhibitors

Exhibitors and booth numbers are listed below. This list current as of Feb. 15, 2023. Please go to westernshow.com for the latest updates.

A&B Brush Mfg.—642	Blake Sales Associates—220	Firefighter1—740	Microglass LLC—625	Pool Rx—653
Acid Magic—129	Blue Square Mfg.—222	Fluidra—410	Mizu Pool Covers—629	Pool Service
Advantage Mfg.—337	Blue White Industries—218	Freedom Solar Energy—741	MP Industries—759	Software—552
Afras Industries—727	BlueRay XL—434	Fujiwa Tile—611	Multi Tork/API—619	Pool Smith—720
Aladdin Equipment Co.—338	California Pool	H2 Flow Controls—710	National Pool Route	Pool Tenders—715
Alpha Water Systems—219	Association—721	HASA—441	Sales—211	Pool Water Purification
Aqua Cal/Auto Pilot—422	Century Motors—637	Hayward Pool	Natural Current—520	Products—135
Aqua Magazine—121	Chlorine Genie—223	Products—601	NDPA—343	Pool Water Recycling,
Aquabella Tile—212	Clear Comfort—228	Intermatic—353	Orenda Technologies—425	LLC—751
Aquasalt, LLC—635	Corona Lighting—436	IPS Controllers—623	PAL Lighting—641	PoolCorp—301
AquaStar Pool	CPSA—324	IPSSA—440	Paneltim USA—341	Poolside Tech—535
Products—711	Creative Water	Jack's Magic—719	PayThePoolMan.com—314	Precision Pool Tile
Aquatherm Industries—230	Solutions—717	King Technology—716	Pebble Technology—117	Cleaning—549
Artistry in Mosaics/	Cutco—748	L&L Lines—743	Pentair—101	Primate Pool Tools—536
Basecrete—647	Danner Mfg.—749	Lasco Fittings—648	Pleatco LLC—217	Pro Pool Inspectors—453
Azure Fluidity Systems—545	Deck-O-Seal—652	Leaktronics—511	Pool & Electrical	Purity Pool—347
Best Pure Filters—547	DML—730	Life Saver Pool Fence—752	Products—519	Putting Contest—666
Bettabot—734	Dunn Rite Products—131	LOU powered by	Pool and Spa News—613	QDI Surfaces—235
BHG Sales—753	Easy Care Products—328	Evosus—541	Pool Brain—522	Ramuc Pool Paint—420
Bio Active/Solar Sun	Endless Pools Inc.—123	Magic Plastics—225	Pool Covers—515	Raypak—501
Rings—621	Energy Code Ace—321	Maytronics—310	Pool Magazine—216	Riptide Pool Vacuums—435
BioLab/NC Brands—224	Fiber Clear—722	Meridian Tile—335	Pool Nation—444	Rola Chem—649



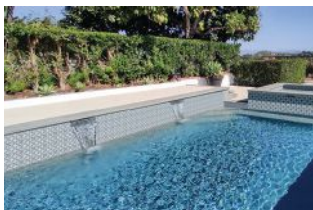
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Safron—615	Ultimate Pool Tools—448
Service Industry News—345	UMA Solar—210
Sili Sigmund Lindner—231	Unicel Filter
SkimLite Mfg.—610	Cartridges—728
Skimmer—323	Universal White
So Cal Gas Co.—723	Cement—125
Solar Unlimited—215	UPA—239
Solaxx/Aqua Comfort—644	Vacless Systems—111
Solenis—640	Vivo Aquatics—513
Speck Pumps-Pool	Waterco USA—745
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The Western Pool & Spa Show Exhibitors Marketplace

Details on exhibitors' products are based on materials provided by the manufacturers.



Aquabella Tile, Booth 212

Product: Chateau - New Porcelain Series

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

Contact: aquabellatile.com



AquaStar Pool Products, Booth 711

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 224

Product: PRO SERIES Boric Acid

Features: this water enhancer buffers and helps keep pool water balanced; helps brominating, chlorinating or biguanide programs to work more efficiently; designed for once-a-year use

Contact: proseriespool.com



Blue Square Mfg., Booth 222

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/



Clear Comfort, Booth 228

Product: CCW100 AOP Pool System

Features: designed for simplicity, the CCW100 is simple to install and has easy system maintenance, only needing an annual 5-minute cartridge exchange; 5-year warranty and 90-day money-back guarantee

Contact: clearcomfort.com



Chlorine Genie, Booth 223

Product: Chlorine Genie

Features: patented technology chlorinates a pool without adding industrial chemicals; adjusts pH with a flip of the valve, reducing the use of muriatic acid; easy to install, use, service and clean

Contact: chlorinegenie.com



Deck-O-Seal, Booth 652

Product: HS-1 SL

Features: one-part, self-leveling hybrid sealant, developed with silyl-modified polymer (SMP) technology; cures under the influence of atmospheric moisture to form a medium modulus sealant

Contact: deckoseal.com



Fluidra, Booth 410

Product: Jandy TruClear XL Salt Chlorinator

Features: combines saltwater chlorination for large inground pools with consistent chlorine dispensation

Contact: Jandy.com



H2flow Controls, Booth 710

Product: FlowVis Flow Meters

Features: NSF-50-certified flow meter for pools, spas, fountains, water features; available for 1.5 to 8-inch pipe diameters; readouts of flow in GPM, LPM or m3/h, velocity in ft/s; 1.5-, 2-, 2.5-inch units have check valve functionality

Contact: h2flow.net



IPS Controllers, Booth 623

Product: M720 Chemical Controller

Features: uses pH and ORP sensing technology; maintains consistent pH and sanitizer levels throughout the day; designed to turn on the salt chlorinator generator, a chemical pump, or a tablet feeder

Contact: ipscontrollers.com



Jack's Magic Products, Booth 719

Product: Emerald Stuff & Sapphire Stuff

Features: use as a flocculant; use 8oz per 10,000 gallons to drop dust/debris to the bottom of the pool,

Contact: jacksmagic.com



King Technology, Booth 716

Product: FROG @ease

Features: self-regulating hot tub sanitizing system designed to use less chlorine; uses sanitizing minerals plus a low level of chlorine to kill bacteria two ways; now recyclable with FROG's new recycling program

Contact: frogproducts.com



Magic Plastics, Booth 225

Product: Union Assemblies
Features: easy connection, self-aligning Buttress Threads and deep socket connections with glue traps are leak-free; VibeProof locking feature prevents Union Nut from loosening should vibration occur
Contact: magicplastics.com



PAL Lighting, Booth 641

Product: PAL Sonar Replacement LED Bulb
Features: patent-protected product offers underwater wireless color control; operates using low frequency wavelength which allows the end user to control their pool light via remote handset or app
Contact: pallighting.com



Pentair, Booth 101

Product: IntelliFlo3 Variable Speed & Flow Pool Pump
Features: built-in proprietary sensorless flow control technology automatically adjusts to pool conditions; optional built-in automation to control up to two other pool devices with connectivity options
Contact: Pentair.com/intelliflo3



Pleatco Filtration, Booth 217

Product: Advanced ULTRA Pool Filter Cartridges
Features: Pleatco Ultra is a bandless pool filter cartridge that incorporates Pleatco PurePleat for evenly spaced ultra strong pleats, which allows for optimal use of the fabric and filtration efficiency.
Contact: pleatco.com



Poolside Tech, Booth 535

Product: The Attendant
Features: cloud-based automation system controls/monitors any equipment from existing manufacturers
Contact: poolside.tech



Raypak, Booth 501

Product: AVIA HD Heater with NiTek Technology
Features: new AVIA HD models utilize NiTek heat exchanger technology; with 900% more nickel compared to cupronickel in critical surfaces, per maker; designed to protect against scale formation, erosion
Contact: raypak.com/nitek/



Solenis, Booth 640

Product: Poollife NST System

Features: includes everything needed to oxidize, sanitize and remove algae from the pool: Poollife NST Prime Tablets, Poollife NST Purify and Poollife NST Patrol; uses a proprietary slow-dissolving cal hypo technology, which clarifies without adding any CYA to the water; formulated to eliminate bacteria, contaminants and algae

Contact: poollife.com



Speck Pumps — Pool Products, Booth 643

Product: BaduJet Turbo Pro System

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

Contact: usa.speck-pumps.com



Stenner Pump Co., Booth 316

Product: S Series S50 Model

Features: expanded available flow rate outputs up to 315 gpd at 25 psi and 125 gpd at 100 psi maximum; status indicators such as leak detection, backup pump capability and run confirmation; output relays are programmable for indication to a pump, system, or other device; multiple operational modes; can interface with process control systems

Contact: stenner.com



VacDaddy, Booth 352

Product: The VacDaddy

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

Contact: thevacdaddy.com

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Product Profiles: Backyard Products



Z Poolform

Z Poolform is a reusable PVC form used to create decorative concrete copings for pools.

Interchangeable Form Liners will allow for a variety of different edge profiles and textures not previously possible with pool coping forms.

Z Poolforms can be used with vinyl liner, fiberglass, or concrete pools. It attaches to the pool wall without the need for tie wires.

The forms are not stripped until the concrete has cured, meaning there is no need to finish or dress the edge while the concrete is still green, saving time and money.

"Any pool builder or concrete contractor who does at least one pool deck a year will love this product," says Dario Baldoni, the company's vice president of marketing and technology. "The high level of relief and detail created with the textured form liners can be matched to the stamp, resulting in a realistic stone look."

Contact: Concrete Countertop Solutions | concretecountertopsolutions.com



Summer Garden Inflatable Pool

New for the 2022 season, the Summer Garden Inflatable Pool is an adult-oriented pool specifically designed for patios, decks, lawns and other smooth surfaces, making it ideal for apartment or condo living.

Its features include an inflatable pool bottom that provides comfort sitting, and four beverage holders integrated into the perimeter top of the pool.

"Customers like the concept of an adult-oriented pool with unique bells and whistles compared to other competitive adult-pool brands," says Lisa Goshgarian, Poolmaster's marketing manager.

A built-in drain plug is located on the bottom for easy water release, and easy inflation/deflation valves are located on the sides.

The pool measures 5 feet in diameter with side walls measuring 18 inches. The pool is covered with a one-year warranty from manufacturer defects.

Contact: Poolmaster | poolmaster.com



Spazazz Spa Lab Collection

Spazazz Spa Lab Collection, named a PSN Top 50 Product, includes four fragrances of crystals infused with CBD oil that focus on relaxation and calmness.

The THC-free blend of crystals is made with 100% all-natural hemp-based CBD, aroma therapeutic oils and Dead Sea Salts. CBD naturally assists with aches and pains, and is best for those who are tired and stressed-out or in need of a little self-care.

"Spazazz products have been found to elevate and energize mood, hydrate and exfoliate skin, reduce inflammation, lessen stress, and create calmness," says Angie Petro, Spazazz' president.

The crystals are all natural and will not affect the water chemistry.

Technical support is available by calling 801-785-4990. For marketing materials, email info@spazazz.com

Contact: Spazazz | spazazz.com

Product Profiles: Green Technology



Hydramatic Automatic Safety Cover

The motors of Aquamatic's Hydramatic covers run on hydraulic pressure rather than electricity. That means one-fourth the moving parts, no lubrication, and ropes that self-adjust, says Tom Dankel, company vice president.

The Hydramatic's modular design takes only four bolts to assemble, making installation simple. Another time-saver is Aquamatic's patented cable compensator, which automatically aligns both sides of the cover as it extends and retracts. "Technicians are constantly telling us, 'I started it up, and it worked right away with no fuss,'" Dankel says.

Every Aquamatic cover meets the ASTM F1346-91 safety standard and is custom-fitted down to the half-inch. Consumers can choose from 11 standard colors and six designer colors.

Manuals, brochures and promotional videos are available.

Contact: Aquamatic Cover Systems | aquamatic.com

The Emerald Stuff and the Sapphire Stuff

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: Jack's Magic Products | jacksmagic.com

Aqua-Xtreme Virtually Solid Mesh Cover

Loop-Loc's Aqua-Xtreme Virtually Solid mesh covers are constructed with light blocking fabric that not only deters algae growth but drains lightning quick, at up to 80 gallons per minute without clogging, eliminating the possibility of a standing water hazard, says LeeAnn Donaton-Pesta, Loop-Loc's president/CEO.

"Aqua-Xtreme covers are built super strong and will last for many years to come," Donaton-Pesta says. "Homeowners and dealers love opening up Aqua-Xtreme Covers in the spring to a pool almost as clean as the day it was closed".

Tough, double thick solid polypropylene webbing straps surround the perimeter, and the springs are made of noncorrosive 302 stainless steel for superior weight-bearing capacity.

All Aqua-Xtreme Virtually Solid mesh covers are supplied with a 15-year, pro-rated warranty.

Contact: Loop-Loc | looploc.com



ReNew Vinyl Liners Featuring Paddling Paws

ReNew is the first and only sustainably made, high-performance pool film. Pool films made with ReNew Technology are certified to contain 51% recycled content by SCS Global Services, an international leader in third-party certification, validation, and verification for environmental, sustainability, and quality performance claims.

As part of the ReNew line, Paddling Paws is designed with pets in mind.

"Paddling Paws material is 34% more puncture resistant than traditional vinyl and is made with a double-topcoat," says Susanna McGrogan, Merlin's senior marketing manager. "Pool dealers are excited to give pet owners a vinyl liner option that targets their needs."

More information can be found at merlinindustries.com or by calling 800.289.1836.

ReNew vinyl liners are covered with a 20 year prorated limited warranty.

Contact: Merlin Industries | merlinindustries.com



The Attendant

From pumps, heaters and actuators to lighting and salt cells, The Attendant can control and monitor any equipment from existing manufacturers in the industry, such as Pentair, Hayward and Jandy.

"In today's market where supply chain issues and product availability can cause challenges, The Attendant takes the worry away and allows you to choose the best in class for each piece of equipment on the pad," says Jennifer Doan, chief revenue officer for Poolside Tech.

The Attendant's cloud-based automation system continually monitors equipment, water quality and temperature to determine energy efficiency, which helps poolowners save money and lower their overall environmental impact.

Technical questions can either be directed to info@poolside.tech or call 267-810-0600.

The Attendant comes standard with a warranty that covers 1 year on parts and labor, with 2 additional years on parts.

Contact: Poolside Tech | poolside.tech



Raypak AVIA Low NOx Residential Swimming Pool & Spa Heater

The AVIA pool and spa heater includes a built-in advanced Wi-Fi enabled control system — no need for an additional control panel to manage the pool heater.

AVIA heats and learns the size of the pool and will let poolowners know when the pool is ready at the set temperature. The Raymote app provides a smart connection to AVIA for real-time service alerts and control from anywhere.

AVIA pool and spa heater weighs under 140 pounds and can be installed on a standard 2x2 foot pad.

"Both AVIA's size and controls capability are what make it the best product choice for pool pros," says Justin Reyes, Raypak's associate marketing manager. "AVIA's straight tube heat exchanger design makes it the most serviceable in the market."

AVIA comes with a 90-day warranty; extended 2-year warranty on parts and labor if the heater is registered within 90 days of being installed by a professional.

Contact: Raypak | raypak.com



Poollife NST System

The Poollife NST System includes everything needed to oxidize, sanitize and remove algae from the pool.

The NST Prime Sanitizer uses a proprietary slow-dissolving cal hypo technology, which clarifies without adding any cyanuric acid (CYA) to the pool water. It's formulated to eliminate bacteria, contaminants and algae without overstabilizing for clear water that's ready for use, all summer long.

The system includes:

- Poollife NST Prime Tablets
- Poollife NST Purify
- Poollife NST Patrol

For technical support, call 866-476-6538.

Contact: Solenis | poolife.com



Island Dream featuring ReNew

The Island Dream pattern from Tara is an exclusive design.

The beautiful organic look, inspired by the sea, was developed to showcase the most unique feature of this liner — it's sustainability.

"Island Dream is made using ReNew vinyl, the first pool vinyl to be certified as a sustainable product," says Thomas Kennedy, Tara's marketing director. "Each Island Dream liner diverts approximately 100 pounds of plastic from the waste stream because it contains 51% pre-consumer recycled vinyl."

In addition, this high-performance pool vinyl uses UV and antimicrobial additives for lasting, sustained brilliance.

"This pattern is very popular with homeowners — they love the design and the fact that it is sustainable," says Kennedy.

Samples and brochures available at www.tarapools.com/tools.

All of Tara's liners come with a 20 year prorated warranty.

Contact: Tara Pool & Outdoor Products | tarapools.com

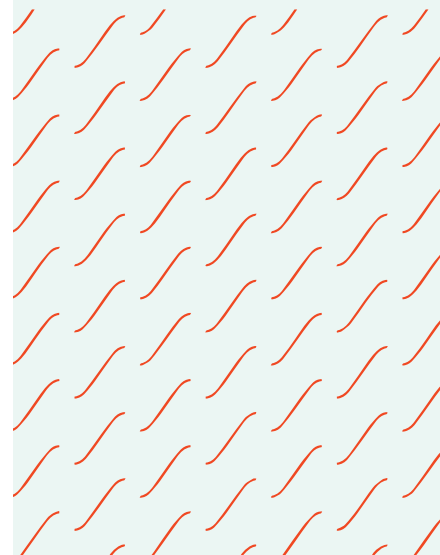
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ColorQ 2x PRO 7 Photometer Kit

The new waterproof, Bluetooth ColorQ 2x PRO 7 pool and spa professional photometer directly measures Free Chlorine (DPD), Total Chlorine (DPD), Bromine (DPD), pH, Alkalinity, Calcium Hardness and Cyanuric Acid directly on a digital display. The ColorQ 2x eliminates the need to visually determine slight color variations using an innovative dual-optic design with wider path-length. The photometer, testing reagents and instructions are packaged in a compact carrying case for on-site testing.



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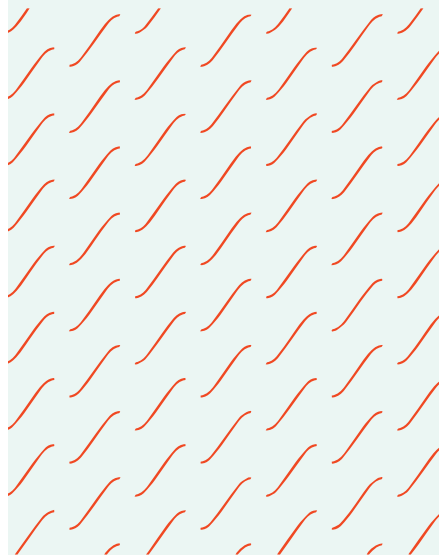
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New Products

BY PSN STAFF



Brightline Filter Media

This glass filter media is a 100% recycled, environmentally friendly media that can easily replace sand in the filter. It's engineered to offer better backwash filtration and more efficient particle suspension, improving clarity and extending filter life.

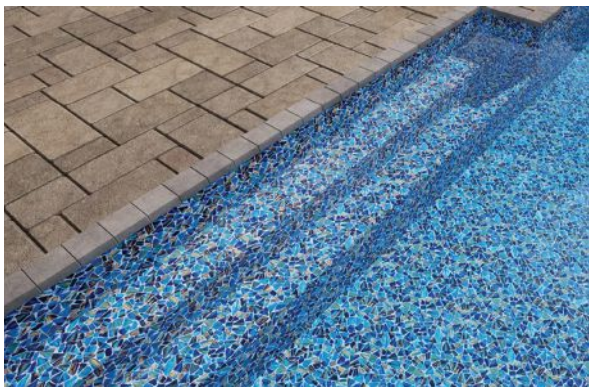
Contact: blackbeautyabrasives.com/brightline-filter-media/



Ducky Wrap

Ducky Wrap wraps around pool brushes to enable users to easily clean algae from pool surfaces without the hassle of vacuuming. Simply remove and rinse to use again.

Contact: duckywrap.com



Poolside by CGT

New for 2023 is a liner pattern called Carnival – a design that celebrates summer with lively colors in a playful mosaic print. Printed on pale blue liner material, this pattern uses a range of blue hues accented by touches of gold arranged to look like hand-laid, mosaic tiles.

Contact: poolsidebycgt.com



Thursday Pools

The new Sea Turtle pool is just 9 feet 5 inches wide and 10 feet 6 inches long with a uniform, flat bottom that is 4 feet 6 inches deep. It offers wide entry steps and wrap-around benches making the pool extra inviting for all ages to feel safe and comfortable. Available in six different colors.

Contact: thursdaypools.com



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