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PSN

POOL AND SPA NEWS

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and Building
a Vanishing-Edge Pool

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COVER: PHOTO BY JEREMIAH DEARINGER PHOTOGRAPHY; POOL BY TANR ROSS DESIGN AND KEITH ZARS POOLS
ABOVE LEFT: PHOTO BY JIMI SMITH; POOL BY CLAFFEY POOLS AND REID SCHINDLER
ABOVE RIGHT: JOHNNY COOKER, UNIVERSAL IMAGE

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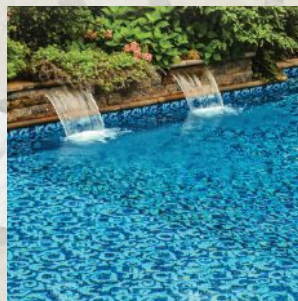
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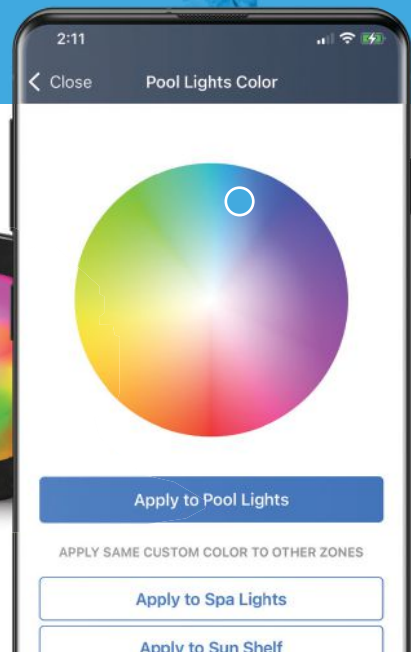


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The Top 5 Risks of Using Generative AI for Your Business



Joanne McClain
Editor-in-Chief, PSN

As an editor and writer, I have deeply mixed feelings about the use of generative artificial-intelligence tools such as ChatGPT. My knee-jerk reaction is that nothing can or should replace the human element in any kind of artistic expression. But I have to admit, the relentless hype about it sparked my curiosity enough to explore the ways in which pool and spa companies can use it to help further their businesses. (See “8 Ways ChatGPT Can Supercharge Your Business.”)

It’s truly a remarkable tool. The key really is in how it’s used. Currently, the use of generative AI is mostly unregulated, but the serious implications for its misuse has been top of mind for many legislators, who have had to scramble to understand the technology. In 2023, there were approximately 200 AI-related bills introduced in state legislatures. Only 14 of them passed. At the much slower federal level, House and Senate committees have held numerous hearings on the topic, and have introduced more than 30 bills. The debate promises to rage on in 2024.

Regulation clearly hasn’t caught up with the technology, so if you decide to use generative AI, it has its inherent hazards and risks. Here is a partial list:

1. Data privacy and security. This is a big one. AI technology uses vast datasets collected across the internet. Businesses need to be mindful to vigorously protect their sensitive information and comply with all relevant regulations.

2. Intellectual property issues. Another biggie. Currently, the *New York Times* is suing OpenAI and Microsoft for unauthorized use of its published work. The case is sure to set a precedent

for the usage of intellectual property. If you’re using AI to create content, know that you risk being challenged on copyright and ownership issues.

3. Bias and fairness issues. It’s important to remember that this technology uses data to produce results. The output is only as good as the input. If the data is biased, it will produce a biased result, which may be discriminatory or unfair, and has the potential to harm your company’s reputation.

4. Lack of control. Depending on the types of AI tools you implement in your business, you may have very limited control over the output. Undesirable content, even if unintended, can harm your brand image.

5. Customer trust. Be transparent in your use of AI. Not doing so can erode your customers’ trust in the authenticity of their interactions with you.

And, in the spirit of that full transparency, I will tell you that in my own experimentation with using ChatGPT, I asked it to generate a list of these risks for small businesses. It spit out 10 things, which I winnowed down to what I felt were the top five concerns for the companies in our industry.

What I’m discovering, as I experiment with the tool further, is that that is exactly what it is — a tool. Not a substitute for human creativity, but something that can be useful in myriad ways if applied judiciously and ethically.

So play around with it — see if you can find good uses for this new technology. Let me know what you find.

A handwritten signature in black ink that reads "Joanne McClain".

jmcclain@zondahome.com

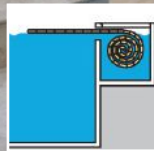
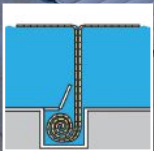
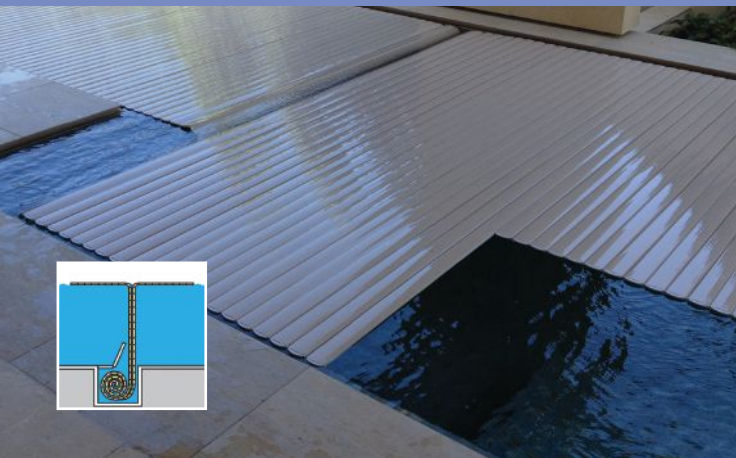


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Florida Makes Progress on Test Kit, Free Chlorine Codes

BY REBECCA ROBLEDO

Two new requirements from Florida's Department of Health have caused confusion for the state's pool/spa industry, but it appears a resolution is on the horizon.

In July, a new stipulation was enacted in Chapter 64E-9 of the Florida Administrative Code (FAC). It states that all commercial pools and spas in the state must be tested with kits meeting the NSPF-50 standard and receiving a Level 1 accuracy rating for all factors being tested.

While commercial pool operators were being placed on notice that implementation would come soon, no test kits exist that meet all the criteria, said Dallas Thiessen, senior director of government affairs for the Florida Swimming Pool Association. Those that come closest are expensive, costing roughly \$850 to \$1,300, compared with the \$100 to \$300 price range of the most commonly used kits.

"There are over 20,000 public pools and spas in Florida, so it would be a huge burden to replace all test kits,"

he said, adding that all service techs working on commercial pools also would need to make that purchase.

Additionally, most commonly used test kits already test chlorine at Level 1 accuracy. "But the rule would require all ... factors be tested to Level 1 accuracy, which is a feature that is currently not doable with commercially available test kits," Thiessen said.

Earlier this month, the DOH suspended implementation of the rule and plans to revisit it, at the urging of FSPA and several manufacturers.

"We want to revert back to the rule we had previously, which does not specify a level-1 certification," Thiessen said.

The industry hopes to reverse another change to the FAC's Chapter 64E-9, which places more restrictions on free chlorine levels in public spas. Before, spas could have 2 to 10 parts per million of free chlorine. The new rule tightened the range, making it 2 to 5 ppm. FSPA hopes to revert that stipulation back to the previous range, which matches the one applied to pools.



"In a state like Florida, given our climate, they need that chlorine range to make sure they can maintain sufficient sanitizer levels in those spas, especially in summer with high bather loads, when chlorine is being used quickly," Thiessen said.

NPC Takes Its Conference to the Lone Star State

Next month, the National Plasters Council will roll into Fort Worth, Texas for its annual conference.

Scheduled for Feb. 21-23 at The Worthington Renaissance, the event will feature some of its popular standards, as well as a longer course and off-site outings.

The education program includes technical and business topics, with highlights including three round tables — "Ask the Masters," featuring long-

time veterans; "Young Professionals Roundtable"; and another addressing plaster placement.

Leading up to the main conference, Watershape University will teach "Construction 2711: Major Renovations Workshop" all day Feb. 19 and 20 for those who register separately.

NPC's Start-Up Certification Course will take place all day Feb. 21. Networking opportunities

include a meet and greet for young professionals on Feb. 21.

Off-site opportunities include a golf outing at nearby Rockwood Municipal Golf Club, a tour of local wineries, and an electric bike tour.

The ever-popular auctions will take place at various breakfasts and lunches held throughout the conference.

Exhibits and a reception will close out the conference Friday night.

Bullfrog Leader Retires, New CEO Named

BY REBECCA ROBLEDO

With a retirement announced, Bullfrog Spas is undergoing a leadership change.

After 12 years, Jerry Pasley will step down as chief executive officer of the Herriman, Utah-based hot-tub manufacturer. He began with the company in February 2011 as its CEO. Before that, he served as executive vice president of Jacuzzi Group Worldwide for 17 years.

Bullfrog credited Pasley with guiding it during unprecedented growth and innovation.

“We look forward to an exciting future as we continue to build on the strong foundation he has laid,” the company said in a press release.

Pasley at one time served on APSP, one of the predecessors of the Pool & Hot Tub Alliance, both on the Hot Tub

Council and on its Board.

“For more than three decades, Jerry Pasley has been a luminary figure in the industry, contributing significantly to the success of not only Bullfrog Spas but also several of the spa industry’s most notable brands,” the company said. “His accomplishments have left an indelible mark on the industry landscape, and his legacy is rich.”

Pasley will remain on Bullfrog’s board of directors, serving as executive director during the transition.

In Pasley’s place, the company has promoted Dan Sjoblom from president to CEO. He joined the company in 2009 as a retail sales manager and has held several titles, including vice president of marketing, senior vice president

and executive VP before becoming president.

“[He] has lead efforts in marketing, sales, retail, product development and operations, demonstrating exceptional leadership, strategic acumen and a deep understanding of the industry,” the company said. “His promotion is a testament to his focus, leadership and ability to drive innovation and inspire excellence across a growing organization.”



Dan Sjoblom



Jerry Pasley

PHTA Announces New Genesis Promotion, Scholarship Recipient

Genesis, the design/construction education subdivision of the Pool & Hot Tub Alliance, has named a new design faculty chair.

Paul John Boulifard, who served as architecture faculty advisor for a year, now takes responsibility for writing the curriculum for new design courses, updating existing content, and continuing to teach. With Genesis, he has instructed on several topics, including architectural styles, elements of design, and integrating pools into the landscape.

He has served as an adjunct professor at Wesleyan University, Connecticut College, Drury University, and Watkins College of Art.

PHTA also awarded its 2023 Dr. R. Neil Lowry Grant, which recognizes public health officials and departments for contributions to advance the public’s health and safe use of recreational water.

This year’s grant went to Craven County Environmental Health in New Bern, N.C. The \$5,000 will be used to train two environmental health staff as Certified Pool & Spa Operator (CPO) instructors to train staff throughout the county, as well as to offer swimming safety programs to all pre-K through 8th grade classes.



Hayward Names New CCO

Hayward Holdings, which owns Hayward Pool Products, has a new chief commercial officer.

In the new role, John Collins now will lead the manufacturer’s sales, marketing, customer service and product management teams in North America, along with the global industrial Flow Control business.

Before his promotion, Collins served as Hayward’s senior vice president and chief supply chain officer since May 2022.

“His strategic vision and contributions to facility sizing in 2023 were instrumental in achieving remarkable service levels and gross margins amid challenging conditions,” said Hayward President/CEO Kevin Holleran.

Before joining Hayward, he served in several roles with Textron Specialized Vehicles, most recently as senior vice president and general manager of E-Z-GO.

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Another Big Florida Show in the Works

Organizers of the 2024 Florida show aim to wow participants

BY LINDA G. GREEN



Pool and spa professionals are gearing up for a major regional show — the 2024 Everything Under the Sun Expo, hosted by the Florida Swimming Pool Association — taking place Feb. 23-24 at the Orange County Convention Center, West Hall E. What can attendees expect to find there?

If it's anything like last year, folks are in for an intensive time filled with invaluable opportunities for business, networking and education. For starters, McMurray points out that attendance last year was 5,145 — the largest audience in the 50+ history of the Expo!

"We pride ourselves on being the biggest and best pool show in the southeast region," she says. "So we are absolutely prepared to welcome

thousands of pool pros, whether they are industry veterans or those looking to make a splash this year! Due to this, we anticipate filling the show floor completely. As of today, we have already sold more actual square footage than we did in 2023 for our 2024 show.

With COVID-19 still lingering here and abroad, PSN asked if show organizers felt the need to take it into account when planning the 2024 expo. "We always make a conscious effort to keep the safety and comfort of our attendees, exhibitors and all who participate in the Expo as top priority," McMurray responded.

TIME TO DO BUSINESS

The Expo's show floor will offer plenty

of time to meet with the industry's myriad manufacturers. The Exhibit Hall will open on Friday at 10 a.m. and close at 5 p.m. On Saturday, the show floor's hours are 10 a.m.-2:30 p.m.

TIME TO LEARN

As the class slate for the upcoming show makes clear, education is a top priority again this year. "We're offering 71 continuing education courses over four days that include both free and paid specialty courses," she noted. "Thirty-five are new this year, including even more Spanish courses."

And that's not all. The show also offers more than a dozen Learning Labs from specific vendors. They emphasize a hands-on educational approach, which allows participants to focus on product-specific learning from the exhibitors.

Just as it was last year, the following will be offered: General Sessions running Thursday through Saturday, Specialty Courses on Wednesday and Thursday, and classes conducted in Spanish (see sidebar).

Which General Session courses are expected to be particularly popular? "Alternative Dispute Resolution" has been requested by many in the industry, and will be led by FSPA's own Dallas Thiesen, senior director of government affairs. Another is "Can I Do That? Swimming Pool License Scope of Work and Limitations" on Saturday morning.

A number of specialty courses that enable pool pros to enhance

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Specialist (FPPS) course, will be held at the Expo on Wednesday (Feb. 22) and Thursday (Feb. 23). Developed by FSPA, it's specifically designed for Florida public pool service techs, and certification from this course is good for five years.

Other educational offerings of note held during the Expo: LP Gas courses, including the Master Qualifier endorsed by Hayward Pool Products, and a separate Exam Prep course.

In addition, Genesis and Watershape University are providing a number of specialty courses, covering everything from design and construction to best practices and more.

With so many sought-after offerings, is there one that tops the list? McMurray's response points in a specific direction. "Our pros always love to get the most bang for the buck — and we don't blame them! Our Florida

their skills on numerous levels are included in the learning lineup. In fact, one of the largest course programs offered by FSPA is the 60-hour Pool & Spa Certification Course, which includes four separate mod-

ules that occur throughout the year. These four modules substitute for three years' experience as part of the state's continuing education requirements for pool and spa professionals. The first module, Florida Public Pool

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Public Pool Specialist (FPPS) course is always a popular one — two days and one exam gets you a five-year certification.”

TIME TO PARTY

Show organizers invite all to enjoy the Expo’s Friday Night Party on Feb.

23. This year, the event will be held at ICEBAR Orlando and its Fire Lounge from 6:30-9:30 p.m.

Attendees can expect to network and socialize with peers while enjoying an open bar, appetizers, cigar rolling and the venue’s signature ice sculptures, bar and live music.

Tickets are \$50 if pre-purchased during registration or at the FSPA booth during exhibit hall hours. Otherwise, entry at the door will be available for \$60.

FINAL THOUGHTS

“The Expo is something that we look forward to each and every year, because it is one of the most hands-on ways that we can fulfill our mission of advancing Florida’s pool industry,” says a reflective Elizabeth McMurray, FSPA’s CEO. “We are honored to be able to be a source of professional and personal growth for our community-at-large.”

As she explains, “Each year we focus our energy on making the annual Expo bigger and better than before. We hope that our efforts this year will prove that to be true, and we’re excited to show what we’ve been working on to pool pros from far and wide!”

For more information, along with an Exhibitor Floor Plan and complete day-to-day education schedule, go to www.underthesunexpo.com.

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UNVANISHING QUALITY

Follow these tips for designing and building a vanishing-edge pool that stands the test of time

BY REBECCA ROBLED0





PHOTO BY JIMI SMITH; POOL BY CLAFFEY POOLS AND REID SCHINDLER

V

Vanishing-edge pools have moved into the realm of classic.

In one form or another, they've taken on the status of everyday vernacular in the world of swimming pools and spas, both residential and commercial. The heart of these installations, weir flow technology, whereby water spills over an edge or weir into a lower vessel, has been around since the 1600s.

"So this is not new science, just a newer application," says Terry Brannon, engineering faculty chair with Genesis.

While they appeared in a selection of very high-end pools well beforehand, they began to hit big in backyards about 25 years ago.

Their correct design and construction have become more crucial than ever, as designers create vanishing edges that are longer and more varied.

"Originally we might have seen just one edge; now we see whole pools surrounded by vanishing edges," Brannon says. "And we're getting more sophisticated materials. So we're getting a little bit more creative."



Here, learn what swimming pool/spa designers and builders can do to avoid some of the most commonly made mistakes on vanishing pools, as shared by Brannon, who also owns the consulting/instruction firm Brannon Aquatics and formerly was president with The Brannon Corp., both of Tyler, Texas.

1 THE WHOLE TEAM MUST WORK TOWARD A LEVEL WEIR.

For both the look and functionality of a vanishing edge, the weir must be level. Many pool/spa builders work within tolerances of $\frac{1}{16}$ inch or less.

Without that level of precision, you might need to push more water to flood the edge, or end up with dry spots. “Any mistake you make in the level of a weir is going to show up badly,” Brannon says.

Crews at each stage of construction must work in service of this ideal. Unfortunately, some teams who perform the earlier construction stages, particularly shotcrete, work to their

regular standards and leave it up to others to make up the difference and perform final leveling in later stages such as tile or masonry.

The impact can go beyond a sloppy spillway. “We have to make up the difference with these materials that don’t have the durability and don’t necessarily stick to the concrete well,” Brannon says. “So we see those tile walls failing and coming up because they put that on too thick.”

The levelness also becomes compromised if shotcrete applicators don’t use the proper tools. “They’re troweling it instead of using what we call a mule, which is used to drag the top of the weir so it’s always the same shape,” Brannon says. “They don’t use a proper screed to make the weir the same shape and therefore level. It’s like trying to draw a line by hand — you can’t draw it perfectly straight.”

2 USE THE RIGHT LEVELING TECHNOLOGY.

To help achieve a level weir, builders should rely on the right technology.

As vanishing edges become longer, and builders try to create the vanishing-edge effect with less water, construction tolerances continue to tighten. For many, building the walls within $\frac{1}{16}$ -inch of perfectly level has become the norm.

The laser level has become perhaps the most common tool builders use these days to reach that standard. But there’s a caveat here. One reason laser levels have become more commonplace is that they’ve become more affordable. While this may be a net positive for consumers, there is a reality that can complicate things for professional contractors — the less-expensive laser levels often lack the precision needed for the tight tolerances required in vanishing-edge construction.

“When we first came out with laser levels, they were very precise — and expensive,” Brannon explains. “You could spend \$2,000. Now you can go to Home Depot and buy a laser level for \$49. That is not nearly as precise as a \$1,000 laser level. As time has passed, we’ve gotten cheaper equipment, and some pool builders have selected that cheaper equipment.”

When choosing a laser level, look at the manufacturer specifications for level tolerance, which generally will state the accuracy in a fraction of an inch for every 100 feet. Look for those whose accuracy will be less than $\frac{1}{8}$ inch in 100 feet.

“We don’t want it to be any less precise, because we’re going to be building weirs, and we’re seeing people build weirs that are 40 to 50 feet long,” Brannon says.

That’s not to say that more basic technology can’t work. But here, too, it requires careful selection.

The bubble lasers often seen in carpentry usually will not provide enough accuracy, especially over longer distances. “Especially when you move from end to end, you can be out

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several fractions of an inch beyond tolerance,” Brannon says.

On the other hand, water levels often fit the bill, despite the fact that they have been around for thousands of years. These run off the precision of water seeking its own level, and they provide an accurate way to gauge the level over longer distances, making them ideal in most of these applications.

3 CORRECTLY SIZE THE CATCH BASIN.

One of the most frequently made mistakes is also one of the most potentially problematic: undersizing the catch basin.

“It could ruin landscape, erode downhill slopes and undermine the pool structure itself,” Brannon says. “Nothing good comes from undersizing that basin.”

It’s easy to underestimate how much water they need to hold, because there are so many factors. When the system shuts off, the catch basin must contain the water that would be in motion while the vanishing edge is in operation. This is called the water in transit. It’s not just what actually spills over the weir, but also the added depth required in the entire pool to cause the overspill. If it’s engineered to spill a ¼-inch-thick sheet, then the entire pool needs to be ⅛-inch deeper.



“When the pump is turned off, [the water in transition] is going to drain down to the weir level and stop,” Brannon explains. “That water has to go somewhere.”

The basin also must hold makeup water for evaporation of the entire pool. This adds up deceptively quickly. Because the catch basin is so much smaller than the main pool, accommodating the entire pool’s evaporation has a greater impact on its size.

“As an example, let’s say the swimming pool is 1,000 square feet, but the [catch] basin is only 100 square feet,” Brannon says. “If you lost 1 inch of water in the pool, you would have to have 10 inches of water [in the catch basin], because it’s 10 times smaller. It could amount to several inches of water that has to be accommodated.”

The basin also must hold splashout and displacement when people are using the main pool.

Additionally, the miniature pool must reach far enough away from the spillway to capture all the water that spills over it. So an edge with a roaring sheet or whitewater likely will require a catch basin that measures more front to back than if a wafer-thin sheet glides down the wall.

Finally, the water in the catch basin must always be deep enough to properly cover the drain. This is required even when vanishing-edge operation causes the catch basin water level to drop. This generally means at least 6 to 12 inches when it’s at its shallowest during operation.

MAKE THE CATCH BASIN SAFE

Because catch basins are smaller, it may be easy to overlook their safety. But they still qualify as pools and pose a drowning hazard, especially to children and pets.

Because of this, many jurisdictions require drowning-prevention measures similar to those used in the main pool. In some cases, for instance, Brannon has had to build stairs inside the basin them to provide an exit route should somebody fall in. Other times fencing may be required, or other barriers to prevent people randomly walking by from falling in.

In some cases, Brannon has addressed this issue by covering the catch basin with grating and, perhaps, placing decorative rock over the grating. This way, water spills over the weir, through grating that can support people standing on it, and into the basin below it.



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4 DON'T MAKE THIS SHOTCRETE APPLICATION ERROR.

A monolithic shoot is crucial in just about any pool. If you interrupt the application, and then pick up where you left off, it is no longer one piece. This can cause structural problems down the road.

This can be more difficult to accomplish when shooting the raised wall of a standard vanishing-edge pool. The applicator isn't shooting against the earth, but rather forms.

To do this, some applicators try a method that they presumably believe is a monolithic shoot but isn't: They might tie a temporary form, such as pegboard, on the backside of the rebar, shoot only part of the wall's thickness, then peel off the form and finish the shoot from the other side of the steel.

"Sometimes somebody will hold up a piece of plywood and shoot against it," Brannon says. "Then they remove the plywood and shoot from the other side. They are shooting in two directions."

This doesn't leave a monolithic wall. "That creates two thin walls instead of one thick wall, which causes bonding and delamination problems," Brannon says.

Instead, applicators should shoot the entire thickness of the wall from one side only, then pull the forms.

5 PROVIDE PROPER WATERPROOFING.

In examining vanishing-pools as a consultant, Brannon sees one problem probably most often: efflorescence as a result of water migrating from inside the pool, through the weir wall to the side exposed to air. This results in efflorescence forming on the outside wall — an eyesore in any application, but especially problematic when trying to showcase the falling water. Worse, these calcium carbonate deposits can break the bond between tile and the weir wall, causing the tiles to pop off.

"This is because they're not waterproofing the pool adequately, either

by using an integral waterproofing or putting on a topical waterproofing on both sides of the wall," Brannon says.

Both sides of the weir wall must be waterproofed, as well as the top.

As for the pool interior, it's best to waterproof the whole vessel. At the very least, waterproofing should be applied 4 feet past the weir wall on all sides — 4 feet to its left, its right, and toward the floor. (This is the minimum needed to prevent efflorescence on a vanishing-edge pool. Other aspects of the design, such as placement on a rooftop, would carry their own requirements.)

Brannon also encourages waterproofing the entire catch basin, not only for structural reasons, but also to reduce the chance of water loss from water migration or leakage.

And always consultant instructions and specifications from the manufacture of the waterproofing system, to ensure the product is suitable for swimming pools, spas and water features, and that it's compatible with the surface materials being used.

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8 Ways ChatGPT Can Supercharge Your Business

The AI assistant can save time and resources when you know how to use it properly. Here are insider tips from pros on the cutting edge of this new tech.

BY GARY THILL

Responding to a customer complaint email used to be a major time suck for Lillian Escudero, co-owner of J Designs Pool & Spa. That's because she never was quite sure about the tone of the email. Was she being too assertive? Not assertive enough? Did it come across as professional?

"When you have a customer who is maybe upset about a delay, you have to be very careful about how you're responding," she says. "Even if you have an assistant, it can take a long time to get it right."

That agonizing task used to take about 30 minutes or more. These days, it takes only a few minutes, thanks to a new kind of assistant — ChatGPT, a free-to-use artificial intelligence (AI) language model designed to generate human-like text based on input it receives. Already, the AI assistant is the fastest-growing consumer application in history, according to the global wealth management firm UBS.

The appeal is clear: Using ChatGPT is as easy as sending a text message. The user simply types a request into the prompt window and, almost instantly, the AI provides an answer.

For example, to create an email response, Escudero only needs to paste the sender's email

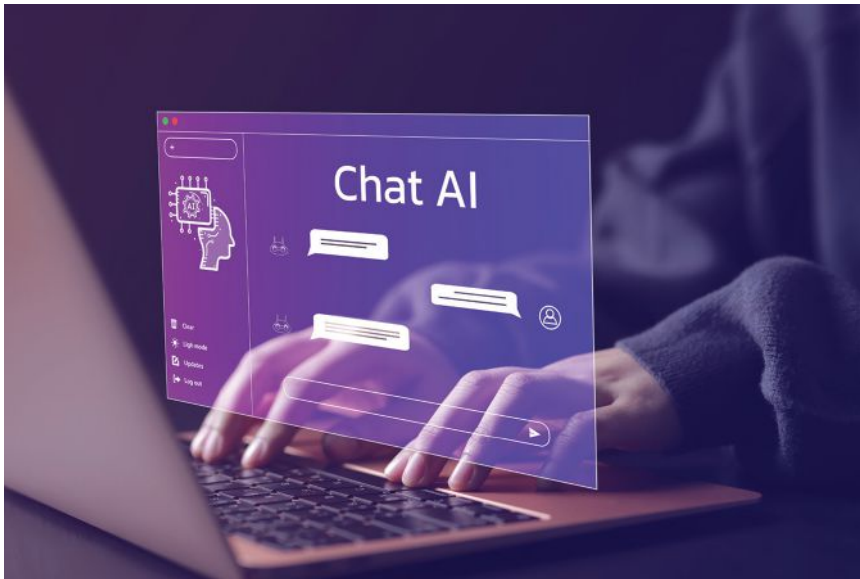


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immediate assistance to customers, addressing queries about maintenance, troubleshooting, and product selection 24/7. For example, Escudero uses ChatSpot to handle customer service questions, and is finding the AI-powered software more than up to the task. “It’s been improving since we started using it and it integrates beautifully with our CRM and website,” she said.

Suggested prompt: Create a personalized chatbot to assist customers with pool and spa queries. Example: Generate a chatbot script that recommends suitable pool accessories based on customer preferences.

2. Streamline appointment scheduling and service management.

ChatGPT produces appointment systems meant to improve customer convenience and reduce administrative burdens. Uses include:

- **Automated scheduling.** Integrate ChatGPT-powered chatbots into websites or apps to facilitate the scheduling of services, maintenance, and repairs, making it convenient for customers to book appointments. Kazdin uses the AI to quickly create the most efficient service routes. “What would take an entire day, based on who’s where, traffic and gas, takes AI a couple hours,” she says. “I just have to double-check the routes and it’s good to go.”

- **Service reminders.** ChatGPT can send automated reminders to customers about routine maintenance or service checkups, improving customer retention.

Suggested prompt: Develop an automated appointment system for customers. Example: Compose a system that allows customers to schedule pool maintenance appointments and sends reminders.

3. Create educational content and resources:

Informative content

into the prompt and then ask the AI to respond in a professional, courteous yet clear manner. In moments, the assistant presents her with a response that’s nearly ready to send.

“Sometimes I’m just out of words and out of time,” she says. “Now I just grab it from ChatGPT, give it another pass and it’s done.”

That’s just one of the ways Escudero and other early adopters use ChatGPT to streamline workflows and save resources.

“I find it to be such a neat thing, and it’s definitely a time saver for me,” says Julie Kazdin, partner with Kazdin Pools. “What used to take hours of research can now be spit out in a few minutes.”

A survey by the digital marketing platform Constant Contact shows similar results:

- 91% of the responding small business owners who use AI said it has made their companies more successful.

- 28% of respondents said they expect it to save them at least \$5,000 over the next year.

- 60% said it has saved them time, with more than a third estimating it has saved them more than 40 minutes

per week.

Though the AI assistant can seem magical, there’s more to using it effectively than just telling it what you want. Like training a new employee, the AI needs some “training” as well. The more specific you are with requests, the more likely that AI can produce a usable result.

“A lot of it is in how you ask the questions,” Kazdin says. “You can ask the same question in many different ways. Don’t be afraid to be extremely specific.”

Here are eight ways ChatGPT can supercharge your business — and how to train it for each scenario, including prompts suggested by the AI itself.

1. Enhance customer engagement.

AI-powered chatbots revolutionize customer service by providing instant, personalized responses, enhancing engagement and support 24/7. Uses include:

- **Personalized recommendations.** Use ChatGPT to provide tailored recommendations for pool and spa products based on customer preferences, budget, and specific needs.

- **Real-time support.** Implement chatbots powered by ChatGPT to offer



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builds brand authority. ChatGPT can generate FAQs and marketing blogs. Uses include:

- **FAQs and guides.** Develop an extensive repository of FAQs and guides using ChatGPT, addressing common pool and spa issues, maintenance tips and product information to educate customers. Escudero uses the bot to write blogs and comparison reviews saving her content writer about two days a week of work. “We use it a lot for customer communication and email marketing,” she says. “But we have very specific instructions.”

- **Blog and newsletter assistance.** The AI generates ideas for blogs or newsletters and suggests trending topics, ensuring relevant and informative content.

Suggested prompt: Generate informative FAQs and maintenance guides for customers. Example: Provide a de-

tailed guide on spa troubleshooting and maintenance.

- **4. Generate personalized marketing campaigns.** ChatGPT’s data analysis capabilities can create targeted marketing campaigns. Uses include:

- **Tailored messaging.** Utilize the AI to analyze customer data and preferences, enabling personalized marketing campaigns via email, SMS or targeted advertisements, promoting specific products or services. Rather than pay a marketing firm \$10,000, Kazdin uses it to create a personalized campaign for her company that includes the best time to post on social platforms. “It lays out an entire marketing strategy, and you can be as specific or general as you want,” she says. “It’s helped a lot to make the messaging come from me.”

- **Customer feedback analysis.** Gather feedback through chat interactions and utilize ChatGPT to analyze sentiments, identifying areas for improvement and creating targeted marketing strategies.

Suggested prompt: Craft targeted marketing messages based on customer data. Example: Create an email campaign promoting maintenance services for customers who purchased cleaning equipment in the past.

- **5. Train and support staff.** The AI can equip staff with in-depth product knowledge and customer service skills. Uses include:

- **Training modules:** Develop training materials and modules using ChatGPT to educate staff about new products, industry trends, and best practices in pool and spa maintenance.

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• **Support resources.** Create a knowledge base using ChatGPT-generated content to help staff address customer inquiries and resolve issues effectively. Kazdin uses it for a more fun form of staff support: She asks the AI to make humorous poems about what happened to a team member that day. “It

takes like 30 seconds, and sometimes you just need a little bit of a laugh,” she says.

Suggested prompt: Develop training modules for staff on new pool and spa products. Example: Create a training presentation on the features and benefits of the latest pool filtration system.

6. Recruit new hires and provide HR support. ChatGPT can craft job descriptions tailored to your company and help identify key words to attract the right candidates. Uses include:

• **Efficient screening and shortlisting.** The AI helps human resource teams shortlist candidates efficiently, with automated initial candidate screening, pre-screening questions and evaluating responses.

• **Constant human resources support.** Beyond recruitment, the AI acts as a 24/7 HR support system. It assists employees with routine HR queries, from benefits information to company policies, fostering a responsive and supportive work environment. Escudero uses it to build job descriptions tailored specifically to her company’s culture. It also shows her where the positions fits into the organization along with the hard and soft qualifications it entails.

Suggested prompt: Assist in crafting a job description for a pool technician position that highlights required skills and job responsibilities to attract experienced candidates.

7. Understand legal documents and contracts. Navigating legal jargon can be daunting. ChatGPT can simplify legal complexities and present documents in terms laypeople can understand. Uses include:

• **Clarifying legalese.** The AI decipheres intricate legal terms and clauses commonly found in contracts, agreements and regulations. Its ability to provide concise explanations helps professionals grasp the nuances of legal documents without getting bogged down in the jargon. Kazdin often pastes legal documents into it and asks for simplified summaries. “I take three pages of terms and conditions from a vendor and just copy and paste it in and ask it to summarize it in three bullet points in terms a layperson could understand,” she says.

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“Obviously I still recommend reading it from front to back, but it gives the highlights.”

- **Interpreting compliance requirements.** From health and safety regulations to licensing requirements, ChatGPT assists in interpreting compliance standards pertinent to pool and spa operations.

Suggested prompt: Assist in understanding the liability clause in a pool maintenance service contract to ensure clarity and compliance.

8. Provide inclusive support: ChatGPT offers support in multiple languages, and for customers with varying abilities.

- **Language translation.** Leverage its multilingual capabilities to offer support and information in various languages, catering to a diverse customer base. This feature works both

ways. For example, Escudero speaks English as a second language and now relies on ChatGPT to help her with her English responses. “It helps me create very concise, clear communication instead of going in circles,” she says.

- **Accessibility features:** Implement ChatGPT-powered tools with accessibility features to assist customers with disabilities, ensuring an inclusive and user-friendly experience.

Suggested prompt: Offer support in multiple languages to cater to diverse customers. Example: Generate a response in Spanish for a customer inquiring about spa maintenance.

MAKING CHATGPT WORK FOR YOU

While ChatGPT can be a useful tool, Escudero and Kazdin offer a number of suggestions for the uninitiated:

- Be transparent about using AI. Put a disclaimer on your website stating that you are using AI or ChatGPT.

- Use the multitude of videos and online resources to learn the basics.

- Start with something simple, such as an email response, to build confidence.

- Don’t force people to use AI. Instead, encourage those who are interested.

Ultimately, ChatGPT is just another tool pool and spa pros can use to stay competitive. Those who embrace the technology will reap the benefits.

While Escudero acknowledges it can be overwhelming to learn a new technology and devote the time to it, she encourages company owners to at least hire somebody to manage it.

“You have to make it work for you,” Escudero says. “But don’t ignore it.”

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BY REBECCA ROBLEDO

North Natomas Community Center
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THOUGHTFUL TOUCHES

The team wanted the property to feel more like a resort than a public pool.

To create this effect, they replicated the relationship between a living room and a beautifully landscaped backyard, crafting vistas that connect indoors with outdoors. It was designed on an axis so those at the 8,000-square-foot community center can look across the pool, while the center serves as a backdrop when viewed from the pools. Sliding doors open to a covered veranda overlooking the pools and a fire pit outdoors. By elevating this area, the designers created the feeling of a private deck. The sliding doors can be opened up during large events to blend spaces. Other buildings were positioned to visually block public access spaces

and parking, while preserving views of the regional park.

Shed roofs and the use of metal and stone on the structures harken back to the region's agricultural history. Alternating colors on the siding update this look for a more contemporary feel, while reinforcing the idea of water.

Blues, greens and tans on the pools and slides enhance the tropical vacation theme. Exotic plants and rich building materials reinforce the resort vibe.

Serving as a visual focal point is a large sculpture called "Between the Toes," designed and installed by artist Terrence Martin of Jagged Edge Metal Art. The 15-foot sculpture serves as an easy-to-identify meeting place, adds to the sense of community, and sets the mood for aquatic fun.

A 50-meter Olympic-sized pool makes it possible to serve as home to the local high school aquatics program, Masters programs, and to host regional competitive swim meets, as well as nurture a growing water polo movement.

The site also features a 25-yard recreation pool with steps, along with dueling 35-foot-tall water slides, and an activity pool for small children and families.

Multiple chair lifts and walk-out stairs make the pools widely accessible.

ARCHITECT: Studio W | AQUATICS DESIGNER/CONSULTANT: Aquatic Design Group | LANDSCAPE ARCHITECT: Yamaski Landscape Architecture | POOL/SPA/WATER FEATURE CONTRACTOR: Waterworks Industries | GENERAL CONTRACTOR: Otto Construction | ELECTRICAL & PLUMBING ENGINEERING: LP Consulting Engineers | CIVIL ENGINEERING: Warren Consulting Engineers | STRUCTURAL ENGINEER: Miyamoto International

PHOTOS: CHIP ALLEN/PHOTOGRAPHY

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Therapy/Wellness Center

University of Nebraska Medical Center Monroe-Meyer Institute

OMAHA, NEB.

For nearly 100 years, the Monroe-Meyer Institute has served those with intellectual and developmental disabilities. In creating a new aquatic facility, the owners and design team strove for features and an environment that accommodated multiple programs and activities, was suitably calming for users, and could occupy families and caretakers as they waited for therapy sessions to finish.

The result is a space that looks impressively modern, as well as calming, orderly and spacious.

CALMING UTILITY

The indoor space includes two therapy pools for swim lessons, camp, teen programs and adult therapeutic swim.

One pool stands 42 inches above ground level, allowing therapists and instructors to stand on-deck outside the pool and maintain eye contact with clients.

A lap pool accommodates therapy sessions, fitness activities, and games such as volleyball and basketball. A waterslide adds an entertaining aspect. A splash park is set directly adjacent to the outdoor playground, separated from the therapy pools to minimize noise and intrusion. This provides a space for families to interact and play while

loved ones undergo therapy. To honor the original facility's history and provide continuity and consistency for clients, the team kept some existing sprays from the previous splash pad therapy area.

The designers composed a soothing atmosphere with cool blues and grays, and a simple minimalism that involved long lines and organic, clean patterning, avoiding busy or intricate patterns. In the splash park, bright oranges and yellows complement the blues for excitement and contrast. Large glass walls welcome natural daylight.

In the aquatic therapy area, artistic sound baffles depicting clouds hover from the ceiling. Clients enjoy a unique perspective looking up from a floating position. Sensory-friendly finishes reinforce the sense of calm for clients. Non-slip and non-snag surfaces were chosen to avoid tripping or snagged clothing.

In case of contamination, the filtration system is designed to enable quick draining and refilling, to minimize downtime. The drain manhole and quick fill line were sized larger than normal so water moves faster. A spare pump is always available, sized to any of the pools. Heaters are large enough for quick heat-up and can be redirected to any pool.

ARCHITECT: Altus Architectural Studios | AQUATIC CONSULTANT/DESIGNER: JEO Consulting Group | POOL/SPA/WATERFEATURE CONTRACTOR: New Wave Pools & Spas | GENERAL CONTRACTOR: MCL Construction | MECHANICAL ENGINEER/LIGHTING DESIGN: Specialized Engineering Solutions | SITE CIVIL ENGINEER: Olsson Associates | SPECIAL NEEDS DESIGN ASSOCIATE: Autism Aspects Design Index

PHOTOS: BRAD ANDERSON/ARCHITECTURAL PHOTOGRAPHY

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Before



After



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Hotel/Resort

Conrad Punta de Mita Resort

PUNTA DE MITA, NAYARIT, MEXICO

For this elegant Mexican resort, the design team was charged with creating water elements that would connect with the ocean, and engage families and adults — all while giving off a flair of luxury.

With their organic forms, features that inspire both play and leisure, and clever placement, these pools, hot tubs and waterfeatures accomplished the stated goal.

LAP OF LUXURY

The pools were developed as part of a sitewide refurbishing meant to result in an updated, walkable resort and enhanced beachfront view.

While the owners and core design team originally planned to keep the existing water elements where they were, a close look showed unstable foundations, leaking pipes and other signs that they should be replaced.

Four pools, including an infinity pool with luxury cabanas, all to capitalize on the ocean view. The freeform pools are set to be easily accessed from any room on foot.

Meant for adults, the infinity pool features a swim-up bar, hot tub, floating hammocks and lounge chairs that are partially submerged in the water.

A pool for families features a shallow section for

small children, along with a large water slide. This area is set near a kids' club and sizeable game room. A children's splash pad further engages families, and a hot tub can be found in this area as well. Fountains in the plaza and a lobby waterfeature add further ornament to the property.

A 10,000-square-foot indoor/outdoor spa features a spa pool, hot tub and cold plunge pool.

Each room at the resort has an ocean view. This meant the water elements would have to enhance the property while preserving the views from each room. To make sure that guests could view the ocean from their rooms without obstruction, designers terraced the pools downward toward the beach. This way, they would add minimal elevation to the landscape and guests could see past them to the ocean, even when people were swimming and bathing.

To ensure the durability of the pools, some were built inside waterproofed structural box-outs. These structures provided a secondary waterproof barrier, trapping water in case of a catastrophic failure in the structure or plumbing. These box-outs provide a secondary waterproof barrier for the pool system.

ARCHITECT: SB Architects | AQUATICS DESIGNER/CONSULTANT: Cloward H2O | LANDSCAPE ARCHITECT: EDSA | POOL/SPA/WATER FEATURE CONTRACTOR, GENERAL CONTRACTOR: Grupo Dovela

PHOTOS COURTESY CONRAD PUNTA DE MITA

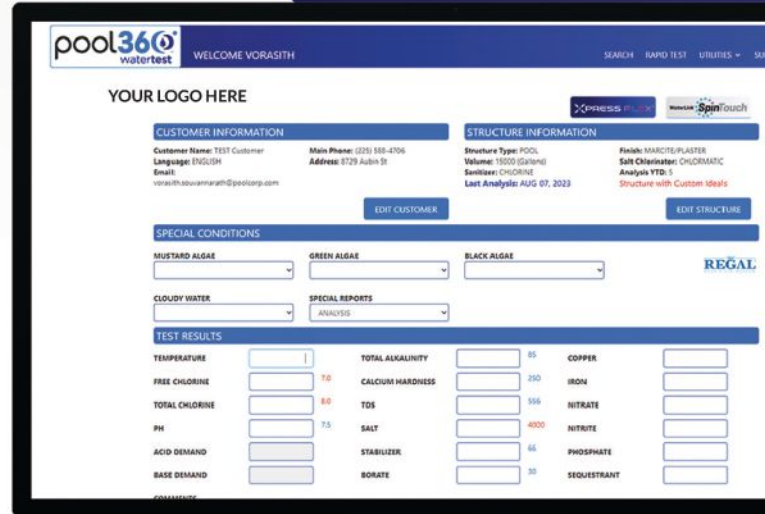
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Hotel/Resort

Choctaw Casino and Resort

DURANT, OKLA.

Among the goals of this design, the casino-resort was looking for more family-friendly amenities to attract a broader audience, while still appealing to the more traditional, grown-up crowd.

Features include a new aquatics area with two ultra-modern pools — the family-friendly version taking center stage, and one for adults only.

SAFE IN THE TROPICS

The family pool features a zero-depth entry, shallower depths, warmer water and more gradually sloping floors. In-water benches provide places for parents to watch their children as they enjoy a wet play area and two water slides.

Fun amenities such as a water slide and interactive sprays provide a safe, non-intimidating place for children to explore the water.

For safety, the pool is designed with clear lines of sight, not only so lifeguards can carefully monitor the area, but also so parents and guardians with more than one child can easily watch multiple spots.

More color adds a livelier, more energetic feeling.

An adults-only area provides a quiet alternative. Designed for a tropical and luxurious feel, it features a swim-up bar, hot tubs, and plenty of padded lounges and cabanas on the deck. Guests can order food from a server or use the nearby restaurant. Lounge ledges inside the pool promote relaxing, conversation and enjoying a drink in the water.

The color scheme of blues, greens and tans adds to the oasis atmosphere. Colorful LED lighting is placed along the water's edge for color and texture. Creative uplighting was used to showcase the unique geometric shape of the swim-up bar's canopy.

The pools were designed not only for their use, but also to enhance views on the property. An event lawn and food venues are placed to overlook the pools, so they can still enjoy the water even if they don't go into it. The long, curvilinear shapes of the pools create the feeling of meandering water throughout the landscape and to complement the existing oasis pool. Concrete pots with colorful blooms and lush green palm trees add to the tropical theme.

Outside the water, the 3-acre pool area includes more than 50 poolside cabanas and 750 chaise longue chairs, as well as in-pool seating, food vendors, and three outdoor bars.

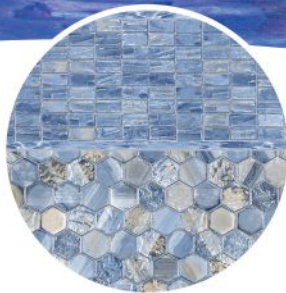
ARCHITECT: JCJ Architecture | AQUATICS DESIGNER/CONSULTANT: Aquatic Design Group | LANDSCAPE ARCHITECT: Lifescapes International | POOL/SPA WATER FEATURE CONTRACTOR: Allison Landscape and Pool | GENERAL CONTRACTOR: Tutor Perini Building Corp. | MECHANICAL, ELECTRICAL & PLUMBING ENGINEER: NV5 | SITE AND CIVIL ENGINEER: Barker and Associates | STRUCTURAL ENGINEER: Chavez-Grieves Consulting, Desimone

PHOTOS: PAUL DINGMAN

TARA



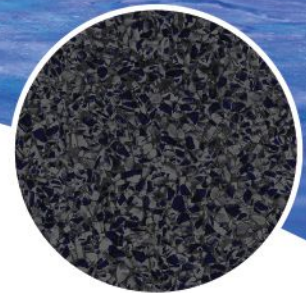
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Competition Pool

Mt. San Antonio College Aquatic Center

WALNUT, CALIF.

Mount San Antonio College needed to replace its aquatics facility, allowing it to expand community programming and host national and international aquatics competitions.

Designers needed to provide a solution at the suburban Los Angeles junior college that would allow flexibility and blend in with the existing campus.

COMMUNITY SERVICE

In addition to serving as home to the college's men's and women's swimming, diving and water polo teams, it houses other competitive organizations and programming for the community, serving approximately 3,000 per year.

The pools were designed for flexibility. The 59-meter, all-deep competition pool has two movable bulkheads so operators can reconfigure the space into multiple zones. The 30-meter shallow-to-deep teaching and diving pool includes a movable bulkhead for flexible programming. It also features two 1-meter and two 3-meter competition diving boards and a heated therapy pool. Grandstand seating can accommodate more than 2,000, and plenty of deck and

lawn space allow that number to expand.

Designers significantly increased the pool deck to allow a variety of areas for out-of-pool instruction and demonstration, family and team staging areas, as well as several lawn and terraced seating areas for a casual experience.

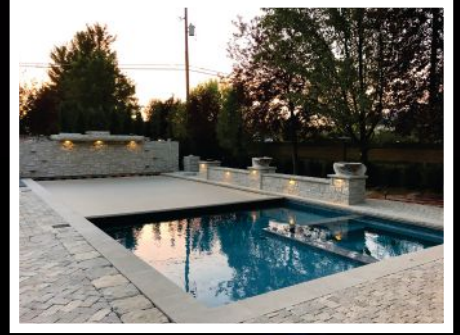
The facility's styling was crafted to evoke the feeling of motion and fluidity while blending with the surrounding campus. The material and color palette is taken from the established aesthetic of the campus, but with a twist to invoke motion. Brick masonry is patterned in bands to represent lane lanes, with alternating color patterns expressing movement. White metal panels are used for canopies to provide a lighter, more dynamic contrast to the brick. Sweeping rooflines reinforce that motion.

To create a sense of order, entries and amenities for athletes were separated from those meant for spectators. Athlete spaces are positioned at deck level, with connected to the deck to team rooms, training areas and staff/equipment spaces. Spectators are directed on the upper deck.

To minimize downtime, each vessel has a redundant boiler and pump, fully connected into the system to back up any pump or boiler that must be removed or repaired.

ARCHITECT: HMC Architects | AQUATIC CONSULTANT: Aquatic Design Group | AQUATIC DESIGNER: Aquatic Design Group, HMC Architects | LANDSCAPE ARCHITECT: EPT Design | POOL/SPA/WATER FEATURE CONTRACTOR: California Commercial Pools | GENERAL CONTRACTOR: Tilden Coil Constructors | MEPTAV ENGINEER: P2S Inc. | CIVIL ENGINEER: Psomas | STRUCTURAL ENGINEER: Saiful Bouquet | SPORTS LIGHTING: Musco Lighting

PHOTOS COURTESY HMC ARCHITECTS



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Leisure pool/family aquatics center

Bedford Center YMCA at Generations Park

BEDFORD, TEXAS

Organizers wanted an aquatics center that would not only attract locals, but also serve as a destination for visitors from surrounding communities.

And the response was swift: Just weeks after opening, Bedford Center YMCA exceeded its membership goal.

FORWARD MOMENTUM

The facility includes both indoor and outdoor aquatics spaces. Permeating the spaces, both indoor and out, is the idea of movement.

This idea is emphasized through form and materials. The building featuring patterns of blue and gray meant to resemble motion. This is reinforced throughout the site with a variety of touches: Chevron shapes are used on structural members, light fixtures and ceiling patterns. A fluid wave pattern can be found in some CMU sound blocks inside, while a linear pattern is featured in others. Undulating ceiling and sound noodles indoors also convey movement.

The indoor, multifunctional aquatics facility contains a 5,962-square-foot pool with three lap lanes, geysers, a current channel and children's play area with interactive

water-play features. This will hold most of the programming, such as learn-to-swim lessons, exercise and fitness, as well as lap swimming.

Also indoors, visitors can find two body slides, a warm-water spa and dry land features such as a gymnasium, fitness rooms, fitness mezzanine, party rooms and a large gathering room that accommodates approximately 250.

The outdoor waterpark was designed more for fun and recreation. Visitors will find a large lazy river and a zero-depth-entry leisure pool, two splash pads, and two water slides — one of which terminates in a plunge pool that leads to the lazy river.

The beach-entry pool is shaped like a seashell to draw younger children to the mini-geysers. For safe access, it gradually slopes down to an interactive play structure.

Outside the pools, the design team specified plenty of deck seating, as well as concessions and restrooms. The team included rentable cabanas, not only to add another revenue stream, but also to incentivize guests to stay longer than they would otherwise.

ARCHITECT: Oxley Williams Tharp Architects | **AQUATICS DESIGNER/CONSULTANT:** Water Technology Inc. (WTI) | **POOL/SPA/WATER FEATURE CONTRACTOR:** Sunbelt Pools | **GENERAL CONTRACTOR:** Steele & Freeman | **CIVIL/STRUCTURAL ENGINEER:** GRAEF

PHOTOS COURTESY WATER TECHNOLOGY, INC. (WTI)

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Waterpark Resort

Studio City Waterpark

COTAI, MACAU, CHINA

Set at a Melco resort in Macau, China, this 10,000-square-foot waterpark was designed to serve as a year-round tourist destination. It became especially important to offer an amenity of mass appeal, as Macau's non-gaming initiative takes hold, phasing casinos out of the equation.

In this spirit, the waterpark features several innovative rides and features, with heavy sci-fi theming to tie it together.

SCI-FI ADVENTURE

The property presents plenty of thrills: an uphill water coaster, two slide towers with a raft ride, a tube ride, freefall slide, and dual mat racing slides. More active visitors can try out the surf simulator, wave generators or climbing wall.

Children's play features draw younger families, while a lazy river carries guests around the spaces.

Features outside the water further enhance the experience. These include rentable cabanas, a restaurant and an elevated VIP area that overlooks the waterpark.

Sci-fi theming throughout the waterpark is meant to

transport guests to a world of space travel. The acrylic Oblivion pool cantilevers off the face of the building. Its glass bottom gives the illusion that guests are floating through space as they look down on the world below. The spa-type pool is elevated three stories up and appears to be protruding from the building. Acrylic and concrete are used to create its gem-like appearance on the facade.

Designers crafted slide interiors to show a futuristic look, with bold, geometric designs, translucent tubes and colorful rings and dark flumes that make guests feel as if they're traveling through time.

The Master Blaster ride takes 300 meters of twists and turns throughout the site, ending in the same spot. Large windows provide a view of the water park. A launch tower starts your journey into space by shooting guests through three water wormholes.

Special effects and animatronics further enhance the attractions.

The resort is located in a seismic zone, requiring extra attention for the mechanical room. Engineers had to individually isolate mechanical equipment with dampening systems as a precaution.

ARCHITECT: Zaha Hadid Architects | AQUATICS DESIGNER/CONSULTANT: Water Technology Inc. (WTI) | LANDSCAPE ARCHITECT: Morphis | CONTRACTOR: China State Construction | CIVIL, STRUCTURAL, & GEOTECHNICAL ENGINEERING: AECOM | INTERIOR DESIGNERS: Rockwell Group, CDC Designs, Westar Architects, OMA | LIGHTING DESIGN: Inhabit Lighting | FACADE ENGINEER: Inhabit Living Engineering

PHOTOS COURTESY WATER TECHNOLOGY INC. (WTI)

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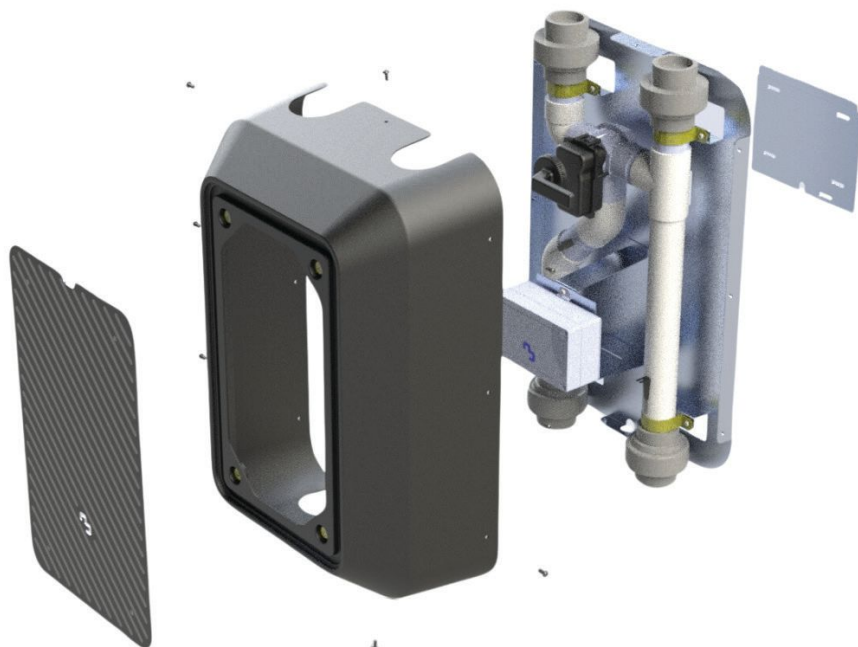


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The Pool & Spa Show Exhibitors Marketplace

Details on products of exhibitors at The Pool & Spa Show are based on materials provided by the manufacturers.



Aiper Intelligent LLC, Booth 3503

Product: Seagull Pro Cordless Robotic Pool Cleaner
Features: WavePath Navigation Technology, quad-motor system, wall-climbing capabilities, 3-hour run time
Contact: aiper.com



Aqua Comb/Mi-Way, Booth 1633

Product: Aqua Comb
Features: comes in two styles; Pool for deep pleated cartridges and Spa for shallow pleated cartridges
Contact: aquacomb.com



Aqua Technics Pools, Booth 1343

Product: Graphene Nano-Tech Fiberglass Pools
Features: graphene now integrated into every pool, resulting in strong lightweight pools
Contact: aquatechnicspools.com



Aquabella Tile, Booth 1325

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 3211

Product: Hydramatic Automatic Safety Cover
Features: motors run on hydraulic pressure, not electricity, so ropes self-adjust, no lubrication needed
Contact: aquamatic.com



AquaStar Pool Products, Booth 2243

Product: PureStar Ozone System
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Contact: aquastarpoolproducts.com

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Basecrete Technologies, Booth 1751

Product: Basecrete Waterproofing System
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Contact: Basecreteusa.com



Bullfrog Spas, Booth 1947

Product: A Series
Features: available in three trims; JetPak Therapy System; seating depths; headrests, and more
Contact: bullfrogspas.com



CamerEye, Booth 1549

Product: CamerEye Edge
Features: AI Smart Pool System now offers construction monitoring, water safety, pool maintenance
Contact: camereye.ai/professionals



Carvin Pool Equipment, Booth 3237

Product: Lumina
Features: the Lumina is the company's new resin pool.
Contact: carvinpool.com



CCEI Pool USA, Booth 1843

Product: TILD Automation System
Features: simple, affordable entry-level automation system for heater, lights, pump; easy to sell and install
Contact: ccei-pool.com/us



Chemtrol, Booth 2121

Product: PC1500 Chemical Controller
Features: ORP, pH, temperature, automatic data logging, remote access (wired or wireless)
Contact: sbcontrol.com



Cover Care LLC, Booth 4124

Product: Install, replace, maintain auto pool covers
Features: national, full-service company installs, replaces, and services automatic pool covers
Contact: CoverCare.com



Cover Valet, Booth 3027

Product: SHaDE All-Aluminum Louvered Pergola
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Contact: covervalet.com

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Contact: exploreindustries.com



Fluidra, Booth 2419

Product: Jandy Infinite WaterColors Lights
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Contact: jandy.com



Hammerhead Patented Performance, Booth 3449

Product: REMORA PRO Kit
Features: portable 21" vacuum head with accessories
Contact: hammerheadvac.com



HASA, Booth 1625

Product: HASA Liquid Feeder
Features: automated daily sanitizer system that feeds Sani-Clor liquid product in regular timed intervals
Contact: Hasa.com/liquid-feeder



Haviland Pool & Spa, Booth 3037

Product: Bagged balancers
Features: select sizes of water corrective products now in resealable retail friendly packaging
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HFS Financial Services, Booth 3711

Product: Home Improvement Loans
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Contact: hfsfin.com



Home Port Water Testing, Booth 3325

Product: Pool/Spa Water Analysis Software
Features: software for the pool store and service scheduling to organize the service department
Contact: homeportcomputer.com



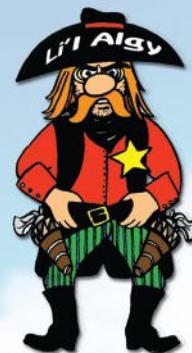
Imperial Pools, Booth 2019

Product: Personal Pools
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Contact: imperialpools.com

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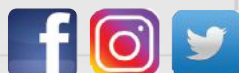
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Contact: sensafe.com



InnovaSpa, Booth 1419

Product: Stream Spa White
Features: convertible 120v/240v roomy spa offers comfortable seating and a unique massage zone
Contact: streamspas.com/en_us



Jack's Magic Products, Booth 3637

Product: The Filter Fiber Stuff
Features: safe filter media that can be used as an aid to cartridge and sand filters or as a replacement to DE
Contact: JacksMagic.com



JED Pool Tools, Booth 2927

Product: Improved Helix Vacuum Hose
Features: high-grade, helix spiral wound extruded vacuum hose; now more flexible with improved cuff
Contact: JEDPoolTools.com



LaMotte Co., Booth 1519

Product: WaterLink SpinTouch Lab
Features: photometer measures up to 10 tests in 60 seconds; can be used with WaterLink Solutions PRO
Contact: lamotte.com



Loop-Loc, Booth 2919

Product: Mirage Pool Visualizer
Features: provide users with an easy way to visualize Loop-Loc's pool liners and safety pool covers
Contact: looploc.com/mirage



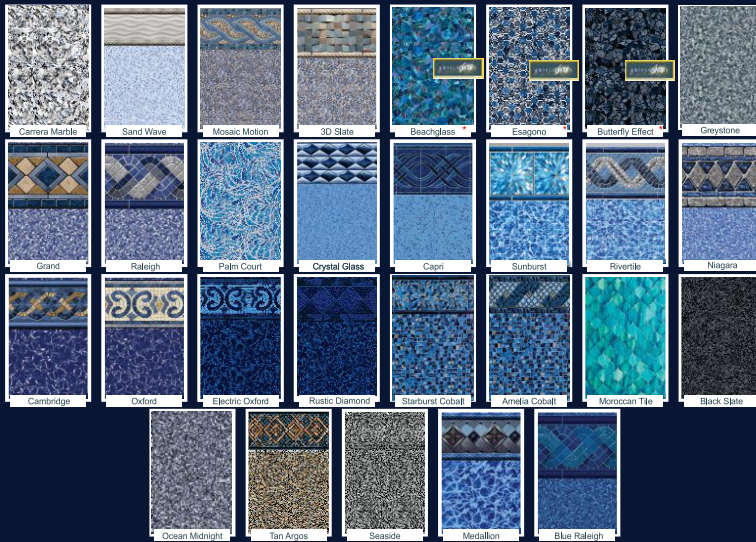
Magen eco-Energy US

Product: SPHERE Pro
Features: pre-assembled solar pool heating interconnection device
Contact: mageneco.com



Marquis Spas, Booth 1907

Product: Vector Swim Spas
Features: latest offerings include the V174 Sport, Kona swim spas, and seven-model Crown Collection
Contact: MarquisSpas.com



Vinyl Swimming Pool Liners

- *Over 100 pattern selections*
- *30ga - Premier (20 mil+) - Mix-n-Match*
- *High Frequency Molecular Welds*
- *Designed to fit, by specialists who know*
- *Friendly service, we answer the phone*

Inground Steel Pool Kits

- *Z720/G235 galvanized steel*
- *14 ga North American Steel panels*
- *No-Weld "Clinch-Lock" fabrication*
- *12 ga Support Systems*
- *Lifetime rust perforation warranty*

MAGNUM

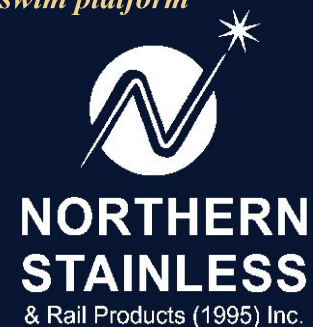
Onground Steel Pool Kits

- *Versatile installations*
- *Raised or Semi-Inground*
- *52" wall height*
- *14ga Z720/G235 galvanized steel*
- *Heavy duty 12 ga support buttresses*

Stainless Steel Pool

Ladders & Railings

- *Premier fabricator of rail systems*
- *Wide variety of pool entrance accessories*
- *Custom rails & ladders*
- *Unique products - Under Cover Ladder*
- *Jimmy Bench swim platform*





Meyco Pool Covers, Booth 2237

Product: DuraCore Spa Covers
Features: core made of tough polypropylene with a stiff polycarbonate base sheet
Contact: meycocovers.com/spa-covers



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



Natural Chemistry, Booth 2819

Product: Pool Perfect Max
Features: reduces scrubbing of scum lines, frequency of filter cleanings, and removes phosphates
Contact: naturalchemistry.com

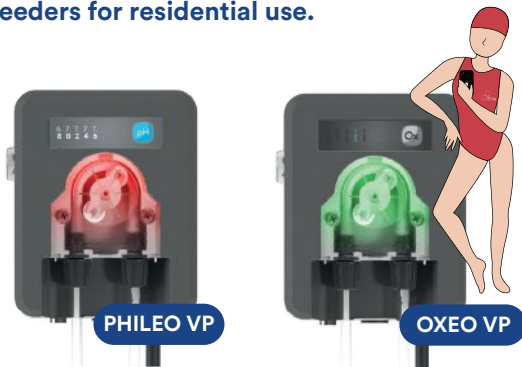


NeuTerra, Booth 3337


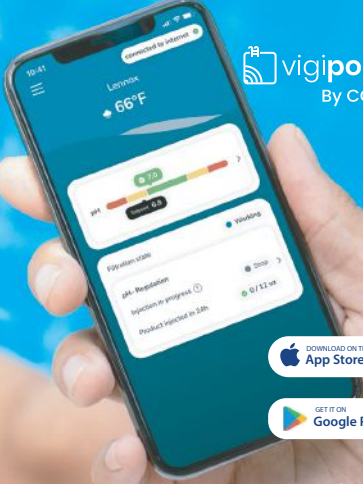
Product: Venus Nicheless 1.5 Smart Return Light
Features: fits any 1.5 wall fitting; quick connect/disconnect; app programs colors, movement and music
Contact: neuterrallighting.com

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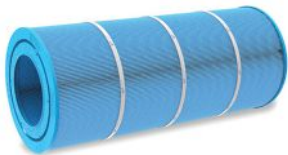
Nidec Motor Corp. - U.S. MOTORS, Booth 2949

Product: Neptune Variable Speed Pool Pump Motors
Features: cost-effective, energy-efficient 3.45 HP variable speed motor meets DOE regulations
Contact: USMotors.com



Nordic Hot Tubs, Booth 2006

Product: V174 Sport, Kona Swim Spas
Features: easy to sell; delivers exceptional profit margins due to competitive price points and features
Contact: NordicHotTubs.com



On Core Filtration, Booth 1437

Product: EverFlow+ Replacement Cartridge Filter
Features: pointbond design prevents bacteria buildup; chlorine and mildew resistant urethane
Contact: oncorefiltration.com



Oxygen Pools, Booth 3502

Product: Pure & Simple Scented Shock
Features: fragrance enhanced oxidizing shock; use with chlorine, bromine or minerals; MAP protected
Contact: puresimpleshock.com



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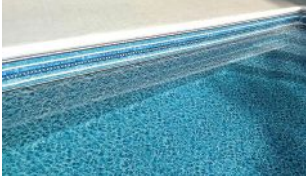
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BOOTH 3431



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Pegasus Products, Booth 1619

Product: Inground and Aboveground Vinyl Liners
Features: made using virgin-grade vinyl containing UV inhibitors as well as fungicide and biocide protectors
Contact: pegasus-products.com



Pentair, Booth 2219

Product: IntelliBrite Architectural Series Lighting
Features: spread light widely and evenly to minimize hot spots, dark areas, glare and stripes
Contact: pentair.com



Phoenix Products Co., Booth 3119

Product: FIXX IT! Total Pool Purge
Features: addresses high phosphate levels, cloudy water, high cyanuric acid, and enhances sand filtration
Contact: phoenixproductsc.com



Poolside by CGT, Booth 3619

Product: CIRALI BEACH Pool Liner
Features: uses sparkling gold pebbles with natural stones; medium blue colored base material
Contact: poolsidebycgt.com

Quality Pool Supplies

by **blue devil** Pool & Spa Accessories

The advertisement features a collection of pool supplies against a blue and red background. In the center is a large blue roll of backwash hose with a circular graphic overlay that reads "blue devil Pool & Spa Accessories 2\" Backwash Hose with Adapters Easy Connect + Easy Disconnect • 75' hose length • For use while backwashing filters & draining pools • Hose clamp included". To the right is a white replacement skimmer weir with a blue top, labeled "blue devil Pool & Spa Accessories REPLACEMENT SKIMMER WEIR See Back Jack for Size & Application 7\"". In the foreground, there is a blue toolbox containing several bottles of pool chemicals and a test kit. A large blue brush with white bristles is positioned at the bottom right. A red and white "DOE Compliant" logo is prominently displayed in the lower center.

DOE Compliant

Valterra Products • Mission Hills, CA • www.valterra.com **VALTERRA** **DOMETIC**



Prism Hardscapes, Booth 3643

Product: Dune Fire Feature
Features: contemporary design, coupled with efficient functionality
Contact: prismhardscapes.com



Raypak, Booth 2549

Product: Crosswind V
Features: fits on standard equipment pads and industry standard 2-inch water connections; small and light
Contact: raypak.com/crosswindv



RB Retail & Service Solutions Software, Booth 2123

Product: RB EZ SHOP App
Features: new app provides 'scan and go' shopping
Contact: rbpoolandspa.com



RENOLIT, Booth 3112

Product: SOLID PVC Decking
Features: reinforced PVC membrane created to renovate and waterproof decks; 80mil thick membrane
Contact: renolit-alkorplan.com

Continued on page 74

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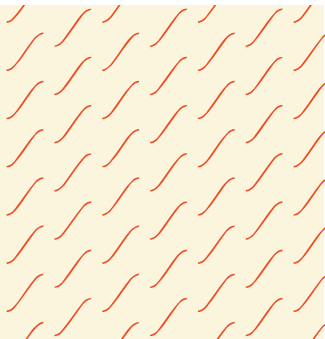
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The Pool & Spa Show Exhibitors Marketplace

Continued from page 69



Rico Rock, Booth 3249

Product: Temple Stones
Features: new cast concrete stones for use around pool and outdoor living spaces; can be used as jump rocks on the pool deck, as seats or benches
Contact: ricorock.com



SKiM360 Products, Booth 1454

Product: SKiM360 Floater
Features: skimmer stays centered at the waterline regardless of the direction of travel; no need to support the weight of skimmer and pole
Contact: SKiM360Products.com



Solenis, Booth 2307

Product: Poolife NST Cal Hypo Chlorine Feeder
Features: designed for Poolife NST Prime Chlorine Tablets; steady supply of Cal Hypo sanitizer for up to 3 weeks
Contact: poolife.com



Spazazz, Booth 1733

Product: Spa Shock + Aromatherapy and Hemp Soak Crystal Collection
Features: Aroma Spa Shock is potassium monopersulfate, aromatherapy infused; Hemp Collection is available in four scents
Contact: spazazz.com



Speck Pumps — Pool Products, Booth 3225

Product: BaduJet Turbo Pro System
Features: designed to provide a smooth and strong swim lane; magnetically coupled motor for seal-free operation
Contact: usa.speck-pumps.com



Tara Pool & Outdoor Products, Booth 3425

Product: Celestial Skies Liner Pattern
Features: display of stars against a deep blue background, with purple clouds; color purple honors Alzheimer's Association
Contact: tarapools.com



The VacDaddy, Booth 4032

Product: The VacDaddy Pool Vacuum 2.0
Features: portable pool vacuum with a continuous power supply; new IP67 dimmable transformer and larger filter bags
Contact: thevacdaddy.com



Thursday Pools, Booth 1648

Product: Goliath fiberglass pool
Features: now in smaller 14-by-29-ft long, 5-feet-8-inch-deep size to fit compact yards; with stairs and seating ledges
Contact: thursdaypools.com



Water Tech Corp., Booth 3529

Product: Volt Leaf Vac Recharge
Features: easily removes leaves from water surface and pool floors; works independently from pool filtration systems; auto on/off; 3-hour run time
Contact: watertechcorp.com



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