

11. Bio-Lab Faces Threats from Fire 12. Fluidra North America's New President 12. Latest Acquisitions
41. Strategies for Adjusting to the Times 63. PSP/Deck Exhibitors 70. PSP/Deck Products Marketplace

PSPN

POOL AND SPA NEWS

THE GENERATION EQUATION

page 16





MAGNIFICENT \$EVEN



LEVERAGE OUR TEAM'S EXPERIENCE FOR *MAGNIFICENT* RESULTS!

Our team is fully focused on your success. From sales training with your team to working one-on-one with pool buyers to find financing solutions, we have the tools you need to help you close the deal. Contact us today to discover how the industry's pool financing leader can support you and your sales goals!

877-754-5966 | www.lyonfinancial.net



Storm clean up capabilities that will amaze you!

The PV3600 is designed for portability, so power outages are not an issue. It tackles large piles of leaves and debris without interruption, and can easily bag up to 30 pounds of sand. Making clean up a breeze!

Order Now

954-491-0188
888-309-2325

Follow Us



Built in the USA



Features

16 THE GENERATION EQUATION

These four young professionals have chosen to carry on their family legacies in the pool/spa industry. Here they share their individual stories, as well as lessons learned about succession through the generations.

41 CHARTING THE NEXT SHOT

With the conditions for play constantly changing, companies must be ready to adapt. Read the strategies these five top industry companies used to adjust in 2024.

Departments

9 REFLECTIONS

The editor's take on issues and events

11 NEWS

63 POOL | SPA | PATIO/DECK EXPO EXHIBITOR GUIDE

70 PSP/DECK EXPO EXHIBITORS MARKETPLACE

Online

JOIN US ONLINE FOR THE LATEST INDUSTRY NEWS, INSIGHTS AND HOW-TO FEATURES

www.poolspanews.com

contact us:

poolspanews.com/contact

subscribe:

poolspanews.com/subscribe

COVER: PHOTO BY JIMI SMITH PHOTOGRAPHY/
COURTESY CLARKSON POOLS
ABOVE LEFT: ROD BRADY - HOUSTON HOME
PHOTOGRAPHY/COURTESY CODY POOLS
ABOVE RIGHT: ADOBE STOCK

POOL AND SPA NEWS (ISSN 0194-5351; USPS 793-180) IS PUBLISHED SEMIMONTHLY IN JANUARY, MARCH, AND MAY; MONTHLY IN FEBRUARY, APRIL, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER AND DECEMBER BY ZONDA MEDIA, 4000 MACARTHUR BLVD STE 400 NEWPORT BEACH, CA 92660-2543, AND PRINTED IN THE USA. SUBSCRIPTIONS ARE FREE TO QUALIFIED RECIPIENTS. PUBLISHER RESERVES THE RIGHT TO DETERMINE RECIPIENT QUALIFICATION. PERIODICAL POSTAGE PAID AT NEWPORT BEACH, CA, AND ADDITIONAL MAILING OFFICES. POSTMASTER: SEND ADDRESS CHANGES TO PSN POOL AND SPA NEWS, P.O. BOX 3494, NORTHBROOK, IL 60065.

PUBLICATIONS MAIL AGREEMENT NO. 40612608. RETURN UNDELIVERABLE CANADIAN ADDRESSES TO PITNEY BOWES, P.O. BOX 25542, LONDON, ON N6C 6B2.

Building the future of housing.

**20 CONVENIENT
LOCATIONS
TO SERVE YOU**

CANOGA PARK, CA
21540 Strathern St. 91304-4136
(818) 710-9500 FAX (818) 710-8538

CONCORD, CA
1940 Arnold Ind. Pl. 94520-5318
(925) 827-4300 FAX (925) 676-0836

GARDEN GROVE, CA
11572 Salinaz Ave. 92843-3703
(714) 638-3873 FAX (714) 638-0130

RIVERSIDE, CA
1343 Dodson Way 92507-2073
(951) 682-7700 FAX (951) 369-3152

SACRAMENTO, CA
2801 Land Ave. 95815-1835
(916) 927-2882 FAX (916) 927-5133

SAN DIEGO, CA
7777 Ostrow St. 92111-3601
(858) 565-1330 FAX (858) 279-5182

SAN JOSE, CA
2170 Del Franco St. 95131-1575
(408) 432-9700 FAX (408) 432-0542

SANTA ANA, CA
1443 S. Lyon St. 92705-4643
(714) 973-4744 FAX (714) 542-7790

VAN NUYS, CA
8151 Orion Ave. 91406-1435
(818) 997-6651 FAX (818) 997-0150

LAS VEGAS, NV
4145 West Sunset Rd. 89118-3873
(702) 617-0010 FAX (702) 617-0977

MESA, AZ
1766 S. Fraser Dr. 85204-6601
(480) 351-2929 FAX (480) 507-3666

PHOENIX, AZ
3340 E. McDowell Rd. 85008-3844
(602) 244-2727 FAX (602) 220-4437

PHOENIX, AZ
20810 N. 25th Pl. 85050-4619
(602) 569-3177 FAX (602) 569-3178

TUCSON, AZ
4825 N Shamrock Pl. 85705-1497
(520) 887-1100 FAX (520) 887-1145

FORT LAUDERDALE, FL
5901 Powerline Rd. 33309-2011
(954) 771-1110 FAX (954) 771-1284

LONGWOOD, FL
524 Commerce Way 32750-7627
(407) 260-2323 FAX (407) 830-1884

SARASOTA, FL
6500 Sawyer Loop Rd. 34238-2773
(941) 922-1919 FAX (941) 922-7822

DALLAS, TX
2334 Havenhurst St. 75234-5730
(972) 243-6006 FAX (972) 484-0346

HOUSTON, TX
12849 Windfern Rd. 77064-3008
(281) 894-7071 FAX (281) 894-5379

RICHLAND HILLS, TX
7417 Whitehall St. 76118-6461
(817) 284-1600 FAX (817) 284-2175



OFFERS YOU MORE!



PENTAIR

ALL-CLEAR
Professional Pool Chemicals

LASCO
Fittings, Inc.

Century

A Regal Brand

Raypak
A Rheem Company

**KREOPY
KRAULY**

STA-RITE

Simply Smarter.

HAYWARD

ZODIAC
a better life

Jandy

Polaris

HASA

A&B
BRUSH MFG. CORP.

PURITY POOL

POOLRx
MINERAL TECHNOLOGY

EASY-CARE
Since 1970

INTERMATIC

"Pool, Spa, and Fountain Water Care"

CMP *everything matters.*

**Midwest
Canvas
Corp.**

**NC
BRANDS**

EDITORIAL

JOANNE McCLAIN

Editor-in-Chief
jmcclain@zondahome.com

REBECCA ROBLEDO

Deputy Editor
rrobledo@zondahome.com

SALES

GARY CARR

Director, Strategic Accounts
gcarr@zondahome.com

LISA HEITNER

Director, Strategic Accounts
lheitner@zondahome.com

ART

CAROLYN SEWELL

Design Director, Media

MELISSA KROCHMAL

Graphic Designer



Building the future
of housing.

PUBLISHED BY ZONDA MEDIA

JEFF MEYERS

Chief Executive Officer

MELISSA BILLITER

Chief Financial Officer

ANDREW REID

Chief Operating Officer

MIA VALLO

Executive Vice President/General Manager

STEVE LADURANTAYE

Vice President, Content

AMY DUDLEY

Chief Sales Officer

RICH TOMKO

Senior Vice President

PAUL TOURBAF

Executive Vice President, Sales

TIM SULLIVAN

Chief Advisory Officer

KURT NELSON

Group Vice President, Talent Strategy

EDITORIAL AND ADVERTISING OFFICES: 4000 Macarthur Blvd Ste 400, Newport Beach, CA 92660-2543 • (323) 801-4900; SUBSCRIPTION INQUIRIES & BACK-ISSUE ORDERS: (888) 269-8410; e-mail, psn@omeda.com; REPRINTS: Wright's Media, (877) 652-5295; e-mail, zonda@wrightsmedia.com

ADVERTISER BILLING QUESTIONS: (866) 846-0282; LIST RENTALS: The Information Refinery, Brian Clotworthy (800) 529-9020; email, brian@info refinery.com; PRIVACY OF MAILING LIST: We rent our subscriber list to reputable companies. If you do not wish to receive promotional materials from other companies, please call us, toll free, at (888) 269-8410. To be removed from the mailing list, please email your request including name and full mailing address to: psn@omeda.com.

POSTMASTER: Please send address changes to PSN Pool and Spa News, P.O. Box 3494, Northbrook, IL 60065; PSN Pool and Spa News will occasionally write about companies in which its parent organization, Zonda Media, has an investment interest. When it does, the magazine will fully disclose that relationship. Reproduction in whole or in part is prohibited without written authorization. Opinions expressed are those of the authors or persons quoted and not necessarily those of PSN Pool and Spa News. © Copyright 2024 by Zonda Media, a Delaware Corporation

Saltwater Problems?

Zinc Sacrificial Anodes

A must for saltwater pools



PART# 104-D SPIGOT

Fits into any
2" Tee



PART# 104-C

1.5" & 2"
Retrofit



PART# 104-D

2" Slip x Slip
New Install

HELPS PREVENT

- Plaster Discoloration
- Metal Erosion
- Pool Light Damage & erosion
- Heater Damage

Five years of field testing by a corrosion engineer,
guarantees the best protection in the industry.



POOL TOOL COMPANY®

pooltool.com

4848 Colt st. Ventura CA 93003 | 805.644.2333

EST. 1995



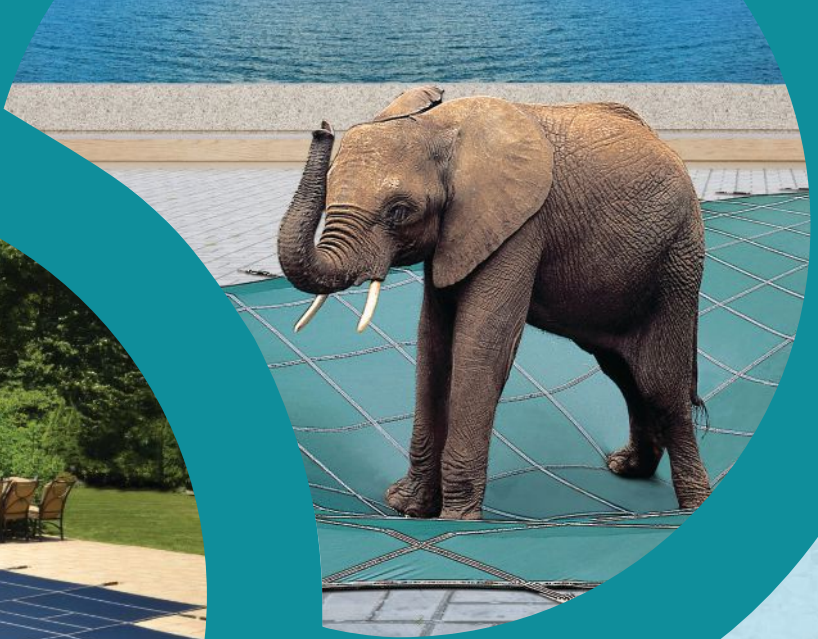
UNIVERSAL
WHITE CEMENT®

MANUFACTURER & DISTRIBUTOR



www.UniversalCement.com

www.FinestFinishPools.com



Proudly manufactured in the USA for **45 years!**

#AskForTheElephant

Searching for a manufacturer who offers ultimate strength and quality without sacrificing on elevated designs?

LOOP-LOC Safety Covers are the only ones proven to support the weight of Bubbles the Elephant and are:

- Crafted from the highest quality fabrics and polyester bonded thread for higher margin of safety
- Backed by a 15-year Pro-Rated Warranty
- U.L. Certified and exceeds ASTM Standards
- Rebates and CO-OP available
- Available in 5 Unique Colors
- Sales Representatives and in-house superior customer support to assist with all your needs



LOOP-LOC[®]
THE ONE. THE ONLY.

looploc.com



Contact us, visit our website, or scan the QR code to learn how to offer designer LOOP-LOC products in your store.



infinity

strong. beautiful. warranted for life.

fence

Ultra Aluminum™ fencing is designed to meet all the stringent BOCA swimming pool safety codes—fence and rail heights, picket spacing, and gates.



Ultra Signature™ Fencing by Ultra Aluminum™



ULTRA[®]
FENCING • RAILING

ULTRACK

ULTRAMAX
ALUMINUM RAILING SYSTEMS

Defender

Ultra *Signature*
Collection



ULTRA
PRIVACY

*Estate
Collection*

ULTRUM™ ALUMINUM ALLOY | EXCLUSIVE POWERCOAT™ FINISH

ULTRAFENCE.COM | 800.656.4420

Ultra and the picket caps logo is a registered trademark of Ultra Aluminum Manufacturing Inc.

Think Different



Joanne McClain
Editor-in-Chief, PSN

The myriad effects of the COVID-19 pandemic continue to reverberate throughout society. Every single person on this planet has experienced a seismic shift to their daily lives, whether it's the ability to work from home instead of an office, using videoconferencing for meetings and appointments, increased anxiety over inflation and job security, and generally staying home more — less movie theaters and more Netflix.

Obviously, these changes have had a massive domino effect on business as well. Entire industries have had to pivot and adjust to the changing conditions of the global pandemic, giving rise to challenges either never before experienced or never all at once: catastrophic supply chain issues, inconsistent product demand, soaring materials costs, a roller coaster of staffing issues — huge numbers of layoffs followed by intense hiring periods followed by layoffs yet again. These are but a few of the rapid struggles many businesses have faced in the past four years. It's enough to make any business owner tear their hair out in frustration and worry, much less plan for their company's healthy future.

And yet, this issue is chock full of examples of those who have done just that. The resiliency, resourcefulness, and thoughtful intelligence behind the moves these company leaders have made are inspiring.

We looked at it from two angles: In the first series of profiles called

“The Generation Equation,” we delve into how four industry families have handled the unique challenges of family succession, some during COVID times.

The second series, “Charting the Next Shot,” details how five pool and spa companies have navigated and planned for their short- and long-term success post-COVID. Whether it's in their approach to acquisitions, adding services for organic growth, creatively streamlining processes, or devising product sales strategies for increased profit, their strategic approach makes for fascinating reading.

“Innovation is the ability to see change as an opportunity, not a threat,” Apple Founder Steve Jobs once said. His company was on the verge of collapse in the early 1990s, but by the end of the decade, he had turned things around. Apple's 1997 “Think different” ad campaign perfectly expressed how, under his leadership, the company would construct a radically different and trailblazing future.

Similarly, there are those in the pool and spa industry who will “think different,” seeing opportunities amidst troublesome times.

Enjoy their stories!

A handwritten signature in black ink that reads 'Joanne McClain'. The signature is fluid and cursive, with a large 'J' and 'M'.

jmcclain@zondahome.com

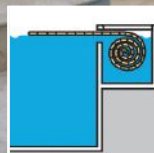
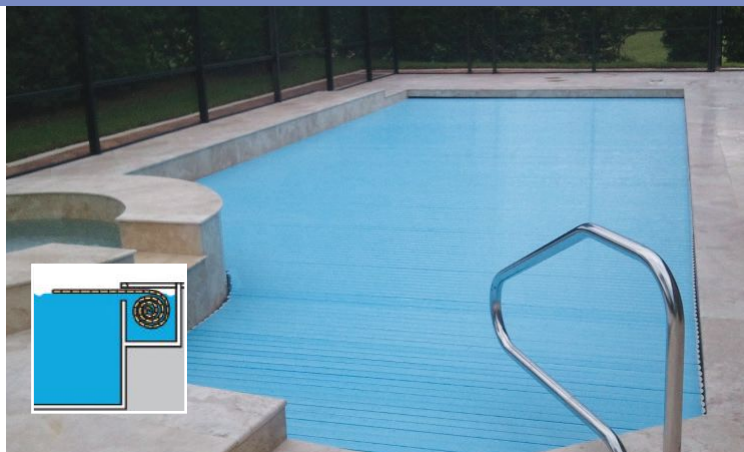
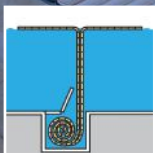
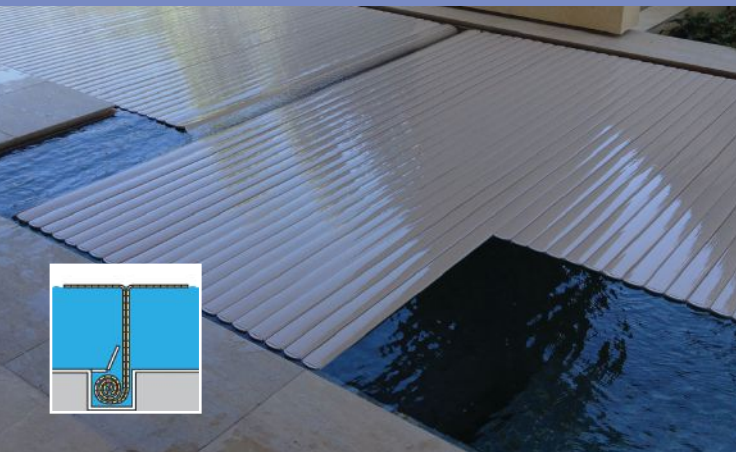


HydraLux™ by Aquamatic Cover Systems

- Trackless design allows for covering virtually any converging shape.
- Highest insulating value of any automatic cover.
- Numerous application allowing for freedom of design, including “in-floor” installations.
- Durable and proven patented Aquamatic all-fluid hydraulic drive and control system.
- 20-year mechanical and 5-year slat warranties.
- Worldwide distribution and installation



See many examples at aquamatic.com, or contact one of our design specialists at 800.262.4044



Bio-Lab Faces Multiple Actions in Wake of Fire

Class-action lawsuits have been filed, and county officials announced plans to try shutting down its Conyers, Ga. facility.

BY REBECCA ROBLEDO



After a fire at one of its facilities led to citywide evacuations and weeks-long shelter-in-place orders, chemical manufacturer Bio-Lab now faces several lawsuits and moves by the county to shut the plant down.

On Sept. 29, a chemical fire broke out early in the morning on the roof of the manufacturer's facility in Conyers, Ga. A sprinkler then activated, causing explosive chemical reactions, according to court documents. The fire seemed to have subsided but then reignited a few hours later. Because the flames involved water-reactive chemicals, traditional firefighting methods could not extinguish it.

Clouds of smoke led to evacuations of the whole city, the documents went

on to say. County-wide, residents were told to shelter in place, close windows and shut off their air conditioners and ventilation systems.

More than a dozen lawsuits by businesses and residents had been reportedly filed by late October. This included class-action lawsuits, with a consumer website created for at least one of them

to instruct residents on such things as cleanup and evidence recovery.

"Defendants' recklessness has upended the lives of nearly 100,000 Georgians, who must now fear for their health and the habitability of their neighborhoods," stated the court filing of one class-action lawsuit. "Defendants' recklessness has caused numerous similar explosions before — including several at the very Conyers facility that just exploded. Yet no level of catastrophe has prompted them to act more responsibly."

The county also is taking to the courts in hopes of driving the company out, with one official telling the press she "will fight until my last breath to have them removed."

"We want them gone," Rockdale County Commissioner Sherri Washington added at a press conference.

This fire occurred four years after another in St. Charles, La., linked to Hurricane Laura hobbled the company's production of trichlor products.

Bio-Lab did not respond to requests for comment.

FSPA Offers Hurricane-Relief Funds

Florida companies affected by recent hurricanes can apply for relief from The Florida Swims Foundation, the nonprofit arm of the Florida Swimming Pool Association. FSPA members can receive as much as \$10,000 to help with company recovery costs not covered by insurance. "We are trying to help anybody impacted by Hurricanes Debbie, Helene and Milton," said FSPA Executive Director Elizabeth MacMurray. Member companies can apply through the group's website.

Fluidra Names New President

BY REBECCA ROBLEDO

The pool equipment and products manufacturer Fluidra North America has promoted Jon Viner as its new president.

The company's former executive vice president of commercial, spa and specialty succeeds Lennie Rhoades, who is stepping down to pursue new opportunities.

As new president, Viner will be charged with continuing the company's long-term growth strategy.

He served in his last role for more than two years, at a time when the manufacturer made clear its intent to increase its commercial presence.

"With over two decades of ex-

perience, Jon brings deep industry knowledge and a proven track record of success," the company said. "His leadership has driven significant advancements in Fluidra's market presence, positioning him well for this expanded role."

Before joining the Carlsbad, Calif. operation, Viner served 12 years as president of KIK Consumer Products' Pool Division, parent company of Bio-Lab. There, he was credited with developing and executing comprehensive growth strategies. Fluidra said his operational expertise and leadership acumen qualified him for the promotion.



Jon Viner

"His experience and understanding of the industry make him uniquely qualified to lead the company as we continue to build on our current momentum," said Fluidra CEO Jaime Ramirez. "We are excited to see what the future holds under his leadership."

Said Viner: "We have a solid foundation, and I'm confident that with our focus on innovation and customer success, we will continue to lead the industry in the years ahead."

Easton Select Makes First Acquisition

Easton Select Group, the pool-service consolidator formed by PSN/ Pentair Top 50 Builder Easton Pool & Spa, branches out of state with its first acquisition. Headquartered in Easton, Mass., the consolidator has acquired Christman Pool, a service, construction and retail company that serves Maine and New Hampshire and is headquartered in Portland, Maine.

Christman Pool was founded in 1981 and is Maine's authorized dealer of Plunge Plus pools, manufactured by Easton Select Group. It will continue to operate under its established brand, with its current management remaining in place, including Christman Pool President Kevin Doree.

Northeast Roll-Up Takes Name, Appoints Leaders

A roll-up that recently formed in the Northeast has unveiled its name.

Azureon comprises five Tri-State companies that merged over summer after receiving private-equity backing: Aqua Doctor of East Hanover, N.J.; Chaikin Ultimate Pools in Deer Park, N.Y.; Cool Pool & Spa in Nanuet, N.Y.; Gorlin Pools and Spas in Lakehurst, N.J.; and Rainbow Pools in Fishkill, N.Y.

It made two key appointments. Isaac Keselman of The Aqua Doctor will serve as Azureon's COO. Kyle Chaikin of Chaikin Ultimate Pools takes the role of chief business development officer, working to recruit strategic partners and identify growth opportunities for the new firm.

Latest Acquisition Takes Heritage Into New State

National distributor Heritage Pool Supply Group last month acquired Island Pool & Spa Supply, with locations in the four major islands of Hawaii.

The company, headquartered in Honolulu, was founded 40 years ago. Its owner, Jim Frierson, will oversee the transition, after which General Manager Robert Edge will lead the operation. "IPS brings several decades of pool industry knowledge and expertise to the Heritage family as the premier distribution platform in the state of Hawaii," said Heritage President Matt McDermott.

This marks the 36th state for Heritage, which entered the industry in 2021.



LIGHTER

than the competition

FASTER

than you've ever gone before

SMARTER

than the average manual vacuum

learn more at hammerheadvac.com



LOWER RATES NOW AVAILABLE!

7.99%*
FOR A 20-YEAR TERM

Partner with Lyon and **sell more pools**
with the industry's *lowest* rates!



877-754-5966 | www.lyonfinancial.net

*Join
us!*



**BOOTH
3525**

*Available on approved credit, not all will qualify. Minimum FICO of 800 required for 7.99% for a 15-year term with a maximum loan amount of \$150,000. Minimum FICO of 830 required for 7.99% for a 20-year term with a maximum loan amount of \$125,000. Conditions and limitations apply, including state restrictions. Advertised terms are subject to change without notice. Loan terms may differ based on loan purpose and credit profile. Loans for non-pool/standalone home improvement projects may incur different rates and terms based on loan purpose. Payment example: Monthly payments for a \$100,000 loan at 7.99% APR with a term of 15 years would result in 180 monthly payments of \$955.07.

THE GENERATION

These four young professionals have chosen to carry on their family legacies in the pool/spa industry. Here they share their individual stories, as well as lessons learned about succession through the generations.

E
Q
U
A
T
I
O
N



PHOTOS (TOP TO BOTTOM): BURLESON POOL COMPANY; JIMI SMITH/CLARKSON POOLS; HIGH-TECH POOLS; ULTRA MODERN POOL & PATIO

Succession is an evergreen concern in business, let alone the pool/spa industry. But recent events have brought it front and center.

With COVID solidly in the rear-view mirror, plenty of retirement-age pool/spa business owners are ready to make their exits. The chaos wrought by the pandemic proved exhausting enough to propel some out earlier than anticipated. Others were ready to retire pre-pandemic but stayed on to help their companies stick it out. Now, they're ready for the next chapter.

In that vein, we introduce you to four young professionals who chose their family legacies, allowing their companies to transition gracefully from one generation to the next. For some, it was always in the cards. Others took the mantle after flirting with or starting careers in other fields.

Their stories bring the perspective of companies that have managed to successfully turn over from generation to generation, with some on their third round. While some had to learn hard lessons in the first generation, they carry their family names boldly into the industry's future.

Their stories are hopeful ones — both imparting the wisdom that comes from cultivating their firms for decades, and showing that young professionals can see the promise of a career in the industry.

At least as important, they exemplify how the industry's approach to succession has evolved even in the past few years. Where experts have talked about five-year plans, these companies cultivate a succession lifestyle. Not only did their new owners receive well over five years of training and preparation, but they see succession as something that's always in progress. That's why, as relatively new owners themselves, they're identifying family members and employees now and positioning them for leadership roles that could eventually lead to company ownership.

Enjoy their stories. — *Rebecca Robledo*



Jerry Hammerschmidt, right, with his father Jeff, both of High-Tech Pools in North Olmsted, Ohio.

Jerry Hammerschmidt: “An opportunity that’s rare on this earth ...”

After facing the classic dilemma among entrepreneurs’ children, this new owner prepares to move the family business out of the mom-and-pop realm. *by Rebecca Robledo*

As an ambitious college student finishing up two majors and looking forward to the prospect of law school, Jerry Hammerschmidt reached a fork in the road.

He needed to make a decision he’d been putting off: Should he take over the business that his father created almost from scratch? The company that provided his family an enviable living for more than three decades, albeit in a relatively obscure industry? Or does he go into a field that has inspired storytelling through the ages and reflexively trips off the tongue to signify status and upward mobility?

Upon entering college, he stood clearly in the latter camp. Having had many friends with doctors and lawyers for parents, he saw college as a way to evolve past the industry of his father. But that outlook chipped away as he worked toward his degree.

“The way I looked at the pool and

spa industry wasn’t as respectful as this business deserved,” recalls the operations manager and co-owner of Cleveland-area-based High-Tech Pools. “But as I got out and met people from different walks of life, I realized how amazing it is — how rare and interesting a business, where we get to work hard, see ourselves accomplish something, and meet a lot of interesting people, whether employees or customers, of all levels and income brackets.”

As a student of business, he also saw the financial potential. For one thing, the work can’t be offshored or done with AI. “I learned to respect all that as I got older,” he says. “It was like a coming-of-age moment where college really brought me a lot of respect for the business and helped me see the opportunity that I was passing up by walking away from it.”

So there he sat with this appreciation that had gradually accumulated with maturity. He hadn’t yet made his decision. But reading the history of a well-known manufacturer firmly tipped the scale.

“The same family had owned [the company] since the 1400s or 1500s, and [their packaging] showed a direct lineage of the names of the owners all the way back to that date,” Hammerschmidt says. “At that point, I thought, ‘I can choose to give up this long lineage and be a suit who just argues for other people who have businesses ... I’d be giving up an opportunity that’s very rare on this earth.’”

With that shift, he set a new objective: “My goal is to see this thing reach 100 years of my family building pools.”

A DEEP HISTORY

In 1958, the original iteration of the company was established by Hammerschmidt’s grandfather, also

Jerry Hammerschmidt
High-Tech Pools
Cleveland

PHOTOS COURTESY HIGH-TECH POOLS

POOLMASTER®

We Make Water Fun!



VISIT US AT
BOOTH 2512
INT. POOL, SPA, PATIO EXPO



High-Grade Acrylic
Square Test Block

6 Extra Large
Color Chip
Readouts

Pharmacy-Grade Bottle Droppers

**SOLUTIONS
MADE IN
USA**

➤ MAINTENANCE ➤ INFLATABLES ➤ FLOATS

➤ GAMES & TOYS ➤ SWIM & DIVE GEAR ➤ BACKYARD & DÉCOR

1.800.854.1776

info@poolmaster.com

poolmaster.com

FOLLOW US





called Jerry, and great uncle, Joe. In the mid 1980s, Jeff Hammerschmidt — son of one elder Jerry and father of the younger — bought the firm's assets and rebranded the company.

After the Great Recession, Jeff Hammerschmidt was ready to slow down. The timing was perfect: In 2010, his son graduated from Ursinus College in Philadelphia, double majoring in politics and business management, minoring in international relations and economics.

Having chosen a career in the family business, Jerry Hammerschmidt began preparing to take over. He spent the first few years in the field, then came to the office and served as warehouse manager for a time before becoming operations manager in 2017. Making twice-yearly payments toward ownership, with the amount based on his earnings during the payment period, he expects to become majority owner in just a few months, and sole owner in the next three to five years. Jeff remains with the company part-time, with most of his time devoted to sales.

Throughout the company's history, each generation has at least doubled its size and broadened its scope. Jeff Hammerschmidt expanded from

seasonal to year-round construction, grew the staff from a handful of crews to approximately 25, at least doubled the number of units built each year, and added a pool service division. Since his son began steering the company, it has more than doubled in revenue to more than \$10 million and added new types of pools to its repertoire.

With the company firmly surpassing the realm of mom-and-pop operation, and with Jerry Hammerschmidt's business background, the firm's evolutionary goals are largely set on increasing efficiency and setting up the system to accommodate more growth.

BREAKING IN

Of course, passing the company to the next generation entailed a gradual process. It took time, patience and persistence for Jeff and Jerry to find their rhythm as a partnership, with one letting go of responsibilities to prepare the next to take over. Considering their different backgrounds and temperaments, they didn't always see eye to eye.

"It took a few years for both of us to get on a level with each other where we both understood that we are each other's best friend and perfect business partner," Jerry Hammerschmidt says.

They've reached that point where they can listen to each other. "We didn't appreciate the benefits of each other until we worked arm-in-arm, and our relationship has only gotten better."

Over time, they learned to hear each other out and give each other the benefit of the doubt, at least assuming that the other had a solid reason for their opinion, rather than dismissing it. Witnessing each other's successes through the years has helped. (Having Jerry's mother and Jeff's wife, Carolyn Hammerschmidt, around to occasionally play gentle referee didn't hurt.)

Getting through the breaking-in period required a good amount of

perspective. "I think the one crux of the matter is that we love each other dearly, and we weren't going to let pools hurt our relationship," Jerry Hammerschmidt says. "I think some people end up ... so stuck in their egos that they're willing to let things blow up."

EARNING TRUST

As the owner's child, Jerry Hammerschmidt had to get buy-in from employees, some of whom had been around for more than 20 years. A critical part of accomplishing this was showing he had their backs.

For instance, he makes it a point to stand up for crews if they face mistreatment from a general contractor. While the team is perfectly able to handle such situations themselves, Hammerschmidt says, "It was different when they saw me going out of my way to protect them."

Over time, the staff needs to be convinced that the new owner not only is competent but has the company's best interest at heart, Hammerschmidt says. At first, he faced some resistance from long-time staffers when introducing new ideas. After all, they'd helped build the company up, too, so they were invested in its success.

"It only took a few of [my initiatives] for them to start realizing, 'This guy has our best interest at heart. He's not looking to just piggy back on this business we spent years building,'" he says.

But new owners or owners-in-training also must stand their ground when introducing new ideas to those used to how things have been done in the past.

"It's about ... being able to continue to push, even when the whole room's telling you you're wrong, and the guy who's been here 35 years goes, 'No, never going to work,'" he says.

In Hammerschmidt's case, it took five to eight years.

"You persevere and, before you know it ... [you reach] the point where they trust you to solve their problems."

PERGOLAM[®]

Experience outdoor luxury with Pergolam[®], crafted from powder-coated aluminum & stainless steel. This louvered-roof pergola allows you to easily adjust the louvers from 0 to 150° for optimal shade & breeze, providing complete protection from the elements when closed. With hidden hardware, electronic components, & customizable lighting options, Pergolam[®] elevates your outdoor living space.



PERFECTSHADE[™]



Perfectshade[™] offers comfort & functionality for ballfields, parks, & other outdoor gathering places. Available in 10 colors, it features Anchor's durable UV Mesh Shadecloth, providing 95% UV protection & long-lasting, maintenance-free performance. The structure includes a black powder-coated frame with surface-mounted uprights & base plates.





Jordan Clarkson, center, flanked by Joel Hartman, left, and Judson Clarkson, of Clarkson Pools in Jacksonville, Fla.

Jordan Clarkson: “It Takes Trust.”

Learning from mistakes made by those before, this owner explains how he and his father worked to secure their company’s place for future generations. *by Nate Traylor*

It’s not always a given that the younger generation will take the reins of a family company. But Jordan and Judson Clarkson were empowered to take that option from a young age.

Their father, pool builder John Clarkson, had experienced firsthand the difficulties of a poorly planned generational transition after working for his own father. So when he started Pools by John Clarkson, he knew what kinds of mistakes to avoid.

He built Jacksonville, Fla.-based Pools by John Clarkson into one of the premier high-end contractors in the Sunshine State and wanted to keep it in the family. He realized that a legacy doesn’t just happen, but that succession would require intentional effort taken years before his retirement.

To that end, he worked early to integrate his sons into the operation. He fostered an environment where his children could innovate, increase their responsibility over time, and develop

Jordan Clarkson
Clarkson Pools
Jacksonville, Fla.

their own visions. He provided guidance without micromanaging, trusting them to take on more leadership roles, Jordan Clarkson recalls.

So empowered, Jordan created a new pricing program that streamlined processes and made the business more scalable. While his father already had a solid pricing system in place, he trusted Jordan to rework it into something more efficient, so the company could quickly adapt to changes in supply costs. This kind of trust extended to Judson, who was encouraged to develop new scheduling programs and implement a new project management platform.

By allowing his sons to gradually implement their ideas, John ensured that they took ownership of the company’s direction, while he continued to provide mentorship and guidance.

“It takes trust,” Jordan Clarkson says. “For him to say, ‘Okay, I see you have a different vision for it. Let’s do that,’ was really key.”

PASSING OF THE BATON

Eventually, Jordan proposed taking over. He and his father explored different succession models by attending seminars, speaking with others who had gone through similar transitions, and reading books on the subject, including *Expensive Mistakes When Buying & Selling Companies* by Richard G. Stieglitz. They struck a deal, establishing a 10-year buyout plan.

Today, Jordan Clarkson owns the company, with Judson Clarkson serving as chief operating officer and Joel Hartman acting as head of sales. The three work so closely that Jordan Clarkson considers the others partners.

The handover went smoothly, largely because it was allowed to progress organically over a decade.



Family of Sealants

The industry leading DECK-O-SEAL family of sealants is the trusted name in the pool industry. DECK-O-SEAL has the broadest range of sealants to meet all your needs. Our traditional two-component formulations are available as well as HS-1 SL, now offered in an easy to use 32 oz. pouch.

DECK-O-SEAL *the name you can trust.*



A Division of W. R. MEADOWS, INC. P.O. Box 397 ■ Hampshire, IL 60140
Phone: 800-542-POOL ■ sales@deckoseal.com ■ www.deckoseal.com ■ @deckoseal

“Frankly, that’s probably a little longer than necessary,” Jordan Clarkson says. “You’d normally recommend more like a five-year [plan], but it worked great. My dad wanted to continue, but he didn’t need to be involved the day-to-day stuff.”

CULTURAL SHIFT

During this transitional period, Jordan Clarkson prioritized a change in leadership style.

As the company grew, it became necessary to establish more structure and cultivate a team-based culture. “We had to evolve from an entrepreneurial, founder-driven company to one that has processes and a strong team,” Jordan Clarkson says. “It went from a few guys doing everything to building a team of 50 to 100 people.”

To achieve a new team dynamic, management implemented several initiatives. This started at the top by



developing a leadership team built on trust, one that could challenge each other without causing personal conflicts. To help ensure that employees were optimally placed, the team conducted personality and workflow assessments. This provided insight into the team members’ strengths and weaknesses.

Communication and bonding are

fostered through regular team meetings, trainings and happy hours. Through a peer recognition program, team members can recognize each others’ contributions, reinforcing a supportive and appreciative culture. The company even brings in a communication coach quarterly to help improve interactions across the company.

The team also had to convey this

MYRON L[®] COMPANY
Water Quality Instrumentation

Myron L[®] Precision Water Quality Testing

**POOLPRO™
PS6FC^E, PS9TKB**

Conductivity, Mineral/Salt Concentration,
TDS, pH, ORP,
Free Chlorine Equivalent (FC^E™),
Alkalinity (PS9), Hardness (PS9),
Langelier Saturation Index Calculator (PS9),
Temperature

www.myronl.com
760-438-2021

MADE IN THE USA
DESIGNED, ENGINEERED
AND ASSEMBLED IN THE USA

Make Mine A Merlin!



Merlin Industries is the Premier Manufacturer of the Finest Pool & Spa Products. We specialize in Safety Covers, Vinyl Liners, Spa Covers, Aqua-Staircase, Easy Entry Steps, and Safety Fencing.



VINYL LINERS



SAFETY COVERS



SPA COVERS



AQUA STAIRCASE



EASY ENTRY STEPS



SAFE N' SECURE FENCING

Hamilton, NJ • Deer Park, NY
www.merlinindustries.com



evolution to the public. So it embarked on a rebranding process, guided in part by a third Clarkson brother, Joshua, a professor of marketing at the University of Cincinnati.

It rebranded to Clarkson Pools to symbolize the transition from one generation to the next. This was not just about a new logo or name, Jordan Clarkson says. It was meant to reflect the company's new direction and collaborative leadership style.

"We didn't go into it knowing we were going to change the name," he explains. "But we went into it thinking about how to symbolize this transition and ensure my dad was part of it. He was very involved in the process and gave it his blessing."

The new brand, while still rooted in the Clarkson name, marked the beginning of a new chapter.

With its new generation of leaders, Clarkson Pools continued to

expand its services and vision.

Major changes included the introduction of a complete service department and adding more outdoor-living components, such as cabanas and outdoor kitchens, to the portfolio. By obtaining a general contractor's license, the company expanded its ability to offer a more comprehensive outdoor living experience.

LESSONS IN SUCCESSION

Having gone through the process of transitioning the business from his father to himself, Jordan Clarkson learned valuable lessons.

Perhaps topping the list is the importance of providing mentorship early and often, and giving the next generation room to grow.

The Clarkson brothers and Hartman gained experience in different parts of the business. For instance, Jordan started on the sales side,

eventually overseeing that team. As the company grew, he also began to manage operations and learn about the financial side of the business.

This allowed the sons to lead major aspects of the business while John remained available for guidance.

"It's hard for someone who built a company to step back and let others take charge," Jordan noted. "But my dad did an amazing job allowing us to make decisions, even if that meant making mistakes along the way."

Creating a solid succession plan is also key. "Succession should always be on your mind, and you need to mentor the next generation to ensure they're ready," Jordan Clarkson says.

With the rebranding complete and a new leadership team in place, Clarkson Pools continues to build on the foundations set by John Clarkson while evolving to meet the future demands of the pool industry.

NATURAL CHEMISTRY
35
PERFECTING WATER CARE SINCE 1989

A NATURAL LEADER IN WATER CARE

SCAN TO LEARN MORE

© NC Brands L.P. 2024. NATURAL CHEMISTRY, and the NATURAL CHEMISTRY logo, are trademarks owned by NC Brands L.P., in the United States of America and other countries.



WaterLink® SpinTouch®

The Future of
Water Testing



Certified to
NSF/ANSI/CAN 50

Ready To Go Anywhere, designed for...

Pool Operators | Service Technicians | Retail Professionals

Learn More!



 **LaMotte®**

Water Testing Leader Since 1919!

www.waterlinkspintouch.com



Kara Weed, right, with her mother, Rita Rowlen, both of Ultra Modern Pool & Patio in Wichita, Kan.

Kara Weed: “COVID forced our hands.”

The final push to ownership came abruptly as a result of external forces. But, thanks to years of planning and preparation, she was ready.

by Rena Goldman

Going into the pool industry wasn't always what Kara Weed had in mind. Sure, as a high school student, she worked at the family pool/spa supply store, testing water and doing projects for her mom. But she had no plan to take over the business.

But her family had woven itself tightly into the Wichita pool industry. It began with Weed's grandfather, Cecil Schniepp, who started building pools in 1954. Two decades later, the family opened a store to sell pool supplies and patio furniture. In the 1980s, Weed's mom, Rita Rowlen, joined in. She partnered with sisters Ellie Hughes and Linda Wallace to purchase and expand the retail and service side of the business from their father. That operation came to be called Ultra Modern Pool & Patio. Weed's father, Lance Rowlen, served as vice president of operations.

Meanwhile Weed's grandfather and his sons continued to work in the

construction business and manage a distributorship. “Everybody was in the pool business,” Weed says.

But she didn't see herself becoming a thread in that tapestry. When she attended college, she planned to become a certified public accountant for a large accounting firm doing income tax work. That came to fruition when she took a job at Koch Industries. She was very happy. “I honestly didn't ever imagine I would be leaving that company,” she says.

But some family obstacles caused her to reevaluate.

ATRIAL RUN

Things changed in 2015, when illness took hold.

Lance Rowlen and Linda Wallace both suffered from dementia, which had progressed to the point where they could no longer work. (Lance Rowlen would pass away in 2016; Linda Wallace in 2017).

Rita Rowlen considered locking the doors. Weed faced a choice: stay in the career she loved or take a chance by jumping into the pool industry full-time. She didn't want to see her family's company close without ever giving the job a chance.

“I felt like I would have regretted not giving it a shot,” she says.

She spoke with her manager at Koch Industries, who reassured her that he would gladly take her back if she didn't like working in the pool industry. Mother and daughter agreed that Weed would come work at Ultra Modern to make sure she liked it. If she did, she'd start learning the ropes; if not, they would close the business.

Weed had concerns coming into the arrangement. She worried about how it would feel to work with her parents every day. She also wondered if she could manage all her mother's

Kara Weed
Ultra Modern Pool & Patio
Wichita, Kan.

PHOTO COURTESY ULTRA MODERN POOL & PATIO

Nature Works[®]

Hi - Tech Glass Filter Media

With Anti-Compaction Technology[®]



Visit us in Dallas
IPSA at Booth
2003

NSF

NSF / ANSI / CAN 50 and 61# C0609841-02
The Only Glass Media Certified Safe
For Both Pools and Drinking Water!

Glass Filter Media Done Right!

Nature Works is Revolutionary.

It's not just another uni-grain crushed glass media-it is the only glass media in the world that is certified by NSF to be safe enough to filter potable water. Replacing the sand in any filter with Nature Works Calibrated Glass Media will not only improve the filters performance but will dramatically lower energy, water, heat and chemical costs.

First, we **Recycle** and **Crush** sanitary virgin plate and flat glass and **Polish** it in an air collider tunnel and remove all silica dust. Next, we **Separate** the grains by size, and then **Recombine** the polished media in an Engineered Seven Grain Sizes Formulation to create the **State of The Art in Water Filtration Media**.

We go to all this trouble to deliver the **Optimal Filter Media**, with the perfect balance between Filter Performance (down to 1 micron) and Storage Capacity (for far fewer backwash cycles). By combining 7-Grain sizes we create a non-stratifying **Anti-Compaction** media that is **Biofilm Free**, with a >97% Open Flow Channel that will rapidly repay your investment by; reducing pump energy demand, reducing backwash frequency and by ending the need for replacement. Warranted for 100 years, Nature Works; eliminates the need for gravel under layers, and allows for reuse after filter maintenance. Nature Works is a true industry game changer as a replacement for sand or inferior glass medias. There is a lot more to the Nature Works story. Call us today to begin the distribution conversation, attend one of our scheduled webinars or request full technical data.

(317) 498 - 8333 | info@natureworks-na.com

work in addition to her own when the time came to take over.

Given her career background, Weed felt comfortable with data and numbers. And she brought soft skills that would translate well in any venture. At Koch Industries, for instance, she worked with a variety of professionals, from people in the corporate office to inspectors and pipeline workers.

“I learned how to communicate with different types of people, build a quick relationship, and approach different situations,” she recalls.

Once she joined Ultra Modern, this helped her immediately in building relationships with long-time employees, vendors and industry partners.

But she didn't have that same confidence when it came to the marketing side of the business and the creativity it required. Weed learned from working closely with her moth-



er. Over time, she became more comfortable in that part of the business, while understanding how to enlist help when she needed it.

Weed heeded some advice from a previous supervisor: “You don't have to know everything as long as you know where to go to get the answer.”

UNEXPECTED FAST FORWARD

By 2020, Weed had served in the company for five years. With Linda Wallace's passing in 2017, she had already stepped in to run things with Rowlen.

They hadn't yet planned for an



Visit us at Booth #7722
International Pool | Spa | Patio Expo
November 12-14, 2024 - Dallas, Texas

JOIN THE BARRIER REEF FIBERGLASS POOLS DEALER NETWORK!

Barrier Reef Fiberglass Pools has been a leading manufacturer of fiberglass pools for four decades. Our founder, Tony Walton, has built a company with a commitment to excellence in manufacturing and customer satisfaction. Our fiberglass pools are designed with both beauty and durability in mind, and we operate eight distribution yards across the US and Canada to enhance our service capabilities for builders. We would love to have you on our team! Join the Barrier Reef Pools family and become part of our authorized network of highly valued dealers and builders!

Scan the QR code to find out how you can become a dealer today!

Living the Dream...Every Day!



BRPOOLSUSA.COM



latham

The Pool Company™

Creating Backyard Dreams Since 1956

As the largest designer and manufacturer of residential pools in North America, Australia and New Zealand, Latham is committed to driving growth and innovation for our partners and homeowners. From introducing ground-breaking technology like Measure™ to our extensive coast-to-coast North American manufacturing network, Latham offers superior quality product, reliable operations and training and support to help you succeed.

Learn more about our extensive portfolio and support for our partners.

lathampool.com | 800-833-3800

© Latham Pool Products, Inc. 2024. All rights reserved.

official transition of ownership and leadership, but events made that decision for them. "COVID kind of forced our hands," Weed said.

Because Rowlen was over 65 years old and, thus, vulnerable to severe COVID-19 symptoms, Weed suggested she stay home. As the months passed, mother and daughter decided it made sense for Rowlen to retire. Weed had recently hired a general manager to help oversee operations, which made it easier for her mom to step back without disrupting the business.

"It was a relatively easy transition, because I was really well-ingrained in the business at that point," Weed said. "And, honestly, it was really hard to mess up during COVID" because of the historic demand in the earlier days of the pandemic.

But as Weed took over more of her mother's responsibilities, she did

experience some growing pains. Given Rowlen's long history with vendors, for instance, taking over those relationships would require more than enlisting her mother's contact list. Many of the big vendors were used to working with Rowlen, and some even knew Weed as a child. They might say, "Oh, I remember when you were in second grade," Weed recalls.

It took work and time to transform their image of her from that 7-year-old to the business owner she is now. Attending trade shows helped, she says. Walking the floor and getting face time with vendors cemented relationships that were uniquely hers. It took about three or four years for all vendors to see her as the company's point person, she says.

INTO THE NEW ERA

Since taking over the reins, Weed has made a few changes to carry the

company into a new era.

She has streamlined the number of retail offerings so her team can focus on core products, such as hot tubs, pools, patio furniture, saunas and swim spas. She also set a goal of adding two new retail stores in the next three to four years.

In 2016, the company had added a construction department. It has doubled in size nearly every year since — a trend Weed expects to continue.

To help along the way, she also joined industry groups, which she feels are invaluable in helping her stay on top of industry trends, and share data, ideas and insights. And even though her mother is retired, Weed values having Rowlen as an advisor.

"Having that sounding board is really valuable."

Weed fell in love with the pool industry and she hasn't looked back.



Efficiency powered by herborner.X-N

"The legacy of five generations results in trust you can rely on – quality pumps since 1874."

Wolfram Kuhn
5th generation owner of Herborner Pumpen



More Efficient.
More Effective.
Herborner.

www.herborner-pumpen.com



PSN INTEL



New Tech Trends for Service Pros

How mobile technology is helping pool and spa service businesses thrive



The past two pool seasons have emphasized the importance of having mobile software solutions to thrive in today's business environment. With resources stretched thin, business software should be accessible on any mobile device to support staff and provide better customer service. Pool professionals agree that there are several industry-specific mobile technology solutions that can instantly reduce business stressors and help pool and spa businesses thrive. Here are three 'Pro Tip' solutions that will positively impact operations and customer service almost immediately.

Tip 1—Increase efficiency using 'paperless' mobile solutions in the field

Service technicians are extremely busy testing water, cleaning pools, or replacing parts and equipment—so they shouldn't have to deal with the additional steps of bringing paperwork back to the home office or call to ask about inventory. Eliminate service forms, record pool or spa water test results, take payments at the jobsite, look up inventory, and even perform physical inventory tasks on service trucks—all through a phone or tablet. With 'mobile live service' technicians have immediate access to all the updates completed at the office and the office is instantly up to date with their tasks.

By using "mobile live service" technicians can operate more efficiently in the field



by using their mobile phone or tablet for everything they can do at their offices. This allows service technicians to easily view scheduled jobs alongside other information such as equipment profile, job notes, directions, and pictures on record. There are even mobile water testing apps where technicians can test the water, record the results, and input a complete profile, including photos of the pool, the pump room, and its backyard surroundings.

Tip 2—Improve cashflow with Mobile Service Billing and Payment options

Mobile billing and payment options have become essential for getting paid. Mobile billing

allows service technicians to ensure fast, efficient, and accurate service billing. The ability to process mobile payments provides clients with the convenience of paying online or from a mobile device. Pool and spa professionals using mobile online billing and online bill pay options eliminate the time of duplicate entries, saving money on labor and supplies and more importantly can bill and collect payments in the field.

Tip 3—Use Mobile Inventory Management on every service truck

Inventory control is a key component in running a lean and profitable business.

Using new mobile technology helps you tighten logistics, manage cycle counts, and gain more control over inventory on service trucks. These tools can help you avoid inventory inaccuracies, missed sales, lost income, and surprising shortages. This makes managing products, including transferring stock from trucks to store or between trucks, far easier.



Photo courtesy of All Seasons Pool, Illinois

Mobile technology improves field employee productivity

Mobile technology puts information into the palm of every employee, centralizing information and automating tasks to boost productivity, freeing your employees to focus on customer relationships and increasing sales. RB's mobile live service software improves efficiency by:

- Managing customers and entire jobs more easily
- Automating revolving service
- Tracking field employee schedules and optimizing routes
- Controlling service vehicle inventory
- Providing constant access to information with a mobile app

The use of mobile apps has made it easier to deliver exceptional service, even during the busy season. Now is the time to embrace mobile technology to ensure your pool and spa business thrives.

To schedule a demo of the RB Retail & Service Software or take a self-guided tour, simply visit rbretailandservicesolutions.com.



Beth Parker: “It Isn’t Learned Overnight.”

As Beth Parker and her cousin Marcus Burluson take the lead as the third generation of owners, they also plan for future owners.

by Rena Goldman

All the pieces were in place. But they didn’t get there on their own.

It was known that Beth Parker and her cousin, Marc Burluson, would take over their family’s pool company from the time they were young. But the firm’s second-generation owner, Benny Burluson, appreciated that preparing them properly would take years.

Even if the older generation in the family business has no plans to slow down or retire, it’s still wise to have a succession plan together on paper. That way a sudden health issue doesn’t derail the whole business.

Both spent years working alongside Benny and observing how he handled the day-to-day and larger company decisions.

“Learning how to run the company isn’t something that is learned over-

night,” Parker says. “It is something my uncle has mentored and taught both his son and I.”

And as they now run Burluson Pool Company, Parker and Marc Burluson aren’t just planning for themselves — generation three — to take over. She’s also helping to ensure the company carries on to the fourth generation.

The company’s succession plan was not about Benny Burluson leaving, Parker says, but they wanted to “let our employees know that we intend to carry the family business into the [fourth] generation, which is his grandson and one of his granddaughters.”

EMBEDDED IN FAMILY

In 1984, Benny Burluson and his wife Sissy took over Burluson Pool Co. The Owens Cross Roads, Ala.-based firm had been founded by his father, James Burluson Jr., in 1965.

His son Marc Burluson and niece Beth Parker grew up working for the company. She was drawn to the pool business and says she loves the work she does and the relationships she creates with employees, clients, builders and architects.

For the Burluson company, the change in ownership “was simply just a transaction to get it on paper so that when something does happen, we already are operating in the roles that we have been in, and that we plan to carry out until it’s time for the next generation to take over,” says Parker.

The logistics of changing ownership on paper were still challenging. “You’ve got to make sure you can afford to do it,” Parker says. “We had to go through financials to make sure it made sense to start doing this.”

To get the paperwork set up, they had to consult with an accountant and have a law firm draw up legal documents for the transfer of ownership. Before starting a succession, she recommends businesses prepare for additional expenses, such as insurance

Beth Parker
Burluson Pool Company
Owens Cross Roads, Ala.

PHOTOS COURTESY BURLUSON POOL CO.



POOLFORM
CONCRETE COUNTERTOP SOLUTIONS



"Z Poolform has changed the way we look at cantilevered edging around swimming pools. No more broken styrofoam or pushed forms. Just a consistent, hassle free concrete cantilevered edge that goes well with poured or stamped concrete. Thank you Z Form!"

**- Rob Goodall, Goodall Pools & Spas
PSN Top 50 Builder**



INTERNATIONAL
POOL | SPA | PATIO
EXPO

CO-LOCATED WITH

deck EXPO

SPONSORED BY POOL & HOT TUB ALLIANCE

SPONSORED BY NADRA

NOVEMBER 12 - 14, 2024
Kay Bailey Hutchison Convention Center | Dallas, Texas
VISIT US AT BOOTH #4522



info@zpoolform.com



www.zpoolform.com



(570) 587-3799

policies, legal fees, accountant, and consultant fees.

Her advice to others looking to make a transition plan is to make sure everyone involved knows what the end goal is and to set up the next generation for success. Those involved should align on who will make up new leadership, what roles they will have, and where they would like to see the future of the business go.

The first goal for Parker and her cousin was to get themselves into defined leadership roles on paper. They arranged for her and Marc Burleson to hold the majority of company shares between them, with Benny's remaining shares to transfer to his grandchildren when the time comes.

Parker oversees the residential construction and design, while Marc manages the company's commercial

“I think the hardest part is just starting. Then, as long as you have a good understanding of what each person’s goal is, [and] you know that going into it, it should be an easy transition.”

side. She holds the title chief executive officer and Marc holds the title chief operations officer.

They also spoke with employees in leadership roles to explain that nobody was getting let go and that there was a solid plan to transition company leadership without removing Benny and Sissy.

SUCCESSION WITHIN A SUCCESSION

Even though the third-generation

leaders are just starting to take the helm, they're focused on mentoring the fourth generation. Connor Lewters joined Burleson Pool in 2016, and Allison Burleson joined in 2023 after graduating from college. Both are Benny's grandchildren. The goal is to ensure they have defined roles and enough experience in the business to take over when the time comes.

Lewters and Allison Burleson came to Parker and Marc asking to



SWITCH TO OUR SWITCH

Replace old, out-dated, out-of-business switches

ANTI-ENTRAPMENT DEVICES

P/N **SVRS30ADJ** | Electrical Pump Shut-off
P/N **SVRS10ADJ** | Non-electrical



Non-programmable
Pump Shut-off
System



Meets SVRS Requirements of the Virginia Graeme Baker Act and the requirements of ANSI / ASME A112.19.17 and complies with ANSI/PHTA/ICC-7

 **Vacless**[™]
Pool and Spa Safety ProductsSM

CHOOSE VACLESS ...Easily installed in 5 minutes
vacless.com | 818.701.6200



WE DON'T PREDICT THE FUTURE—WE CREATE IT



▲ Learn
More

In a world of constant change, it's easy to feel like you're just along for the ride. But what if you could take control of destiny and shape the future of your business?

With Bullfrog Spas as your partner, you can.

We don't try to predict the future. Instead, we create it. We're a company of innovators and thought leaders, committed to helping your business succeed.

Why partner with us?

- **Product innovation and leadership:**

Innovation is who we are. Our revolutionary JetPak Therapy System[®], trend-setting design, and hi-tech experiences keep you ahead of the competition.

- **Industry-best intel and programs:**

Our Power Per Square Foot spa retail model includes a comprehensive suite of programs, best practices, and services designed for your success.

- **People that care:**

We care about you. An extension of your team, we make doing business easy and deliver top-quality products on time every time.

**Don't wait around for the future. Create it.
Make Bullfrog Spas your partner.**



◀ Visit us at bullfrogspas.com/dealerships to create your future and learn more about becoming a Bullfrog Spas Authorized Dealership.

bullfrog[®]
spas

be trained as the fourth generation to lead the company. They wanted to start learning by working with Parker and her cousin in different parts of the business.

“We’ve moved Connor around into different departments of the business to make sure he’s in the field a lot, learning all the ins and outs of commercial and residential,” Parker says. Since Allison has an education in human resources and accounting, she’s learning the office and contract side of the business.

“They’re learning all of the areas that Marc and I had been brought up in the business to learn,” Parker says.

While the fourth generation is learning, Parker says the third generation will keep their eye on industry trends and ensure the company can continue to adapt if needed. They don’t have plans to make changes in the way things run

unless the market calls for it. Parker cited a pivot during COVID-19 from building big commercial competition pools to luxury condo pools as an example of the company’s ability to be flexible.

MODERN ERA

Parker notes that one change the third and fourth generations have brought to the company is using new technologies to increase efficiency.

“Since we are so spread out all over the southeast, the ability to look at construction drawings via laptops, iPads, and phones and make decisions from one state to another makes us more efficient,” she says. Burlson Pool has a commercial market in North Alabama, all of Tennessee, Mississippi, and some of Kentucky, and a residential market in North Alabama.

Before, team members would have

to come back and forth from the job location to the office to print or make changes. Video meetings also help make decisions and stay in touch while working at different locations.

To stay on top of industry trends, Parker serves on the board of Master Pools Guild. She says the affiliation has helped with understanding what direction to take.

Benny Burlson still comes into the office and offers advice when asked but lets the new leaders make decisions.

Overall, Parker says transitioning leadership wasn’t as complicated as they expected. It came together once they figured out the financials and got things on paper.

“I think the hardest part is just starting,” she says. “Then, as long as you have a good understanding of what each person’s goal is, [and] you know that going into it, it should be an easy transition.”

Quality Pool Supplies
by **blue devil** Pool & Spa Accessories™

DOE Compliant

VISIT US AT BOOTH # 2320
Valterra Products • Mission Hills, CA • www.valterra.com

VALTERRA | **DOMETIC**

INSTALLATION SOLUTIONS

ARE POOL COVER INSTALLATIONS A PROBLEM WITH LABOR?

Rayner offers "FREE MEASUREMENTS" of any in ground pool and will install that cover for a minimal fee. Rayner will take full responsibility of the fit and installation.

Solution to a "Problem" Solved!



Getting the status of your pool cover orders is as easy as 1-2-3!
Visit the Rayner Website 24 hours a day for daily updates on the progress of your orders!

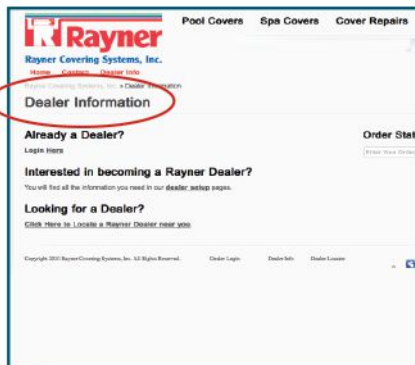


1

Enter the Rayner Website

www.RaynerCovering.com

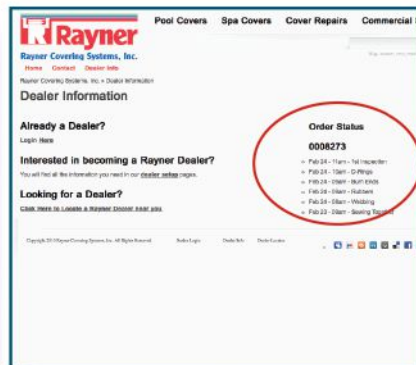
from your Web browser.



2

Select the

Dealer Info



3

Enter the

Order Number

The Rayner Website displays the status of your order and when it is expected to be shipped. If your order has been shipped the Rayner Website illustrates your tracer number.



665 Schneider Drive, South Elgin, IL 60177

Ph: 847-695-2264 or 800-6480757 | Fax: 847-695-2363

info@RaynerCovering.com | www.RaynerCovering.com



THE NEW 3

THE BEST COMBINED WITH THE POOL PRO IN MIND

Learn more about THE NEW 3



POOLSIDE TECH
THE ATTENDANT



RAYPAK
AVIA



AQUASTAR
PIPELINE FILTERS
& PUMPS

POOLSIDE Tech

poolside.tech

Raypak®
A Rheem® Company

raypak.com/pool

AQUASTAR®
pool products

aquastarpoolproducts.com



CHARTING *the* NEXT SHOT

With the conditions for play constantly changing, companies must be ready to adapt. Read the strategies these five top industry companies used to adjust in 2024.

BY REBECCA ROBLEDO

CASTING A WIDER NET

In an effort to reach beyond its traditional high-end clientele, this company found a creative way to address the price issue.



This year hasn't seemed any more predictable or understandable than last. For instance, 2024 got off to a rocky start in the southern Texas market that PSN and Pentair Top 50 Builder Hamlin Pools serves.

Thanks to a change in conditions and a new strategy, things are looking considerably brighter.

"The first quarter was abysmal," says Taylor Hamlin, one of four co-owners of the company, based in Pharr, about 10 minutes from the Texas/Mexico border. "But, as with any year, as the sunshine comes out and the heat increases, the phone calls increase. And people haven't just been expressing interest, they're ready to go."

ENTRY OPTION

Started by Francis Hamlin 72 years ago, the company now is owned by

four of his grandchildren — Taylor Hamlin, Travis Stansberry, Joshua Stansberry and Tyler Stansberry.

As a higher-end builder, the company has earned a solid reputation. But that doesn't always help when potential customers face high interest rates and feel the need to cut corners. "In our market, we're the most expensive builder," Taylor Hamlin says. "Oftentimes we won't even receive a phone call because of that."

To help reach a broader customer base, he designed an entry-level option, called Hamlin Light.

"I was trying to mimic the auto industry with the Ford F-150," he says. "A Ford F-150 can be purchased for \$32,000 or \$110,000. It's the same F-150 but it's all about the features. So instead of starting our pools out at a higher-end level, we're starting very basic."

The 12-by-24-foot Hamlin Light

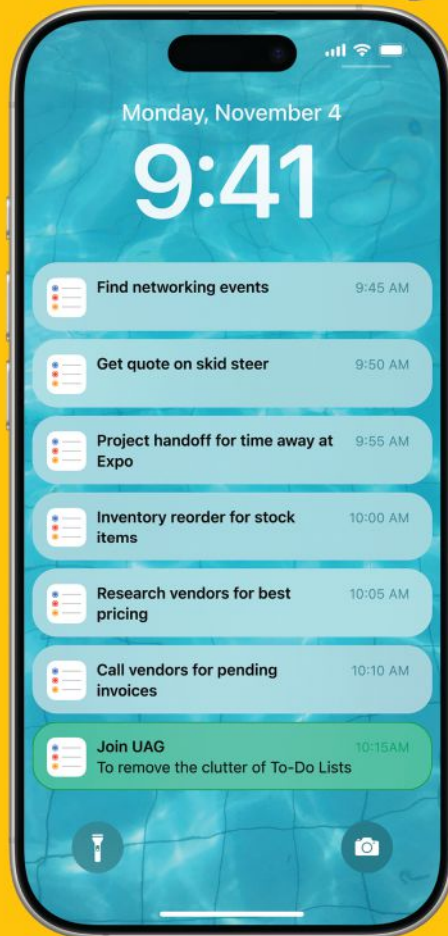
Pictured, left to right, Hamlin Pools owners Taylor Hamlin, Travis Stansberry, Joshua Stansberry and Tyler Stansberry

(pictured on the following page) features white plaster, standard returns, a single LED light and 24-inch porcelain paver coping. Customers pay extra for add-on features or if yard-access issues complicate construction.

Presenting such an affordable option while meeting the company's standards required a bit of a balancing act. For instance, the builder has long included a pebble finish, automatic cleaner and at least two skimmers on all its pool. But the team designed the Hamlin Light to be small enough for a single skimmer. And, while pebble and an auto cleaner don't come with the scaled-down model, the sales team still encourages those features.



Declutter Your To-Do List With UAG



With United Aqua Group, you can handle invoicing, billing, buying, networking, & more all in one place. When you join UAG, you join a full-service buying group & one-stop shop for all your wholesale needs.

→ Buy Direct From ←

scan to learn more



FLUIDRA SOLENIS

Plus 200 Additional Vendors

HAMLIN POOLS

“We still believe you shouldn’t build a pool without [them],” Hamlin says. “But getting financing is harder, so we’ve pivoted to show we can get them swimming for less, but you ought to consider these nicer options.”

They had to make sure the pool meets its minimum requirements for service customers. In order for the com-

pany to service a pool, for instance, it must have an auto leveler and chlorinator, and it must comply with all codes. Finally, an engineer designed the vessel for the worst local soils conditions.

MAKING THE PIVOT

This change required a new sales approach. In the past, Hamlin Pools

would design a project with all the bells and whistles, then let the client whittle down to fit their budget, if needed. Now, they often start low and encourage the customer to add on.

The company also had to step up its lead-vetting game even more. Advertising for the Hamlin Light has garnered a glut of leads, but not all of them serious. So they found a quick, reliable way to prioritize responses, based on how consumers want to be contacted. “When they click the link [on the ad], they can choose to be emailed, texted or receive a phone call,” Hamlin says. “Often the email is not a very good lead, text is medium. Somebody who wants to speak on the phone is generally a more serious lead. We also notice that, if they [contact us] at 2 a.m., it’s often not a very serious lead; if it’s at 9 a.m. it’s better.”

Still, the company responds to every lead multiple times, and will use a non-preferred method as back-up if the first attempt doesn’t work.

The Hamlin Light helped set the company on track to a successful 2024. By spring, Hamlin Pools expected to end the year ahead of 2023.

It’s hard to know how much of that is due to the new offering and target demographic, and how much to external forces such as better weather. But Taylor Hamlin gives the new strategy credit for getting them in the door more than the company would have otherwise.

Retro Smart Check® Valves

Switch out and upgrade old style restrictive Center-Poppet Spring or old style Swing Check Acme Threaded valves with Magic Plastics’ new Retro Replacement Smart Check® Valve Bodies. There is no longer a need to purchase the entire valve assembly and discard the Union Fittings. Magic’s Retro is sold separately as a replacement body in 1½” and 2” sizes.

Most importantly, you get the same Full-Flow design as Magic Plastics’ innovative and popular Smart Check® Valves. The light ½ lb. spring allows you to install the valve in any orientation while still achieving a 100% Full-Flow opening.

Magic Plastics, Incorporated
25215 Avenue Stanford • Valencia, CA 91355 USA
(661) 257-4485 • Toll-Free (800) 369-0303
Fax: (661) 257-1911
www.magicplastics.com
email: sales@magicplastics.com



Now Available in Full Flow Acme Threaded Configurations for Field Replacements and Upgrades



Believe in Magic.





February 4-8, 2025

Exhibits Open: February 6-8, 2025

George R. Brown Convention Center | Hall A | Houston, TX

- 50+ FREE Industry Training Sessions for Beginners to Seasoned Pro
- PHTA, IPSSA, GENESIS & WATERSHAPE University Certifications
- Awards Gala Featuring the Best Designs of 2024 on Friday!
- Exhibit Hall Featuring Industry Lunch on both Friday and Saturday!
- **New:** Hands-On Demo Pavilion in the Exhibit Hall
- **New:** Exhibit Hours Featuring Thursday Exhibit Hall Networking!
 - Thursday - 5:00 pm - 7:30 pm
 - Friday - 12:00 pm - 5:00 pm
 - Saturday - 11:00 am - 2:00 pm

SEE
MORE
LEARN
MORE
EARN
MORE

Show Registration is
FREE for PHTA, TPSC, IPSSA
and GENESIS members.

www.swpsshow.com

A SURGICAL SALES INCENTIVE

With a seemingly small but deceptively strategic adjustment, Memphis Pool sees the potential for large returns – financially and otherwise.



Mark Reed

Product sales have not been immune to the post-COVID deceleration.

Especially with customers having stocked up on supplies in response to the supply-chain difficulties of a few years ago, clients aren't visiting at the same rates as before.

"We're seeing some incremental downticks," says Mark Reed, CEO of Memphis Pool, based in the town for which it's named. "We attributed part of that to the last couple years of everybody stocking up. And some of it is due to internet sales and big-box stores."

To coax those numbers back up, Reed employed a short-term sales incentive strategy called a sales performance incentive fund formula, or SPIFF. Reed wanted an approach that could boost sales noticeably while keeping goals attainable for seasonal as well as permanent staff.

He identified 15 to 18 products that he wanted to sell more briskly, then he set goals for how many units of each SKU to sell, based on how they had sold last year. After the team reaches the goal, each sale yields staffers a small payout. The reward could be just a couple dollars for, say, every bottle of algacide. But it holds the potential to add up.

"When I did the initial math, it appeared they could make \$100 to \$150 extra apiece just in a monthly bonus," Reed says.

Choosing the products required some strategy. They couldn't be staples — customers are going to buy those anyway. They couldn't be big-ticket items — again, you either are going to buy a hot tub or you aren't. Nor could the products be completely discretionary. They needed to generate relatively high margins.

"These are additional products that are advantageous, but the customer may not know exist — things like clarifier and [filter sand cleaner]. By suggesting them, we're educating the customer along the way as well."

Reed targeted items whose sales had slowed down, possibly because of internet competition, thus using this effort as an opportunity to revive them. "They're all things you need," he added. "We're just trying to capture that business before they buy it elsewhere or online."

He also looked for products that would prove easy to sell, even for newcomers and seasonal employees who don't have the expertise to make recommendations on their own. This was especially important, considering that Memphis Pool's four stores employ some seasonal staff. These products



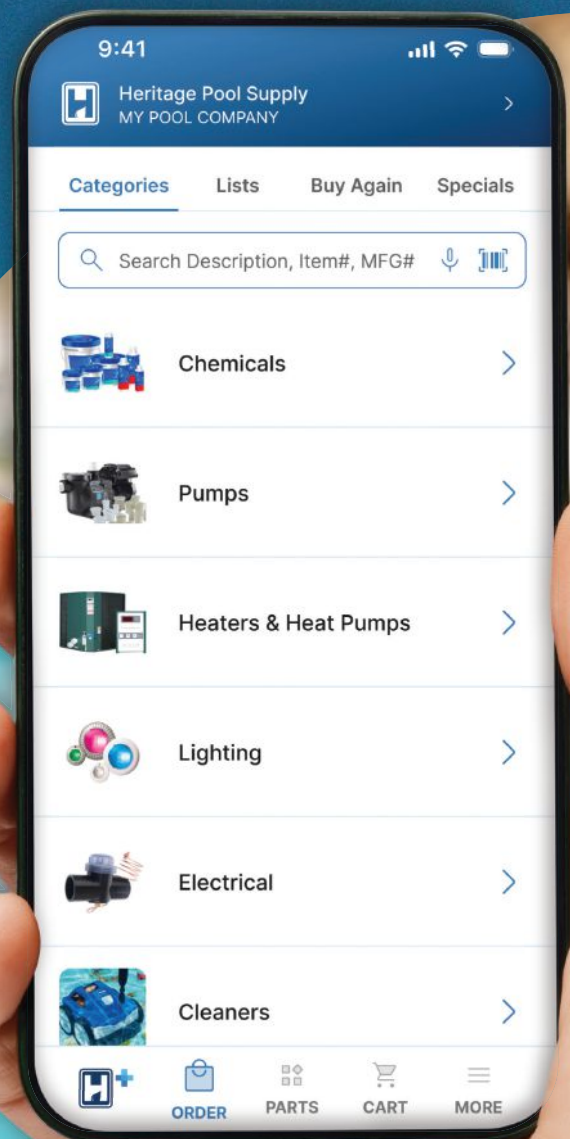
DOWNLOAD OUR NEW HERITAGE POOL+ APP!

Your Trusted Partner 24/7

- **Order & Shipping Notifications**
- **Intelligent Search & Top Sellers**
- **Share Cart Across Pool Brands**
- **Save for Later**
- **Bar Code Scanner**
- **Talk to Search**
- **Buy Again**



DOWNLOAD NOW!



MEMPHIS POOL

made for logical, intuitive additions to most purchases.

“It’s easy to suggest: ‘We have a sale on algacide now. You’re going to need it — the warm weather’s coming,’ then explain what it does for them,” he says. “It’s an easy sale without the new people feeling like they have to do a high-pressure job.”

To help the process, Reed and his team created informational sheets and QR codes for each of the products. They can be found on the shelves and at the cash register so the information can be easily accessed by clients.

Reed reports seeing noticeable increases, and the program has shown side benefits. It provides an opportunity to further interact with customers who may have walked in with a single purpose and didn’t take time to browse.



“We’re seeing our retail staff getting engaged with upselling and suggestion selling,” Reed says. “When somebody comes in buying one thing, we suggest another.”

It also helps service techs to look beyond the immediate problems that need to be fixed on a particular pool.

“We’re trying to get them to take a minute, look around and see other items that need to be addressed — such as pressure gauges, o-rings,” Reed says. “If the pressure gauge isn’t working, let’s replace it while we’re there, even though we’re there to fix something else.”

Choose Luxury. Choose Durability. Choose Artistry.

Largest Selection of Sophisticated and Stylish Glass Tile with Matching Glass Bullnose Trim Tile

NO COST SAMPLES – CALL TODAY!



 Artistry In Mosaics
ArtistryInMosaics.com | (877) 777-1393



Seeking quality installers for our world-class product

**AQUA
TECHNICS
POOLS**

Are you a high-quality fiberglass pool installer looking for a supplier of high-quality pool shells? If so, we want to hear from you. Our product is market-leading and we seek builders with aligned values to partner with and grow.

We are endorsed to ISO 9001 and certified to ICC-ES, your assurance of a quality product, and have over 50 designs to choose from.



**Highest
flexural
strength**

**Advanced
color retention**

**30%
stronger
pools**

**Precision
moulds**

**8" fiberglass
coping**

Contact Christopher
on (949) 899-3353
or scan the code.

All inquiries are treated as confidential.



MITIGATING PERMIT WOES

With a knowledgeable staff and close monitoring of city preferences, Scott Cohen works to streamline the permitting process as much as possible.



Lead flow does not rank at the top of Scott Cohen's concerns.

In the high-end market he serves, inquiries have dipped a little, but he still has enough work to keep the company busy. While he sees interest rates costing some jobs at this time, he expects things to turn around as soon as it drops a point or two.

Instead, the president of The Green Scene Landscaping and Swimming Pools, based in Chatsworth, Calif., sees the permitting process as the main obstacle to moving forward.

The situation in the Los Angeles area he serves has been causing delays since the pandemic started. When lockdowns were imposed, everything had to be done remotely. While COVID-19 has passed, the city hasn't gone completely back to operating in

person. While that may sound more convenient, it actually slows things down: Doing things digitally requires a delayed back-and-forth process that otherwise could be handled instantly in person.

Plus, he says, "Nothing's done at the counter anymore. Everything is taken to the back room. So that takes a lot more time."

What used to take a day with a walk-in appointment now can take three months. "By the time we start building," Cohen says, "material costs have already risen, making margins tighter."

Permitting has had such a hand in prolonging construction timelines that Cohen has made some staff additions to help minimize the negative impact.

The Green Scene's permit runner, Justin Chavarri, and vice president of construction, Charles Miller.

To streamline the process as much as he can control, Cohen has a full-time permit runner. He makes sure that person has a familiarity with pool construction that is both deep and wide. Permit offices suffer from the same staffing issues as any business and, because plan checkers oversee all different kinds of construction, they probably won't specialize in pool building. Because of this the permit runner must be ready to fill that gap in expertise.

"That person needs to be very knowledgeable so they can argue when necessary about what they're

PHOTOS COURTESY THE GREEN SCENE LANDSCAPING AND SWIMMING POOLS

asking for,” Cohen says. “If they say, ‘We need a grading plan,’ we need to be able to explain why they don’t need a grading plan. If they ask how many yards of soil we’re taking out, we need to explain why that’s not applicable.”

Additionally, he recently hired a vice president of construction, Charles

Miller, who has taken charge of overseeing permits.

In his new position, Miller is trying a strategy that the company also uses with homeowners associations — namely, developing what they call “pet peeve sheets.” Miller and the team sift through past permitting

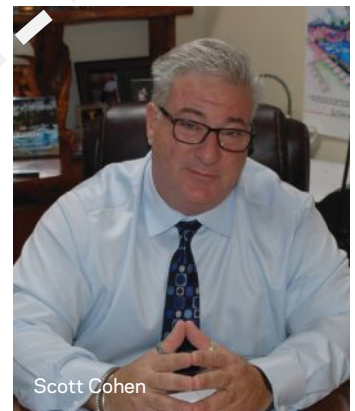
documentation to see what questions and corrections are made, not only from city to city, but also specific to each individual plan checker. This way, they have a sense of where each agency and official will be looking especially closely.

With these lists in hand, they expect to be better prepared going into each permit process.

“Each city planning office has a different set of rules, then each plan checker has their own interpretation,” Cohen says. “We don’t know ahead of time which plan checker we’ll get, but once we get the individual plan checker, we know what the changes will be coming back.”

Finally, Cohen himself maintains a dialogue with permit offices, keeping in touch with upper management to let them know when things are slowing down and what is holding things up.

“Each city planning office has a different set of rules, then each plan checker has their own interpretation ... Once we get the individual plan checker, we know what the changes will be coming back.”



Scott Cohen

Upcoming

jack's magic

EVENTS 2025

BRING US YOUR



POOL STAIN!

<p>JAN. 11 - DESERT POOL & SPA SHOW</p> 	<p>JAN. 14 - MID AMERICA SHOW</p> 
<p>JAN. 28 - THE POOL & SPA SHOW</p> 	<p>FEB. 4 - SOUTHWEST POOL & SPA SHOW</p> 
<p>FEB. 6 - SOUTHEAST POOL & SPA</p> 	<p>FEB. 8 - WESTERN POOL & SPA SHOW</p> 
<p>FEB. 26 - NATL. PLASTERER'S COUNCIL</p> 	<p>MAR. 11 - EVERYTHING UNDER THE SUN</p> 

Jack's Magic ©2024 | (800) 348-1656 | JacksMagic.com

DIVE INTO INNOVATION

COME SEE US
IN DALLAS

BOOTH# 2116

DISCOVER OTHER CARVIN BRANDS

Equinox *Solstice* **MAGNUM** Force V LASER



CARVIN



TAKING THE SERVICE LEAP

A Phoenix pool-construction institution joins the pool service/maintenance segment.



Just over a year ago — in September 2023 — Phoenix-based Shasta Pools officially got into the pool cleaning and maintenance business.

The company already had separate divisions for renovation, commercial construction, luxury-pool construction, landscape and outdoor design and construction. But it hadn't offered pool cleaning and maintenance.

Starting a service division is a big switch for a large-volume builder, especially one that has been around for nearly 60 years.

But the time came for the company to fulfill the many requests from clients to manage the pools they'd built. And recently, Shasta established a new mission. Adding weekly service and maintenance aligned perfectly with the new charge, says Skip Ast

III, Shasta's director of sales.

"[Shasta CEO] Skip Ast Jr. recently challenged the leadership team on multiple occasions, saying that we don't build swimming pools — our job is to enhance people's lives. With this focus we want to explore any and every opportunity to enhance someone's life. When you look at the big picture, the win-win for the customer and our family's business is huge," says Ast, who hails from the founding family's third generation in the company.

Management believed becoming more of a turnkey operation, even after construction, would improve the user experience.

"We wanted to give them a pool that they just had to enjoy, rather than figuring out how to maintain it or finding a different company to clean

Shasta CEO Skip Ast Jr.; Director of Sales Skip Ast III; and Director of Poolcare and Outdoor Environments Dave Lewis. Seated: Founder Skip Ast Sr.

the tile," says Dave Lewis, director of pool care and outdoor environments.

START-UP STRATEGY

To help the company break into this new industry segment, Shasta Pools recruited an office manager and a field manager, both of whom had worked in the service segment for several years. This would provide a deep foundation of knowledge.

"It's really made the difference for us [in] not only being able to come out strong in numbers but in quality also," Lewis says.

In looking for ways to distinguish

CORDLESS POOL & SPA CLEANERS

CLEANERS FOR THE HOMEOWNERS AND POOL PROFESSIONALS



Water Tech has served the pool & spa industry for 20 years, providing **innovative solutions, quality products,** and **superior customer service** to all our customers and partners.

As a Water Tech partner, you'll receive prompt attention from our team of Sales and Customer Service professionals in our New Jersey headquarters. This commitment to our partners remains a cornerstone to our success



Learn more about becoming a Water Tech Dealer or Distributor today by scanning the QR code.

**ALL-NEW
PRECISION V10**

1-800-298-8800 EXT. 2
SALES@WATERTECHCORP.COM

WATERTECHCORP.COM

**Come See Us In Dallas, TX
Booth # 7116**

WATER TECH™
"The pool invention people"
20 YEARS AND COUNTING



itself from local competitors, the company addressed technician training: Each new tech must receive a Certified Pool Operator certification within a certain time period after hiring. Additionally, the company has a long-time in-house training manager, John Mortensen, who assumed responsibility

for coordinating the service department's instruction as well.

"Growth can only happen at the speed that you can find and train good quality technicians," Lewis says. "We actually want to provide a pathway for our techs to make a career out of this, rather than considering it a

summer or college job. We have more career-minded people who enjoy this type of work, and we're trying to find a way to make it possible to make a career out of it so you have consistency and maturity in people's yards."

The company also tries to differentiate itself through its communication with customers, providing a report and photos after each visit, as well as chemical readings, a list of chemicals added and any issues that need to be addressed. Techs also perform an evaluation of each pool upon visiting.

For monthly clients, the company offers two packages — the entry-level Cares Package and the Elite Package. The latter includes added benefits such as a certain number of filter cleanings, phosphate-remover treatments and basket/o-ring replacements per year, and priority scheduling when needed.

So far the company has gained 450 weekly accounts and plans for aggressive growth. "Traditionally there's a sweet spot somewhere in the 4,000- to 5,000-pool range," Lewis says. "I don't know why we'd stop there, but we'd feel like we've achieved something when we hit that target."

Ast says the team has found that the service department adds an unexpected contribution to the company's mix, as yet another pool of specialists who can provide information and advice to other departments who need to understand a concept or product that's out of their wheelhouse.

"We all learn from each other," he says.



www.spazazz.com

info@spazazz.com

SPAZAZZ[®]

THE ORIGINAL AROMATHERAPY
SPA & BATH EXPERIENCE



Sprinkle Aroma Spa Shock into your hot tub 15 minutes before or after use for a clean, aromatherapeutic experience. While you soak, add your favorite Spazazz Crystal or Elixir to enhance your spa experience.



**Discover the Difference!
Stop by Our Booth, Grab a Free Sample,
and See What Everyone's Talking About!**

Designed and Made In the USA

Spazazz Aromatherapy + Chlorine Free Spa Shock = Ultimate Spa Experience

UNIWALL FIBERGLASS IN ONE CONTINUOUS PIECE

The Design Freedom of Gunite



The Strength of Concrete



Any Size



Wall Colors

- Blue
- White
- Gray

The Maintenance Free Quality of Fiberglass

Please contact us for our "You & Your Opportunities" brochure. Includes advantages, samples and construction details.

**FAMILY
FUN[®]**

3750 Beck Avenue
Louisville, Ohio 44641 USA
Phone: (330) 875-1444
Fax: (330) 875-8074
Email: jim@familyfunpools.com
www.familyfunpools.com



Any Shape



Anywhere

ONE APPROACH TO ACQUISITIONS

Cody Pools, consistently topping the PSN and Pentair Top 50 Builders list, was ahead of the consolidation curve. Here, its CEO shares some of its practices.



Mike Church has been a busy man. His company — Cody Pools — has occupied the No. 1 spot on the *PSN* and Pentair Top 50 Builders List for 12 years in a row, including this year's. And he was at the front of the consolidation curve. For him, it started in 2018, with the acquisition of Challenger Pools in Tampa, Fla.

To prepare for further growth, the company took on a private equity partner, Main St. Capital, in 2020. Since then, Cody Pools has gone on to make three more acquisitions. In 2021, it purchased fellow Top 50 firms Platinum Pools in Houston, and Phoenix-area company California Pools & Landscape, saying it made Cody the largest independent pool builder in the country at the time.

Last year, another company from

the Sunshine State joined Cody — Top 50 builder American Pools & Spas, based in Orlando.

Here, Church shares some of his approaches to bringing his companies together.

CAUTIOUS APPROACH

When it comes to integrating newly acquired companies, Cody Pools has adopted a gradual process.

In terms of standardization throughout the company, the builder has focused mostly on putting each operation on the same accounting software. On a less formal basis, the various locations have been sharing business practices and choosing the best ones to incorporate company-wide, Church says.

“One of the things we did is try

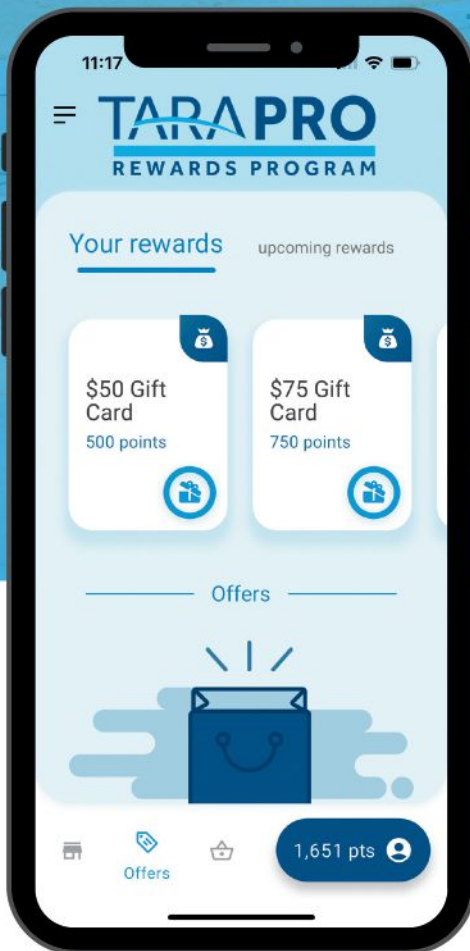
not to disrupt any business after the acquisitions,” he explains. “We kept the same management staff and operations. And then, over time, we implemented better business practices from each one once we learned about each other, rather than rush to changes.”

A management strategy of Cody's has helped the company evaluate practices and decide which to incorporate company-wide. Church assembled an executive team, made up of the heads of each market it serves — one each from the Florida, Phoenix and Texas operations. They meet weekly to discuss issues and share ideas.

This has been especially helpful for installing confidence in the employees of the acquired companies.

PROTECT POOLS EARN REWARDS

TARA



Join Tara Pro Rewards



Get unmatched protection and easy installation with Tara safety covers while earning valuable rewards with every purchase. Redeem points for gift cards and exclusive offers that benefit your business. Trust Tara to protect your clients' pools and reward your hard work. Join the Tara family today and start reaping the benefits!

Visit www.tarapools.com/pro-rewards to get started.



Earn Points Fast

Scan any Tara safety cover, pool liner or sun shade to collect points.



Redeem Points

Cash in points for gift cards and rewards that suit you



Convenient App

Scan purchases, track points and rewards on the go.



Special Offers

Access exclusive Tara Pro Rewards deals and bonus points.

866-725-8272 | info@taramfg.com | www.tarapools.com

In his observation, the top concern among company owners who sell, and their employees, is how existing staff will fit into an entity that is merging together. So Church handles it slowly.

“We’ve been really easy and open on that, to make sure we don’t startle anything, and just make it the best that we should — without making rash decisions,” he says.

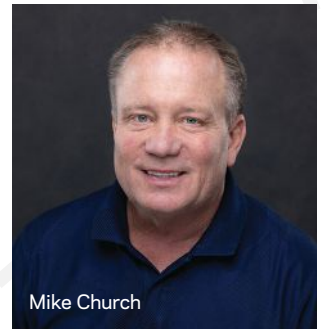
It’s also helped that, after meeting with the entire staff of a newly acquired company to announce the transaction, Cody arranges face time with each employee in the first week. “That’s been pretty successful for us,” Church says. “It’s just making them feel comfortable, and then six months later, they are thankful that, ‘Hey, you did what you said.’”

The building segment of the industry has been slower to incorporate consolidation and franchise models. The fact that construction methods vary by region has been a big reason for that reluctance. In its acquiring, Cody largely leaves construction operations untouched. Acquired operations have been left to stick with the practices that have worked best for them over the years.

“We kind of let them do their own things, because each market is a little bit different in how we build in different terrains,” Church explains.

The company’s approach clearly works for it. The company reported nearly \$337 million in total revenue for 2023, up from \$97 million in 2020, before its last three acquisitions.

“In his observation, the top concern among owners who sell ... is how existing staff will fit into an entity that is merging together. So Church handles it slowly.”



Mike Church

United States Postal Service STATEMENT OF OWNERSHIP, MANAGEMENT, and CIRCULATION Required by 39 USC 3685		
1.	Publication Title: PSN Pool and Spa News	
2.	Publication Number: 793-180	
3.	Filing Date: 10/01/24	
4.	Issue of Frequency: Semi-monthly in Jan., Mar., and May; Monthly in Feb., April, June, July, Aug., Sep., Oct., Nov., Dec.	
5.	Number of Issues Published Annually: 15	
6.	Annual Subscription Price: 28.5	
7.	Complete Mailing Address of Known Office of Publication (Not Printer): Pool and Spa News, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543	
8.	Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Hanley Wood Media, Inc. dba Zonda Media, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543	
9.	Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Mia Vallo, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543; Editor: Joanne McClain, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543; Managing Editor: Rebecca Robledo, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543	
10.	Owner - Full name: Hanley Wood Media, Inc. dba Zonda Media; HW Holdco, LLC; 4000 MacArthur Blvd Ste 400 Newport Beach CA 92660-2543	
11.	Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None	
13.	Publication Title: PSN Pool and Spa News	
14.	Issue Date for Circulation Data Below: 09/23/2023	
		Average No. Copies Each Issue During Preceding 12 Months
		No. Copies of Single Issue Published Nearest to Filing Date
15.	Extent and Nature of Circulation	
a.	Total Number of Copies (Net press run)	16,622
b.	Legitimate Paid and/or Requested Distribution	16,372
	(1) Outside County Paid/Requested Mail subscriptions stated on PS Form 3541.	11,247
	(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541.	0
	(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS *	100
	(4) Requested Copies Distributed by Other Mail Classes Through the USPS	3
c.	Total Paid and/or Requested Circulation [Sum of 15b 1, 2, 3 & 4]	11,350
d.	Nonrequested Distribution	
	(1) Outside Country Nonrequested Copies Stated on PS Form 3541	4,750
	(2) In-Country Nonrequested Copies Stated on PS Form 3541	0
	(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail	0
	(4) Nonrequested Copies Distributed Outside the Mail	182
e.	Total Nonrequested Distribution ((Sum of 15d (1), (2), (3), and (4))	4,934
f.	Total Distribution (Sum of 15c and 15e)	16,284
g.	Copies not Distributed	338
h.	Total (Sum of 15f and 15g)	16,622
i.	Percent Paid and/or Requested Circulation	69.7%
16.	Electronic Copy Circulation	
a.	Requested and Paid Electronic Copies	-
	Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic	-
b.	Copies	11,350
c.	Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies	16,284
d.	Percent Paid and/or Requested Circulation (Both Print and Electronic Copies)	69.7%
17.	Publication of Statement of Ownership for a Requester Publication is required and will be printed in the 11/11/2024 issue of this publication.	
18.	I certify that all information furnished on this form is true and complete. Signature and title of Editor, Publisher, Business Manager, or Owner - Mia Vallo - EVP and GM, Media, 10/01/2024	



Solar Pool Heating for both Residential & Commercial Swimming Pools



Boosting Profits Leading to a Rapid ROI

By integrating and upselling solar pool heating into your offerings, you will be attracting customers who are seeking sustainable options.



Offer the Industry-Leading Warranty

Solar pool heaters have a 15+ year lifespan, backed by a 12-year manufacturer warranty, lasting longer than other heating solutions.



Meet Demand with Advanced Technology

Innovative engineering to operate efficiently even during peak season, resulting in maximizing customer value per transaction.



Provide the Eco-Friendly Solution

Position yourself as a forward-thinking partner, by significantly reducing greenhouse gas emissions by up to 50% annually compared to traditional heaters.

Start Offering Solar Pool Heating



mageneco.com/beadealer



The best brands in the pool and spa water business!

With our innovative solutions for residential pool and spa care, Solenis helps bring clean, healthy water to households everywhere.

Come visit us in
Booth #9116

at the Pool, Spa and Patio
Expo November 12-14,
in Dallas, TX

Poolife[™]
EXCLUSIVE POOL CARE COLLECTION

poolife.com

GLB[™]

glbpool.com

CHLORINE FREE
BAQUACIL[™]

baquacil.com

PristineBlue

pristineblue.com

SIRONA[™]
SPA CARE

sironaspacare.com


**leisure
TIME**

leisuretimespa.com





POOL | SPA | PATIO/ DECK EXPO EXHIBITOR GUIDE

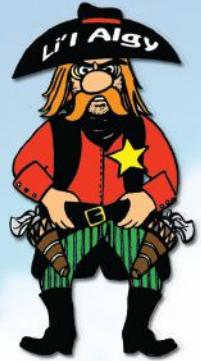
Here, an exhibitors list and show floor map to help attendees make the most of their time at this year's Expo in Dallas.

PHOTO BY INFORMA PLC

EXHIBITOR LIST

Aiper Intelligent Llc	3125	Bill	4923	Crystal Water Monitor	1516	Firefighter1 Fire Hose Systems	1806
Ais Water	2112	Biodesign USA	2509	Cubic Electrical Appliance Co.	6021	Floating Luxuries	5820
Allied Plastic Supply	5123	Biolab	2712	Cutco Gifting	5109 5919	Foreverlawn	2501
Alpha Professional Tools	6404	Blackstone Products	5516	Cyberfunnels	1802	Forshaw	6004
Alpha Systems	4600	Blossom And Lead - A Backyard Gathering	9709	Darilly Filtration	1310	Fortress Building Products	4509
Alps Manufacturing	7323	Blue Square Manufacturing	1712	Deck Builder Marketers	4905	Foshan City Silver Wave Kitchen Equipment	7320
Altoglass - Glass Tile & Porcelain Tile	1420	Blue-White	8623	Deck Specialist	5905	Foshan Gaoming Yuehua Sanitary Ware Co.	8916
American Ground Screw	6504	Blueray XI - The Real Mineral Purifier	1500	Deckorators	4505	Foshan Nanhai Hongyi Higt-Tech Materials Co.	5807
Anderson Manufacturing Company	2422	Breeez.com	6124	Decks & Docks	4109	Foshan Nanhai Keersi Plastic Metals Factory	8325
Apex Pool Windows	2427	Busybusy Mobile Time & Equipment Tracking	6007	Decks Done Right	5312	Foshan Uwotec New Energy Co.	1912
Aqua Comb / Mi-Way	2917	Bwt Pool Products	2221	Designer Palms	4229	Fox Blocks lcf - Truegrid Pavers By Airlite Plastics	2001
Aqua Leisure Recreation	5916	Camo	4305	Dial Mfg.	5706	Frog Products	2925
Aqua Magazine	1603	Canaxy USA	6909	Digger Specialties	6309 6512	Fujiwa Tile	1807
Aqua Technics Pools	2520	Cardinal/Modern Moulding	2016	Diversitech	5119	Gaya Couture	7624
Aquabella Tile	1616	Cariitti	2525	Dominator / Alta	2319	Gecko Alliance	8610
Aquafinesse	1320	Carvin	2116	Doughboy Recreational	2306	Generation Hottubs	5323
Aquafit Chlorination Systems	9002	Celtic Hot Tubs	3721	DrHeaterUSA	1316	Genesis Solution Center	2700
Aquamatic Cover Systems	4325	Cemen Tech	6716	Dss	1016	Gladon Company-Tropical Palm Trees	7516
Aquasition	2101	Central Conduit	2204	Duxxbak Composite Decking	4206	Global Pool Products	2709
Aquastar Pool Products	7703	Century Aluminum Railings	5709	Easycare Products	2922	Global Syn-Turf	2303
Aquatherm Industries	4620	Champion Pool Care	1722	Ecofinish High Performance Coatings	7312	Glong Italy Srl	2126
Aquatic Av	9121	Changzhou Bigeer Sanitary Ware Co.	8928	Ecosmarte Planet Friendly	2128	Guangdong Exinda Technology Co.	8905
Aquatic Glazing International	2603	Changzhou Sanding Electro-Motors & Appliances Co.	6023	Eeziblue	1619	Guangdong Foshan Fukiafu Sci-Tech	8125
Aquatic Spas USA	9105	Changzhou Yangzi New Plastic Institute	9120	Emz Industries	4329 4429	Guangdong Juteng Environmental Protection Equipment Co.	1503
Arcsite	4601	Chemtrol	7623	Endless Pools	2828	Guangdong Komin Sporting Goods Co.	2020
Artesian/Marquis/Nordic	3109	Cimplechat	8122	Enexo Railing Systems	4804	Guangdong Laswim Water Environment Equipment Co.	2725
Artistic Paver Mfg.	7316	Cixi Chunhui Plastic Electrical Appliances Co.	4025	Enterprise Payment Systems	4922	Guangdong Lingxiao Pump Industry Co.	7916
Artistic Pool Rails	6622	Cixi Handsome Pool Appliance Co.	6121	Essentials	7716	Guangdong Tianjin New Material Co.	1017
Asahi Chemical Industry Co.	2403	Cixi Songye Sanitary Ware Co.	5923	Estimcad Decking & Railing	4906	Guangdong Wotech Renewable Energy & Technology Co.	2420
Ashland Pump	4027	Cl Industries	4422	Eva-Last	5506	Guangzhou Huantong Industry Co.	7309
Asi	1710	Classic Pool Tile & Stone Corp.	2200	Exhibitor	4029	Guangzhou Monalisa Sanitary Ware Co.	8319
Astel Lighting	2301	Clearwater Tech	4125	Exhibitor Appointed Contractor (Eac)	Temp 3611	Guangzhou Romex Sanitary Ware Co.	8722
Atlantis Rail Systems	4806	Coconut Outdoor	1412	Exhibitor Service Center	9126	Guangzhou Taisheng Sanitary Ware Technology Co.	7109
Attendee And Exhibitor Matchmaking	7728	Cold Plunge Supplier	6723	Explore Industries.	1512	Guangzhou Baili Furniture Co.	7319
Automatic Pool Covers	1022	Colin's Hope	8322	Expo Stage	9320	Gz Waking Pool Light Co.	5920
Azenco Outdoor	2312	Compass Digital	6304	Faber Cnk Stone	3325	H2o Imports	2022
Bad Dog Tools	1507	Confer Plastics	1716	Fastenmaster	4300		
Barrier Reef Fiberglass Pools	7722	Consolidated Manufacturing International	1900	Fence And Deck Marketers	5005		
Basecrete Technologies	5819	Core Covers	3021	Fiber Creations	1916		
Bathing Brands	8102	Corradi USA	6312	Fiberlite Umbrellas	3018		
Beauty And Beyond	4912	Cover Care	1121	Figure	1721		
Bellagio Luxury Co.	7720	Cpi Champlain Plastics	5618	Filter Preaux	1312		
Bettabot	6912			Finnleo Sauna	2716		
Bewell Hot Tubs/Okeanos Fiberglass Pools	6320			Fire By Design	4421		
Big Green Egg	6306						

Celebrating 47 Years of Education Leadership



The place to be...

February 6-8, 2025

EXHIBITORS



SCORE BIG: Connect Directly with Buyers and Showcase Your Products!



GET IN THE GAME: Dive Deep into Pool Innovations with the Experts! Experience the Best Education in the Industry to Elevate Your Skills!

Phone: 800-746-9772

Email: sales@westernshow.com

EXHIBITOR REGISTRATION OPEN ONLINE

Long Beach
Convention Center
300 E. OCEAN BLVD.,
LONG BEACH, CA
HALL "C"



Education is the Future

WesternShow.com

EXHIBITOR LIST

Hammerhead Aquatics	4616	Itw Construction Residential & Renovation	5704	Modern Molding	2017	Outdure	5409
Hangzhou Aquila Outdoor Products Co.	7522	Jascopro	8902	Moistureshield	4709	Oxygen Water Products	1404
Hangzhou Bublue Sciences And Technologies	5419	Jetstream Of Houston	8025	Mont Alpi	6706	Pal Lighting	3121
Hangzhou Buda Water Processing Equipment Co.	8520	Jilin Test Bio-Electron Co.	2322	Morton Salt	2321	Palram Americas	6107
Hangzhou Muyuan Technology Co.	4820	Jingliving	1809	Moso Bamboo Outdoor	4402	Paneralux Smart Technology (Ningbo) Co.	5004
Harvia Us	3116	Jobtread Software	4916	Mp Industries	6123	Passion Spas	3309
Hasa/Orenda	4519	Jonas	7712	Mstone Stone & Tile	6712	Pebble Technology International	8502
Haven Underdeck	5111	Juancheng Kangtai Chemical Co.	1903	Multicoat Products	5724	Pegasus Products - The Cover Company	2021
Haviland Pool & Spa	7112	Kaizen USA	4400	NADRA - North American Decking & Railing Association	5711	Performance Engineered Products	1605
Hawk Labs	7123	Key Lander Environmental Technologies Co.	8018	Naked Pools	1700	Perma Column	4907
Hee Yoo Purification Technology Co.	1418	LaMotte Company	7909	Nantong Bestview Spa Co.	8725	Permacast	5122
Hefei Beauty Pool Products Co.	2203	Larkpm	5806	Natare Pools	1706	Phoenix Pool Products	1116
Help Desk	Room 4525	Latham, The Pool Company	6922	National Plasterers Council	2426	PHTA Demo Zone	2706
Heritage Landscape Supply Group	4712	Leache Chem	2419	National Pool Route Sales	1409	Plaster Logic	4321
Heritage Pool Supply Group	3416 4712	Leaktronics/Torque Lock Structural Systems	5316	Nature Works Glass Filter Media	2003	Plunge Pool Concepts	7020
Heze Huayi Chemical Co.	7009	Leap	5113	Ncp Industries, Adorn Stone, Zipup Ceiling And Underdeck	5504	Plungie	1803
HFS Financial	2505	Ledge	6116	Neu Terra Technologies	7616	Pmm Products	4722
Hide Covers	5204	Leisure Concepts	3716	Newgarden USA	6223	Podium	5721
Home Port Water Testing	1309	Leisurecraft	8702	Nidec - U.S. Motors	2316	Poly-Planar Group	8413
Homev	8612	Life Saver Pool Fence Systems	2000	Ningbo Bonny E-Home Co.	7125	Pool & Spa Enclosures	2023
Hose Hut	4207	Lmt Mercer Group	5104	Ningbo Hongtong Motor Co.	6220	Pool & Spa News	8525
Huizhou Aopai Technology Co.	8416	Longkou Keda Chemical Co.	7010	Ningbo Hui Yong Swimming Pool Supplies Co.	5924	Pool & Spa Alliance (PHTA)	2900
Huizhou Xinyifeng Rubber Products Co.	9213	Lou Powered By Evosus	8006	Ningbo Jade Pool Technology Co.	7223	Pool Brain	3321
Hurricane	1720	Lucite Spa	3521	Ningbo Poolstar Pool Products	1411	Pool Builder Marketing	1904
Hydroplay Elite Corp.	5823	Luminor Environmental	4129	Ningbo Powerful Pool Equipment Co.	4719	Pool Magazine	1505
Hydropure Technologies	6709	Luohu Global Technology Co.	9220	Ningbo Wellsum Import & Export Co.	1822	Pool Nation Podcast	1118
Hyphen Solutions	5224	Luun	4128	Ningbo Maygo Pool Technology Co.	8622	Pool Office Manager	3423
Iapmo Eggs	4921	Lyon Financial	3525	Ningbo Kuntai Bamboo And Wood Co.	5110	Pool Service Software	4619
Icc-Es	2421	Magen Eco Energy US	1909	Nissan Commercial Fleet	4311	Pool Tiger	2600
Ideal Brands And Riptide Spa	7512	Magic Plastics	3016	NSF	1609	Poolisher	2103
Ig Railing	4212	Marine Fasteners	4920	Nuera Logistics	8412	Poolmaster	2512
In-Lite Design	6509	Master Halco	6812	Oasis International Pool Systems	4228	Poolmate	6523
Industrial Test Systems	5019	Master Pools Guild	1300	Ocean Decks	5010	Poologics	1319
Infinintree	8907	Maximo	5006	Oku Obermaier	2122	Poolpal USA	1018
Infinity Living	6916	Maytronics	5723	Omni Digital Marketing	7809	Poolpro	2327
Infinity Massage Chairs	8410	Md Intellishade	6623	Oncore Filtration	8707	Poolrx Mineral Technology	2125
Innovaspa Pür Spas	1621	Megna Pool/Northern Stainless	1610	One Tap Connect	8417	Poolside By CGT	1407
Innovative Product Showcase	1525	Merlin Industries	3017	Oriental Recreational Products (Shanghai) Co.	7419	Poolside Tech	2106
Inspiration	4716	Microglass	4322	Osaki Massage Chair	1422	Poolwerx	1704
Intrigue Media	5518	Midwest Canvas Corp/ Oceanblue	8811	Outdoor Living Stage Sponsored By Simpson Strong-Tie	5911	Pouralid	1620
Iopool	9110	Millner-Haufen Tool Company	4805	Outdoor Solutions	5720	Powerstep	3928
Ips Controllers	5719	Mini Bucket Test	1419			Premier Fire And Water	4225
IPSSA - Independent Pool & Spa Service Association	2326	Miracote	5205			Press Lounge And Content Creator Studio	1100
		Moasure	4303			Primate Pool Tools	1501
						Prism Hardscapes	6507

COME VISIT OUR BOOTH

AT THE INTERNATIONAL POOL, SPA & PATIO EXPO!

INTERNATIONAL
POOL | SPA | PATIO
EXPO

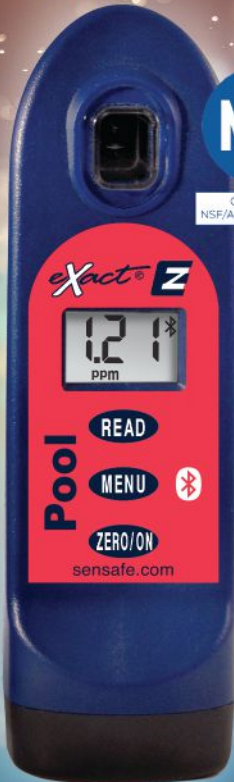
BOOTH 5019

Watch live demos &
get free samples!

waterproof IP67

NSF

Certified to
NSF/ANSI Standard 50



SWIM CHECK FIX PHOSPHATE

PHOSPHATE REMOVING TABLETS FOR POOL

No Liquids! No Floc! No Cloudy Water!

Swim Check Fix™ Phosphate is the innovative and hassle-free solution to effectively remove phosphates and maintain crystal-clear water. Easy-to-use phosphate removing tablets ensure a stress-free experience for pool owners.

**Lowers Phosphates
Up to 500ppb!**



POOL CHECK Xpress

Award Winning Product!

The PoolCheck Xpress series introduces a unique feature: a **color chart printed directly on the strip just below the test pads.**

Forget about carrying bottles or charts; the safe range indicators are right on the strip, the first of its kind. It tests for the 3 most crucial pool parameters (**Total Alkalinity, Free Chlorine and pH**).

MVP
MOST VALUABLE PRODUCTS

POOL AND SPA NEWS
2024
TOP 50
PRODUCTS

Detects

- Total Alkalinity
- Copper
- Calcium Hardness
- Cyanuric Acid
- Chloride (as salt)
- pH
- Free Chlorine
- Phosphate
- Total Chlorine
- Combined Chlorine

Pool eXact® EZ

The **NSF/ANSI 50 LI Certified** Pool eXact® EZ with Bluetooth® photometer tests for 10 pool water parameters with lab quality results!

10% OFF
EVERYTHING

USE CODE AT CHECKOUT

PSN11

Offer Expires 12/31/2024.



Industrial Test Systems, Inc.

Innovators of Water Quality Testing

800-861-9712 | sensafe.com | its@sensafe.com

@ITSSensafe @sensafe ITS @sensafe

EXHIBITOR LIST

Pro Products	1410	Shandong Keqing Glass Crafts Co.	5617	Strong Spas	3709	Ultrapure Water Quality	2302
Protect-A-Child Pool Fence Company	7622	Shandong Taipeng Nonwoven Co.	1919	Sunbelt Hot Tubs	8920	Unicel Filters	2916
Protiv	6006	Shenzhen Diao Sauna Equipment Co.	1317	Suncoast Built USA	6104	United Mineral & Chemical Corp.	8512
Protuff Products	4112	Shenzhen Kingston Sanitary Ware Co.	9416	Sunneday	7706	Universal White Cement	1906
Provalet.io	1509	Shenzhen Omni Ice Technology Co.	6722	Sunrans	8911	Us Gunite And Plaster	1703
Psp/D 2025 Sales Office	4525	Shenzhen Tolo Leisure Equipment Co.	6520	Sunspace Sunrooms	1304	Val-Pak Products	2728
Puyoung Industrial Co.	7825	Shenzhen Xinyonggao Tech Co.	822	Superior Pump	1922	Valterra/Blue Devil	2320
Pwt-Treated Lvl	5906	Shijiazhuang Yuncang Water Technology Corp.	2019	Superior Wellness	7104	Venetile Tiles	3927
Qca Spas	2516	Shunde Native Produce Import And Export Co. of Guangdong	9005	Suzhou Smorobot Technology Co.	7120	Versatex Building Products	4904
Qi Automotive Co.	5222	Silkbalance Hot Tub Water Care	2912	Swamcam	3323	Vessel Pools	4423
Qingdao Barefoot Construction Material Co.	4302	Simpson Strong-Tie	5512	Swimbables	1406	Viking Capital	8310
Qingdao Damary Plastic Co.	1416	Sintoplast / Pieles Sinteticas	2004	Swimming Pool Windows	1800	Viking Spas	2309
Qingdao Hot Chemicals Co.	2223	Sip Topology Environmental Protection & Purification Co.	7918	Sylvanix Outdoor Products	5804	Vinyl Works Canada	5116 5216
Ram Jack	2428	Sk Pucore USA	4200	Talley	2100	Vista Railing Systems	5012
Ramuc/Tuff Coat	8522	Skedit	7124	Talosbo	5921	Water Tech	7116
Raypak	4516	Skim Guard	1523	Tara Pool And Outdoor Products	5716	Waterco USA	8710
Rb Retail & Service Solutions	1701	Skimmer	1600	Techfektor Media Group	2402	Waterhunt Intelligent Pool Solutions	1801
Rdi Railing	4709	Skimmer Saver By Fischer	1702	Techno-Umg America	4202	Waters Choice	7906
Regal Ideas	4512	Skin Microplaster / Skin2.0	2425	Tecmark Corp.	2921	Watershape University	4216 4217
Registration And Entrance Pavilion	3200	Smart Level	4603	Templar Screens	6205	Waterway Plastics	8110
Renolit	6710 8317	Smartop	3716	Tenax Corp.	4226	Watkins Wellness	2928 3129 3329
Renosys	2104	Softub	2300	Tengli Spamold And Automation Technology	8810 8910	Wave Spas	8516
Retail Innovation Zone	1010	Solar Sun Rings Inc / Bio Active	2325	Tenjam	7715	Wc Bradley Outdoors	8422 8423
Rethink Pool Care	1519	Solenis	9116 9816	Texton	5206	Weatherables	4309
Revdup Apparel	1517	Sonora Fiberglass Pools	5616	The Bottom Feeder	8628	Weld-On Adhesives	2323
Rico Rock	6704	Spa Electrics	2225	The Get Smart Group	1306	Wellis	6316
Rising Dragon International	8716	Spadolly	8222	The Leveredge	2500	Wells Fargo	1606
River Pools	5022	Sparetailor/Poolpro Magazines	1920	The Outdoor Plus	6904	Westlake Pipe & Fittings	2304
River Spas	8128	Spas N Spares + Earth Spas	5521	The Vacdaddy	2121	Wet Edge Technologies	1709
Rock Pool USA	8316	Spazazz	8508	The Veranda	1004	Wilkes Pools	9210
Rodman Drill	5904	Speck Pumps-Pool Products	7912	The decksupply.com	4203	Wintergreen Synthetic Grass	3929
Rola-Chem Corp.	3023	Spillway Pool Products	3925	Tholz - Wellness Evolution	1322	Woodbridge	9616
Royal Swimming Pools	1522	Sps Poolcare	2328	Thursday Pools	5023	Wrmth Corp.	6605
Rubcorp Distribution	4500	Starborn Industries	5106	Tigre USA	8123	Wybotics Co.	2721
Safety Pool Fence Co.	5212	Stegmeier	4221	Timbertech	6206	Xingmai Innovation Technology(Suzhou)Co.	5217
Saftron Manufacturing	3421	Stenner Pump Company	1820	Titan Building Products	4502	Yercon Diagnostic Co.	4028
Saidsystem	7709	Stone-Mart	8510	Tls Global Group	1510	Yunda H&H Tech (Tianjin) Co.	7925
Sakko Pool	7826	Stoneline Houston	5305	Top-Up Turtle	1521	Z Poolforms	4522
Same	8329	Stonetech Pools	8613	Trevi - Dynasty Spas	8116	Zhejiang Chaoshida Special Textile Co.	8620
San Juan Fiberglass Pools	3529			Trex	5509	Zipline/Technidea Corporation	2009
Seadek	9112			True Mtn Marketing - Website Services	4913	Zyllion Group	8323 7523
Seauto	2227			Tsarsi	4503		
Serum Watercare	7519			Twinscape North America	2909		
Service Industry News	9212			U2 Fasteners	4401		
SGM	2400			Ultimate Pool Tools	1216		
				Ultralift Cover Lifter Systems	3725		

(continued on page 82)



LASCO Fittings is now Westlake Pipe & Fittings

From Venturi Tees, Pool Sweeps, Couplers, Tees, 45° and 90° Elbows - Westlake Pipe & Fittings has what you need for Pool & Spa installations and repairs. We also offer Schedule 40 up to 12", Schedule 80 up to 12", and Valves to cover all of your Pool & Spa PVC fitting needs.

Westlake
Pipe & Fittings

Learn more at westlakepipe.com/pool

© 2024 Westlake Pipe & Fittings. All rights reserved.

PSP/Deck Expo Exhibitors Marketplace

Details on products of exhibitors at the 2024 PSP/Deck Expo are based on materials provided by the manufacturers.

BY PSN STAFF



Aiper Intelligent LLC Booth 3125

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



Anderson Mfg. Booth 2422

Product: Light Leak Tester
Features: user covers the light and squirts dye to see if it gets drawn into the dome, indicating a leak
Contact: leaktools.com



Aqua Comb/Mi-Way Booth 2917

Product: Aqua Comb
Features: comes in two styles: Pool for deep pleated cartridges and Spa for shallow pleated cartridges; handheld tool attaches to a garden hose and has a 3-inch wide water spray with a pick comb to open the pleats and remove all the debris; made in the USA!
Contact: aquacomb.com



Aquabella Tile Booth 1616

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 4325

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 7703

Product: PureStar Ozone System
Features: patented plug-and-play system installs in-line, requiring less than 18" of horizontal pipe
Contact: aquastarpoolproducts.com



Aqua Technics Pools USA Booth 2520

Product: Aqua Technics Pool
Features: company's patented graphene technology integrates graphene, the world's strongest material, into every pool, resulting in strong, lightweight pools with higher resistance
Contact: aquatechnicspools.com



Blue Square Mfg. Booth 1712

Product: Vivid 360 LED Replacement Bulbs
Features: engineered to replace most existing pool and spa bulbs; available in 12 volts and 120 volts and come in four color options; with a 5-year warranty and up to 50,000 of run-time
Contact: bluesquaremfg.com

EASY-TO-USE • REUSABLE • SOAKS UP OILS & GRIME • ELIMINATES THE SCUM LINE

THIS IS NO POOL TOY!

INTRODUCING HTS TURBO POOL & SWIM SPA STINGRAY OIL ABSORBING SPONGES

Now there's a New Pool product that reduces scum lines on your pool and swim spa sides. Designed to reduce the working load on pool and spa filters by removing body oils, exfoliated skin, & cosmetics from spa water. Manufactured absorbing fibers that attract body oils. These fibers are woven together to create a micromesh, that dramatically increases the surface area available to trap pool or swim spa scum. These reusable and washable Sponges provide long lasting use.



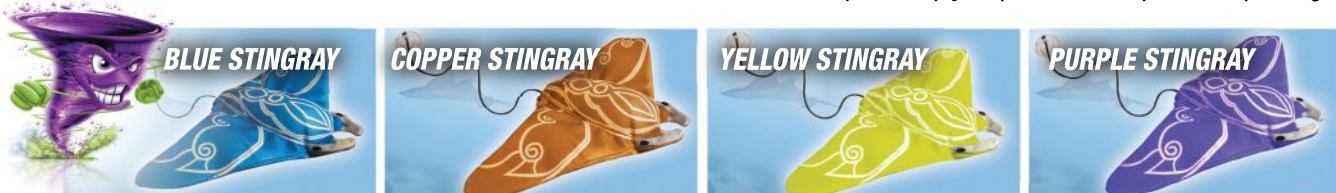
They are extra large at 24 inches across, the perfect size for both pools and swim spas. They look great, attach to the side of your pool or swim spa keeping water is clean, clear, and inviting.

And comes with a 3 Year Pro-Rated Unconditional Warranty!

Our Sponges...

- Absorbs floating body oils and lotions
- Made from oil attracting fibers
- Extends water life
- Machine washable and reusable
- Long lasting
- Helps to keep your pool or swim spa water sparkling

AVAILABLE IN 4 GREAT COLORS...



For more Information about this product please visit:

serumwatercare.com

For More Information Call: 609-234-0923

© HTS Turbo Watercare is a Registered Trademark of Serum Watercare LLC
© The SERUM Turbo Character is a Registered Trademark of Serum Watercare LLC
ADULT USE ONLY NOT SUITABLE AS A CHILD'S TOY.

**VISIT US! at the
International Pool
& Spa Show
in Dallas, Texas
Booth No. 7519**

FROM THE MAKERS OF

HTSTURBO
watercare system

Get It Clean. Keep It Clean.



Bullfrog Spas

Product: Bullfrog Spas A Series
Features: improved features include headrests better aligned to the neck and spine, offering an improved fit and look; JetPaks now offer under-lighted headrests with no need for wires or connectors; thoughtful mix of seat depths, improved seating ergonomics, better jet alignment, a focus on safe entry/exit
Contact: bullfrogspas.com



**Cover Care
Booth 1022**

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



**Deckorators
Booth 4505**

Product: Deckorators Privacy Screen System
Features: system enables users to mix and match various components, including screens, slats, and decking; user-friendly installation, versatility, and privacy-enhancing features
Contact: deckorators.com



**Explore Industries
Booth 1512**

Product: The Wave from Leisure Pools
Features: fiberglass pool with a generous splash deck; designed for relaxing or providing a safe area for children to play; spacious swim corridor allows for uninterrupted swimming and exercise; gently sloping bottom accommodates various depths
Contact: exploreindustries.com



**Gecko Alliance
Booth 8610**

Product: Gecko Waterlab
Features: continuously monitors water quality, provides real-time insights, and offers dosing recommendations; mobile app enables remote control of spa functions such as temperature adjustment, water sanitation monitoring, and water maintenance recommendations
Contact: geckoalliance.com



**Haviland Pool & Spa
Booth 7112**

Product: Bagged Balancers
Features: now offering select sizes of water corrective and chlorine complimentary chemistries in resealable retail friendly packaging; resealable, bagged balancers use a 'gusseted base' that allows the bag to stand independently on retail store shelves; products are available in both 5lb and 10lb sizes; made in the USA
Contact: havilandpool.com



**HFS Financial Services
Booth 2505**

Product: Home Improvement Loans
Features: 100% unsecured loans; terms of up to 20 years; loans of up to \$500,000; no stage funding
Contact: hfsfin.com



**Home Port Water Testing
Booth 1309**

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



NATIONAL PLASTERERS COUNCIL

36th Annual Conference

February 26-28, 2025

Hilton Orlando
Lake Buena Vista, Florida



The NPC Annual Auction:
Empowering the Industry, One Bid at a Time



Our commitment to research and development, combined with over 30 years of industry leadership, ensures that our members are always at the forefront of innovation and quality.

**Technical Expertise • Education • Auction
Industry Guidance • Workshops • Certifications • Networking**

MASTER YOUR CRAFT



Educate



Innovate



Advocate



WHY JOIN NPC?

Join us to explore the latest research, enhance your skills with top-tier education, and advocate for the standards that elevate the entire pool finishing industry!



- Start-Up Technician Certification Classes:
 - in person
 - or online



- "Ask the Expert" Program
- Education
- Technical Resources
- Networking



- Scholarship Opportunities
- Professional Development
- Industry Leadership

2023 Scholarship Winner!



• Faith Blackwood
University of Arkansas
\$2,500



Listen to the Smooth Finish Podcast.

Listen On Spotify Listen On Apple Podcasts

Join Now!

Receive your membership discount on conference registration!

NationalPlasterersCouncil.com

Contact Info:

847.416.7272 📞

mail@npconline.org ✉️



Scan the Code & Register Today

→ **PSP/DECK EXPO MARKETPLACE**



**Hot Tub Serum
Booth 7519**

Product: Serum Super Soft
Features: spa water addition combines the company's EPA Registered SERUM Total Maintenance with its HTS Turbo Cashmere to provide crystal clear water that feels soft
Contact: serumwatercare.com



**InnovaSpa
Booth 1621**

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



**King Technology
Booth 2925**

Product: FROG @ease Sanitizing System for Swim Spas
Features: FROG @ease kills bacteria two ways, with FROG Sanitizing Minerals and SmartChlor, a patented type of chlorine that releases slowly and maintains a continuous low 0.5 - 1.0 ppm chlorine level at all times; self-regulating FROG @ease floats when working, and flips when empty
Contact: frogproducts.com



**LaMotte Co.
Booth 7909**

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



**Latham Pools
Booth 6922**

Product: Measure by Latham
Features: AI-powered 3D measurement tool/app designed for precision and efficiency; measures for pool liners as well as covers; accurately capture dimensions in minutes, while minimizing errors and reducing callbacks; an end-to-end solution that allows dealers to quickly gather reliable data, leading to faster installations
Contact: lathampool.com



**Lyon Financial
Booth 3525**

Product: Unsecured Swimming Pool Financing
Features: company offers homeowners buying power with loan options; Lyon Financial offers low rates and long terms for pool financing; pays the pool builder directly throughout the project, ensuring on-time payments and in full
Contact: lyonfinancial.net



**Magen eco-Energy US
Booth 1909**

Product: Heliocol, Solar Pool Heating
Features: patented individual-tube and over-molding construction maximizes pool heating efficiency; robust build and roof-top friendly installation
Contact: mageneco.com



**Magic Plastics
Booth 3016**

Product: VibeProof Locking Union
Features: VibeProof Locking Union technology is a patented design that incorporates the use of a series of strategically placed scallops on the Pump Union nut and tailpiece; hand tightening the nut will engage the lock, preventing the union from loosening or backing out during vibration
Contact: magicplastics.com

Robust & Smart Safety Covers

- Industry leading limited lifetime warranty
- UV resistant webbing and thread
- Sewn with the strongest thread possible
- Reinforced "X" stitching at each strap
- Double webbing throughout the cover (not just the top)



Superior
Liners



Inventor of
The Pool Bladder™





**Merlin Industries
Booth 3017**

Product: Thermo-Light Spa Cover
Features: floating spa cover is a lighter alternative to regular foam spa covers and can also be custom made to fit free-form spas covers; can be used in large, in-ground spas; easy to install and remove, floats on the water's surface, and has a high insulation factor to keep the water warm
Contact: merlinindustries.com



**Nature Works Technology
Booth 2052**

Product: Nature Works Glass Filter Media
Features: manufactured from sanitary plate glass that is crushed, polished and calibrated to be the optimal filter media replacement for sand; designed to save clients energy, water, chemicals
Contact: natureworks-na.com



**Natural Chemistry
Booth 2712**

Product: Pool Perfect Max
Features: formulated to simplify pool care routine; reduces scrubbing of scum lines, frequency of filter cleanings, and removes phosphates
Contact: naturalchemistry.com



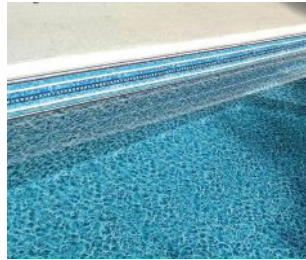
**Okeanos Fiberglass Pools
Booth 6320**

Product: Libra Fiberglass Inground Pool
Features: measures 12-by-30 feet and offers two separate tanning ledges, making it ideal for deckchairs and for children to play; with a depth of 4 feet 11 inches across the entire pool
Contact: okeanospools.com



On Core Filtration

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



**Pegasus Products
Booth 2021**

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



**Poolmaster
Booth 2512**

Product: NBA Boston Celtics Graffiti Pro Rebounder Poolside Basketball Game
Features: rugged and specially designed with all-weather hard-body backboard measures 34-inches-wide-by-25.5-inches-high; features secure Polyform game base that can be weighted with water or sand; includes hoop, net, and 8.5-inch diameter game ball with inflation needle
Contact: poolmaster.com



**Poolside by CGT
Booth 1407**

Product: BAIA Vinyl Pool Liner Pattern
Features: BAIA embossed pool pattern is medium blue and features a tip-print and embossed texture, showcasing large round medallions adorned with elegant floral motifs; wide repeat creates flowing arrangement of medallions reminiscent of classic architecture
Contact: poolsidebycgt.com

LEVEL UP AT the POOL & SPA show

powered by the Northeast Spa & Pool Association

EDUCATION CONFERENCE: JANUARY 27-30

EXHIBITS: JANUARY 28-30

ATLANTIC CITY CONVENTION CENTER



Energize
your team

Tailor Training for
Everyone on Your Staff

Spark
bright ideas

Turn Industry Insights into
Real-World Results



Create New
connections

Expand Your Professional
Network While Having Fun

GET ALL THE DETAILS & REGISTER AT WWW.THEPOOLSPASHOW.COM

REGISTER
NOW



VIEW THE
EDUCATION
SCHEDULE





**Poolside Tech
Booth 2106**

Product: The Attendant
Features: 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
Contact: poolside.tech



**Raypak
Booth 4516**

Product: Crosswind V
Features: fits on standard equipment pads and industry standard 2-inch water connections, conveniently accessible through the front panel for enhanced serviceability; small and light
Contact: raypak.com/crosswindv



**RB Retail & Service
Solutions
Booth 1701**

Product: RB EZ SHOP App
Features: new app provides 'scan and go' shopping to customers within the retail store; syncs with any discounts within the customer's profile and can even be programmed with specials such as BOGO items; all scanned items are quickly pulled up for payment at check out
Contact: rbpoolandspa.com



**RENOLIT
Booth 6710 and 8317**

Product: RENOLIT SOLID PVC Decking
Features: reinforced PVC membrane created to renovate and waterproof decks on both residential pools and aquatic facilities; 80mil thick waterproof and slip-resistant membrane; solves common deck problems including cracks, chips, peeling paint and more; easy to maintain
Contact: renolit-alkorplan.com



**Rico Rock
Booth 6704**

Product: Creative Applications Line
Features: new line of waterfeatures allows pool professionals to create a fully customized water feature by combining the Rico Rock standard waterfall kits; modular water fountains are made of compact, lightweight, cast concrete that are easily mortared together to create consistently beautiful waterfalls; made in USA
Contact: ricorock.com



**Softub
Booth 2300**

Product: Softub Portico
Features: extended seating that allows users to relax on the Therapy Station bench while enjoying barrier-free soaking experience; comes equipped with the Poseidon Jet; plugs into a dedicated 15 Amp (11.5 Volts) outlet
Contact: softub.com



**Solenis
Booth 9116 and 9816**

Product: Poollife NST System
Features: system includes everything needed to oxidize, sanitize and remove algae from the pool, including Poollife NST Prime Tablets, Poollife NST Purify, Poollife NST Patrol; NST Prime Sanitizer uses a proprietary slow-dissolving cal hypo technology, which clarifies without adding any cyanuric acid (CYA) to the pool water
Contact: poollife.com



**SPAZAZZ
Booth 8508**

Product: SPAZAZZ AROMA SPA SHOCK
Features: blends aromatherapy with a non-chlorine shock treatment; sprinkle into the hot tub 15 minutes before or after use; dual-action formula cleanses the spa while filling the air with soothing fragrances; available in three scents—Lavender Isle, Mentha Grove, and Tropical Paradise
Contact: spazazz.com

Build Like The BEST



Greatness isn't just achieved; it's built from the ground up with the right foundation. The top 10 pool builders in the industry all share one common thread: GENESIS® training. With over 1,700 courses completed by industry leaders; GENESIS® isn't just education – it's the blueprint for success. Elevate your craft with the program that shapes champions.



GENESIS®
EDUCATE. CERTIFY. CONNECT.



Join the top 10, check out upcoming GENESIS® courses today!



Speck Pumps — Pool Products Booth 7912

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



SwamCam Booth 3323

Product: SwamCam Drowning Prevention System & Pool Safety Alarm
Features: uses an advanced child detection algorithm to ensure accurate alerts; smartphone app allows users to receive alerts and view the live-stream from the pool, and communicate through the camera as well with a built-in microphone and speaker; includes Wi-Fi repeater to extend Wi-Fi signal to the pool
Contact: theswamcam.com



Tara Pool & Outdoor Products Booth 5716

Product: Tara Pro Rewards
Features: pool professionals can earn points on every liner, safety cover, and sun shade purchase; users can easily scan QR codes on purchases to accumulate points automatically; the app tracks points balance and provides an easy way to redeem points for gift cards; available for both Apple and Android users
Contact: tarapools.com



The VacDaddy Booth 2121

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 5023

Product: Goliath Fiberglass Pool
Features: Goliath fiberglass pool now is offered in a smaller size; 14-by-29-feet, and 5-feet-8-inches deep; fits in compact backyards; a smaller size with stairs and seating ledges strategically placed to create a wide-open swim lane down the center of the pool
Contact: thursdaypools.com



Trex Co. Booth 5509

Product: Trex Signature Decking
Features: signature decking replicates the natural graining and color richness of premium hardwoods with a high-end matte finish, offering a seamless transition from indoors to outside; made primarily from recycled and reclaimed materials
Contact: trex.com



Waterco USA Booth 8710

Product: HRVR Retro-Fit Series Fiberglass Filter
Features: this filter is a direct replacement for Pentair's Triton Series; features Waterco USA's fishtail laterals for improved backwashing hydraulic efficiency; 2-inch bulkhead connections with a reinforced internal wall
Contact: waterco.us



Water Tech Corp. Booth 7116

Product: Precision V10
Features: provides a convenient, high-power cordless and hose-free clean; Shallow Water Adapter attachment enables it to better clean shallow areas like steps and sun shelves; new tamper-proof motor-box and battery assembly; weighs only 12 pounds
Contact: watertechcorp.com



Z Poolform Booth 4522

Product: Z Poolform
Features: Z Poolform is a reusable PVC forming system for pouring cantilever pool coping. Interchangeable form liners create high end decorative edge details
Contact: concretecountertopsolutions.com

**POOL PLASTER * WATERSCAPES
ARTIFICIAL ROCK * DECK COATINGS**

**The Carrousel® Pump and U-Blend Mixer
...will do them all!**

- * Pneumatic, 110 and 220 Electric, Hydraulic Models
- * Simple and Fast Cleanup
- * Low Maintenance
- * Variable Speed
- * Maneuverable
- * Versatile



Quikspray Inc. PO Box 327 Port Clinton, OH 43452
www.quikspray.com Leah@quikspray.com (419-732-2611)

THE BETTER VAC V

"IT SUCKS"
Better than 10 shop vacs

New Design - Rugged Construction
FOR SUPERB INSTALLATION OF VINYL LINERS
Quiet - made for continuous running; complete with "quick" connect suction wand (6 lengths) no plastic parts - auto bypass - & more!
30 mil liners - Cold weather - no problem!!
28% Better. Complete at \$399.00 Delivered.

Homestead 800-378-3497

AQUA-COMB™

#1 SPA & POOL FILTER CLEANING DEVICES!

- Fully cleans like new
- Saves water & electricity
- Saves time

Made in USA

Ph: 941-922-7786
Fax: 941-922-2439
www.aquacomb.com

**POOL LINER
SUBS NEEDED**

**ALL 50 STATES.
GREAT \$\$\$\$**

**CALL PAUL @
908 403 1978**

>>>POSITION AVAILABLE

A leader in wholesale pool distribution since 1982, **Pool Equipment and Supply (PES)** is growing and looking for great people! We have immediate openings in GA, AL, TN, FL & NC.

Positions include Branch Management, Front Counter Sales, Outside Sales Representatives, Professional Drivers (CDL & Non-CDL) and Warehouse Associates.

Swimming pool industry experience is a plus, but other wholesale distribution experience will be considered. PES offers competitive compensation and benefits packages. Interested candidates, please email your resume to: **HR@pescompany.net**.

PSN

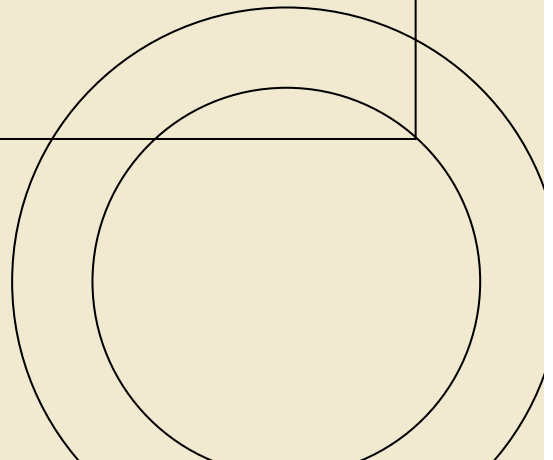
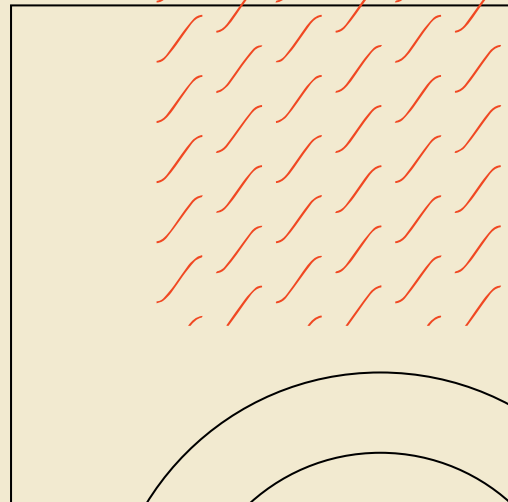
POOL AND SPA NEWS



poolspace.com

is your hub to apply for our annual prestige programs, including Top 50 Builders and Service award programs, and Masters of Design.

Zonda
Media



(continued from page 68)

KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS



Food Court
Flip Side Grill - Burgers
Chick-fil-A - Chicken Sandwiches
Tostitos Junction - Burrito Bowl
Al Fresco - Pizzas
Garden of Eatin' - Soft Sandwiches
Wagas and Salads (GF and V items)





PEGASUS
VINYL LINERS

www.pegasus-products.com



COVERLON
SAFETY COVERS

www.coverlon.com

25% of our customers are veterans, but we're all *family*. At Lyon, we have your 6.



- Special programs for military customers*
- No prepayment penalties
- Unsecured loans: no equity required



LYON FINANCIAL
IS PROUDLY
VETERAN OWNED
& OPERATED



877-754-5966 | WWW.LYONFINANCIAL.NET

*Available on approved credit. Conditions and limitations apply, including state restrictions. Advertisements are subject to change without notice. Loan terms may differ based on loan purpose and credit profile. Contact Lyon Financial for details.