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## CHILLERS AND COLD PLUNGES

page 28



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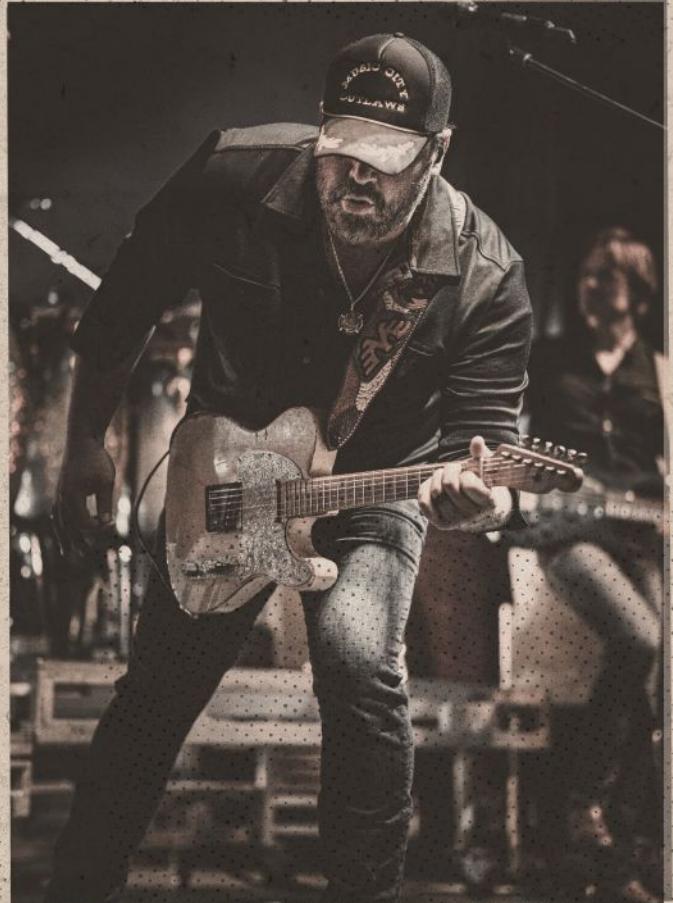


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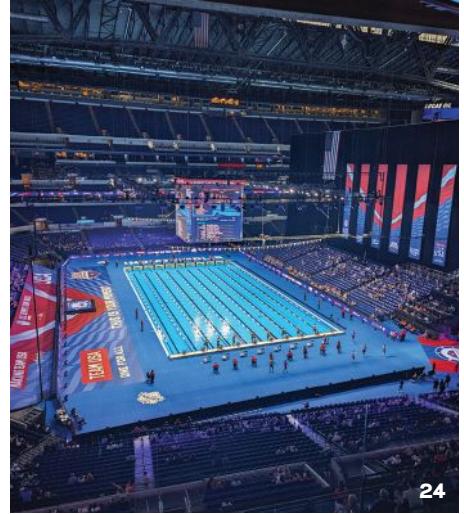
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## Features

- 28 **COOL TOPIC**  
Insights on water chillers and cold plunges, along with installation tips.
- 34 **THE 2025 POOL & SPA SHOW PLANNER**  
NESPA's annual event blends education, hands-on workshops and networking opportunities.
- 44 **THE 2025 WESTERN POOL & SPA SHOW PLANNER**  
What to expect from the industry's largest show on the West Coast.

## Departments

- 9 **REFLECTIONS**  
The editor's take on issues and events
- 10 **NEWS**
- 16 **THE ELECTION AND WHAT IT MEANS**  
Industry pros share how the election has affected business — and what they expect in the future.
- 24 **BALANCING SPEED AND EXPERIENCE IN COMPETITION POOLS**  
Experts examine the debate surrounding the Paris Olympic pool
- 58 **NEW PRODUCTS**

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ABOVE RIGHT: COUNCILMAN-HUNSAKER

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Pool and Spa News

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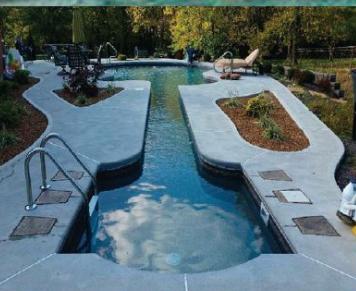
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# A Sensible Approach to the New Year



**Joanne McClain**  
Editor-in-Chief, PSN

**Our parent company,** Zonda, had its last town hall meeting of 2024 today. In it, our CEO asked everyone this question: What motivates you?

Each presenter in the meeting began their portion by thoughtfully answering this question. Some approached it from a strictly professional standpoint, expressing sentiments such as taking pride in a job well done, or meeting and exceeding department goals, or the satisfaction gained from being able to make meaningful changes within the company. Others expressed more personal insights, explaining that their actions are driven by their love and service to their families.

It's a deceptively simple question, and one that's perfectly suited for reflection at the end of one year as we look ahead to the next, especially as we end one as politically tumultuous as 2024 has been.

Not to worry, this won't devolve into a plea for can't-we-all-just-get-along. But it's no doubt an interesting time to be in the swimming pool and spa business, where the industry as a whole experienced a COVID-driven boom that was undoubtedly beginning to wane.

So with Trump back in office on Jan. 20, what do we think will happen? In "The Election and What It Means," we asked several industry stalwarts how business has been affected so far by the election and how they think it'll translate to the new year.

The outcome? Most are expressing cautious optimism, and planning for the year ahead with that frame

of mind, but ready to quickly pivot as needed. (For details, please go to page 16.)

Regardless of your political leanings, I think that's a healthy mindset to take. Look for the good in any given situation while continuing to plan a sensible road map for the immediate future.

That said, our road map for 2025 includes a few sensible updates. This year, we will launch a new look, beginning with the redesigned logo on this issue's cover. The straightforward sans serif font serves to unify all of Zonda's brands, all of which are dedicated to the business of homebuilding and construction.

While the pool/spa industry remains a uniquely separate and specialized one, there are many correlations and insights to be had by following other aspects of the construction world, and I invite you to take advantage of the excellent information to be had in our sister publications Builder, Architect, The Journal of Light Construction, Affordable Housing Finance, Multifamily Executive, and of course, our other pool industry magazine, Aquatics International.

In addition, a print, website and e-newsletter redesign will rollout later this year. More on that to come.

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

[jmccain@zondahome.com](mailto:jmccain@zondahome.com)

# Industries File Suit to Combat Gas Appliance Ban

BY REBECCA ROBLEDO

**In the Golden State**, the battle between government and industry on the question of gas-appliance bans continues.

Since the end of last decade, state and local government entities have called for the elimination of gas appliances to reduce emissions. In response, opponents have gone to court.

In the latest development, a coalition of industry and consumer groups filed suit against California's South Coast Air Quality Management District (SCAQMD), saying that the agency overstepped its authority when imposing a recent rule regarding No<sub>x</sub> emissions.

Plaintiffs included associations from such industries as home construction, manufacturing, dining, and lodging, along with groups centered around affordable housing.

"This rule threatens the reliability and affordability of energy for millions of Californians, will impose enormous costs and disruption on businesses and workers, and will reduce the availability of affordable housing," said the plaintiffs' law firm, Reichman Jorgensen Lehman & Feldberg, in a press release.

Last June, the SCAQMD imposed

a rule that would eventually impose zero-NO<sub>x</sub> emission limits for certain appliances, including those that heat water. This would apply to the agency's jurisdiction, which includes Orange County and parts of Los Angeles, Riverside and San Bernardino counties.

In a previous case, a court ruled that the U.S. Energy Policy and Conservation Act prevents state governments from banning appliances based on efficiency, saying that falls within the federal government's authority. As an apparent work-around, some municipalities and regional agencies have tried indirect means, such as banning gas piping.

"Because NO<sub>x</sub> is a byproduct of combustion, banning NO<sub>x</sub> emissions bans gas appliances, which operate by combustion," the lawsuit stated.



# Latest Model Aquatic Health Code Released

**The 2024 Model Aquatic Health Code (MAHC)** has been published.

This is the fifth edition of the comprehensive model code, which covers aquatic issues ranging from design and water quality to facility management and lifeguarding. Written for commercial aquatic venues, the MAHC only takes effect in those jurisdictions that adopt it as part of state or municipal code.

Among the changes, the MAHC now specifies that manufacturers dictate the upper operating range for chlorine products. It also now states that water with cyanuric acid levels of 300 parts per million or more requires immediate remediation.

The code now covers artificial swimming lagoons as special venues and includes design, construction, operation and maintenance standards.

In the revised MAHC, three health hazards were added to the list of those requiring immediate closure of a body of water: failure to provide interlock controls and flow meters/flow switches/pressure switches or the improper operation of those systems; failure to prevent unauthorized access to pool chemical storage spaces; and free chlorine greater than 10 ppm when bathers are present.

# Piscine Global 2024

The biggest European trade show of the year saw more international participation than ever.

BY REBECCA ROBLEDO

**Piscine Global**, the trade show that occurs every other year in Lyon, France, saw a brisk attendance Nov. 19-22.

According to show officials, 24,000 pool/spa professionals attended the event catering to the pool and wellness industries. International attendance was on the rise this year, hiking to 42% from 35% at the last event in 2022. This accounted for 113 countries, organizers said. Meanwhile, 63% of exhibitors hailed from nations other than France and represented 32 countries.

Sustainability and renovation remained a focus for the overall event. At the Pool Campus instruction area, jobs and training took front and center, with offerings including the final of the “best apprentices in France” competition for swimming pool professionals, in addition to other educational opportunities.

The next Piscine Global is scheduled for Nov. 17-20, 2026 in Lyon.



PHOTOS: COURTESY PISCINE GLOBAL

## Maytronics Reaches Settlement in Lawsuit

Automatic pool cleaner manufacturer Maytronics said it has entered into a settlement agreement with Chasing Innovation Technology Co. and Chasing Technology (USA), which it had sued for patent infringement.

In October 2023, Maytronics filed a lawsuit regarding technology

involved in Maytronics' U.S. Patent No. 10,378,229 and European Patent Nos. 2,845,969 and 2,706,170. As a result of the settlement, the complaint is dismissed and Chasing will cease production and sales of robotic pool cleaners that utilize the technology

and innovations described and claimed in Maytronics' patents. The remaining terms of the settlement agreement remain confidential.

## Horner Makes EVP and Sales VP Promotions

Team Horner has appointed individuals to two key posts. Darren Goldstein has been promoted to executive vice president of HornerXpress' U.S. Wholesale Distribution division. He joined the company in 1993 and has held several positions, most recently serving as vice president of U.S. Wholesale Distribution. Among other achievements, the company credits Goldstein with steering the growth of its distribution network and overseeing 20 branches in Florida and Long Island, N.Y.

Jerry Mason was appointed as vice president of sales for HornerXpress. He began with the firm in 2003 as a warehouse associate at its Naples branch. He most recently served as statewide branch sales manager.

## Degrii Enters Into Partnership with BWT

Degrii, a Menlo Park, Calif.-based maker of battery-driven pool robots, has entered into a strategic partnership with Best Water Technology Group (BWT), a European maker of water-treatment technologies. The companies say the arrangement will develop the worldwide robotics pool-cleaner market and bring new innovation and value to their customers across the globe.

"This partnership ... perfectly combines the strengths of both companies — to offer unmatched water technology competence and unique battery pool robotics solutions," the companies said. "In this cooperation, worldwide leading technologies by BWT meet with R&D know-how in battery robotics of Degrii."

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## PHTA Offers New Membership Category

To provide more focus on what some consider an under served part of the industry, the Pool & Hot Tub Alliance has introduced a new membership category specifically for hot-tub retailers.

Offered under the auspices of the International Hot Tub Association, a part of PHTA, the new category is fashioned by its own strategic leadership planning team, whose charge is to tailor the program to the retailing of hot tubs specifically, as opposed to pool and spa products in general.

For this group, membership can be purchased for one flat fee — \$1,000 per year — regardless of company size.

Membership includes one Certified Hot Tub Technician course per company per year, which can be attended by a principal, manager or staff member.

This comes in addition to benefits associated with PHTA, such as government advocacy and industry marketing.



## AquaStar Names New Brand Manager

**Pool equipment maker** AquaStar Pool Products has appointed Michael Krause to the new position of brand manager.

A pool professional since his teen years and most recently the owner of First Response Pool Service in Simi Valley, Calif., Krause now is responsible for creating content for the Ventura, Calif.-based company.

"We are so excited to welcome Michael to the AquaStar family. Not only does he understand the challenges pool service pros face daily, he also has impressive digital marketing skills," said Todd Pieri, president of AquaStar Pool Products. "Michael will play a key role in developing content and expanding our social media presence."



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# The Election and What It Means

Pool/spa industry professionals share how the presidential election has affected business — and what they expect in the future.

BY REBECCA ROBLED



**With the Presidential election** — and all the accompanying chaos and drama — out of the way, pool professionals are looking forward to a good year ahead.

They already had a fairly optimistic outlook before the election, judging by the results of the Pool & Hot Tub Alliance’s third-quarter member survey. Asked last October what they expected for the following 12 months in terms of sales, the answers indicated an overall positive trend, though the degree differed by industry segment.

Most builders — 63% — expected sales to increase for the 12 months after taking the survey. Of this the majority saw slight to moderate increases in their futures, with 33% predicting

increases of 5% or less, and 15% anticipating hikes between 6% and 10%. On the other hand, only 23% expected sales to drop, while 14% predicted things would remain the same.

The service sector showed a bit more optimism, with 77% expecting increases — 35% predicting slight increases, 25% moderate, and 17% significant. Only 8% anticipated decreases and 15% predicted no change.

Retailers had a similar outlook, with 70% expecting sales to rise — 36% saying slight increases; 25% saying moderate and 9% saying significant.

But those professionals also expected some very real challenges for the year ahead. While they saw indicators such as gradually lowering

interest rates as a positive sign, these professionals were cautiously optimistic that the impact of the election will bring further benefit in terms of consumer confidence and policies that are both business-friendly and economy-boosting.

## QUICK IMPACT

Some professionals experienced a noticeable change immediately after the election.

“Things had gotten really quiet prior to the election,” says Javier Payan, president of Payan Pool Service in San Diego. “There was a lot of tension — you could cut it with a knife. Now there’s a feeling of calm. Nobody’s talking politics, but it could just be a sign that they’re glad



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**“There’s a general ‘it’s good for business’ vibe in the air. Whether or not you like Trump, business likes Trump, and that seems to be the general vibe that I’m getting, even in California.”  
— Scott Cohen**

the election’s over.”

Premier Pools, the national pool/spa construction and service franchise, saw a tangible sign of that change in mood.

“The last six weeks for us, our leads have been up dramatically,” said Paul Porter, CEO of Premier Franchise Management, headquartered in Granite City, Calif., in December. “November was the first time all year that sales were up over last year.”

Not only have they personally seen spirits and confidence lifting, but their industry associates have reported the same at the meetings, conventions, conferences, and manufacturer trips they’ve attended.

“I just came back from a pool industry event with about 200 pool builders, and the outlook was glowing,” says Scott Cohen, president of The Green Scene Landscaping & Swimming Pools in Chatsworth, Calif. “I haven’t talked to anyone who was pessimistic about 2025.”

Whether this lift in outlook comes from the elections or the reduction in interest rates and other factors remains to be seen. But, at the very least, professionals believe that having the elections over has brought relief to their customers.

“I think every time we have an election year it’s always flat,” says Mike Church, CEO of Cody Pools in Austin, Texas. “Then after the election, no matter who’s been elected, things pick up. With the election being over, we’re predicting a 5% to 10% increase in sales. I think the backlog is going to pick up now ...”

It’s just human nature, no matter one’s political persuasion, Cohen says.

“Nobody likes uncertainty. I think that’s what we saw this year, especially the six months before the election — we saw a real slowdown,” he says. “And after the election we saw things pick up. ... Once the decision’s been made it’s been made, and we can move on.”

That said, some do believe that this

relief springs from the election results and the policies expected from Trump.

For instance, Payan expects the incoming Trump administration to re-up on tax cuts that he had enacted during his first term and are set to expire next year. Such a move would better position families to invest in their backyards, he believes.

## **PAIN POINT RELIEF**

Many of these company owners share that optimism about upcoming policy.

“There’s a general ‘it’s good for business’ vibe in the air,” Cohen observes. “Whether or not you like Trump, business likes Trump, and that seems to be the general vibe that I’m getting, even in California.”

The demand is still there for pools and spas, these professionals say. It’s just waiting to be released by favorable economic conditions.

“The COVID hangover isn’t over,” says Michael Todd, president of Rainbow Pools in Fishkill, N.Y. “People still remember not being able to travel. They still want to invest in their backyards.”

Cohen especially sees this on the renovation side: “There are a lot of people who’ve needed to do work the past couple years who have not,” he says.

But certain conditions need to line up to fully release that demand. And the industry seems to be in consensus about what those are.

When asked in PHTA’s Q3 survey for their top challenges, a full 71% cited economic factors such as inflation and consumer spending patterns. While that marked a slight decline from the 77% recorded in the third quarter of 2023, that’s still daunting. The second most named challenge was the pressure of maintaining profitability in the face of rising costs. That number increased to 56%, from 2023’s 50%. Both concerns topped staffing shortages, that seemingly evergreen source of frustration, which

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was only named as a top challenge by 44% of survey takers.

“I think there’s a little more confidence than there was during the election cycles,” Porter says. “But if unemployment numbers go up or interest rates don’t lower, [that confidence] could go down.”

These factors are especially crucial for picking up the entry-level and mid-range market back up, they believe. “Wages have to catch up with inflation, or we will only be selling pools to the top 10% of the population,” Porter says. “We need to be selling pools to the top 30%.”

Payan expects sales of lower-priced products and services to pick up. “With the middle-class sector, I think people have been kind of sitting tight, at least in the last six months,” he says. “Once the season kicks in, I think there’s going to be more confidence.”



While interest rates were already headed south, these professionals hope the incoming administration escalates that trajectory.

If rates do go down far enough, builders expect to see more clients able to get financing for home improvements, and to buy new homes.

“There’s a lot of work when property changes hands,” Cohen says. “We need that work for our industry to thrive. The sweet spot seems to be about 5 ½%. If we see that, we’re going to have an explosive year.”

### OPTIMISM + CAUTION

While some expect the election results to positively affect business, professionals continue to temper their optimism with some caution.

Certain issues beyond Trump’s policy decisions could have more impact on sales and confidence, they say.

It isn’t guaranteed that the Federal Reserve will lower interest rates or by how much, as seen in December when the agency changed its projection regarding cuts in 2025. Where it had been predicting a few cuts totaling

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approximately a full point in 2025, it said last month it now expects fewer cuts that total more like a half point.

And even some of the policies that Trump has hinted or promised to enact may have problematic effects, some worry. If the federal government performs significant lay-offs, for instance, that could affect things, Porter says.

“People are either confident or not based on whether they think they’re going to keep their job,” he says.

An issue that comes to mind for some is tariffs.

In his campaigning, Trump vowed to impose significant tariffs on imported goods. If this were to happen, most agree that it could place a hardship on potential pool buyers, with equipment costs being affected the most. This could particularly impact the industry if China, Mexico or Canada were taxed, some say.

Todd sees this as the biggest variable determining whether he makes changes to his business plans for the next year or so. “It may impact us psychologically in how we order and what we plan for next year,” he says.

It could take people back to the scarcity mindset from the COVID era. There may not be an outright shortage of product, but rather of affordable goods — or even just the expectation or perception of one.

“Are we going to put in early-buy orders?” Todd says. “Are we going to buy more, stock up more? Once people say the word ‘shortage,’ whether from lack of available product or massive price increase that is a direct result of a real tariff or phantom tariff we think is coming ... that’s my concern for next year.”

While most agree that significant tariffs could hinder sales, Porter and others don’t believe they will

materialize. The language used in the 2024 campaign echoes that used in Trump’s 2016 campaign, Porter observes.

“I think it’s somewhat more of a negotiating tool than it is fact,” he says. “Tariffs usually work like this: ‘I’ll put a 50% tariff on you unless you open a plant in the U.S.’ ‘Okay, I’ll put a plant in the U.S.’”

Additionally, the President can’t do it on his own. Congress would have to approve such a change, and we’d need a substitute for the imported goods. But the manufacturing sector of the U.S. isn’t equipped to fill all the gaps that might be caused by significant tariffs, Porter observes.

“We don’t have the ability to build the stuff that you’d be tariffing,” he says. “I don’t think we’re going to wake up to find a \$500 TV is now \$1,000. It makes no sense for a politician to do what’s going to hurt the economy.”

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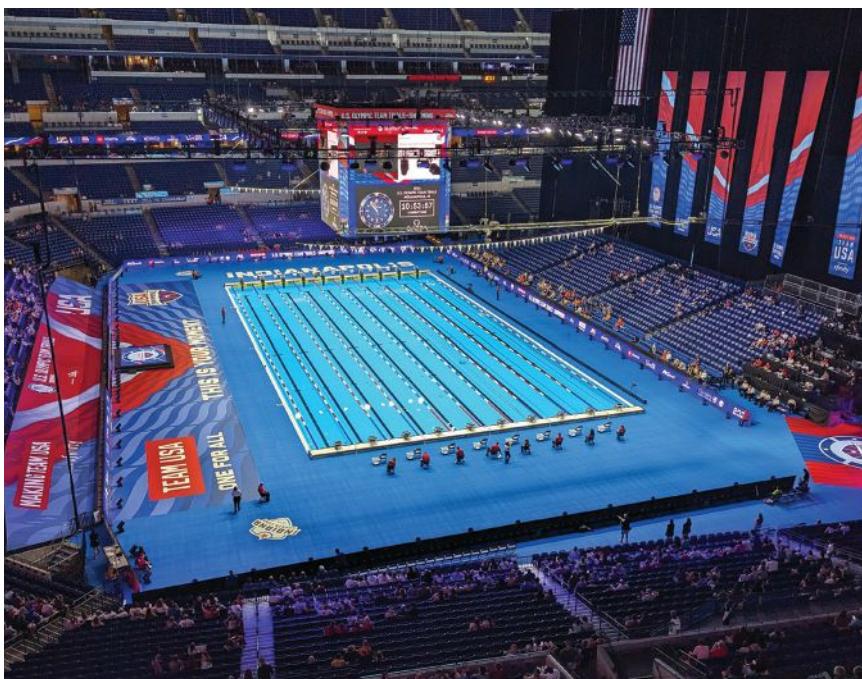
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# Balancing Speed and Experience in Competition Pools

Experts at a premier aquatics firm examine the debate surrounding the Paris Olympic pool's depth and what it teaches about designing for speed.

BY KEVIN POST, COLE HENRY, DARREN BEVARD, BO ILGENFRITZ, DANIEL BORGATTI, AND MADDIE MONROE



**Last summer**, we fielded many inquiries regarding the perception that the Paris 2024 Olympic competition pool was a “slow pool.”

As an expert in aquatic consulting and engineering, Counsilman-Hunsaker has extensive experience in designing swimming pools utilized for the highest level of swimming competition. Our firm has designed hundreds of long-course competition pools and collaborated with the manufacturer of the Paris Olympic competition pool, Myrtha Pools, on many successful projects. Our experience in pool design consultation for major swimming competition events — such as the 1996 Atlanta Olympics, 2012 London Olym-

pics, and the 2021 and 2024 U.S. Olympic Trials — provides us with a unique perspective on the debate about the depth of the 2024 Olympic pool.

While our firm did not consult on the Paris installation, we offer the following observations for discussion.

## BACKGROUND

The preferred water depth for competitive swimming pools designed to host competition swimming events as prestigious as the Olympics is generally 3 meters. (1 yard equals just over 3.28 feet.) This standard has been established with the intent to minimize turbulence and enhance swimmer performance.

The decision by the Paris 2024 or-

ganizers to construct the competition pool with a depth of 2.15 meters led to some criticism in the media. When the pool design was permitted, the World Aquatics minimum depth requirement for Olympic competition swimming was 2.0 meters. Although the World Aquatics facilities standards recommend a depth of 3.0 meters, this recommendation is often tied to multi-discipline use, such as Artistic Swimming. Since the time that the Paris installation was permitted, World Aquatics has increased the minimum depth requirement for Olympic competition pools to 2.5 meters.

## SCIENTIFIC SPEED VS. VISUAL PERCEPTION

Understanding the interplay between scientific speed and visual perception is crucial in evaluating the impact of pool depth.

Scientifically, deeper pools are considered faster due to reduced underwater energy rebound causing turbulence. When waves hit the bottom of a deeper pool, they rebound with less force than in shallower water, resulting in a smoother swimming environment. This reduction in turbulence can enhance swimmer speed, providing a tangible advantage in competitive settings.

However, the psychological aspect of swimming in deeper pools cannot be overlooked. When swimmers see the bottom of the pool is farther away, it can create a perception of slower movement, potentially affecting their performance. Balancing these scientific

PHOTOS: COUNSILMAN-HUNSAKER

and psychological factors is essential in designing a pool that optimizes both speed and swimmer confidence.

## DIMINISHING RETURNS OF DEPTH

While deeper water is certainly considered better and faster for peak competition swimming performance, there is a point of diminishing return at which the effect of additional depth becomes negligible concerning the rebound of energy through the water from the pool floor.

Historical research indicates that underwater wave energy from a swimmer's cone of influence is immeasurable at distances beyond approximately 6 feet from the swimmer's body. However, as swimming techniques have evolved, with swimmers spending more of the race underwater and closer to the pool floor, this factor may be more significant than in the past.

A final factor to consider is the large number of cameras, tracks, and broadcasting equipment placed at the pool floor. This equipment may be within the swimmers zone of influence as they swim underwater off of dives and turns.

## CASE STUDIES

The University of Minnesota's pool exemplifies how depth variations can still yield high performance.

This pool, with depths ranging from 7 feet to 7 feet 10 inches, has been the site of numerous record-breaking performances, including Caeleb Dressel's remarkable 17.63-second 50-yard freestyle. Despite not meeting the 3-meter depth standard, this pool's design demonstrates that high-caliber performances are achievable in slightly shallower pools. This challenges the notion that only 3-meter-deep pools can be considered "fast" and underscores the importance of other design factors in creating optimal swimming conditions.

Similarly, the actual water depth of the U.S. Olympic Trials pool installed for



the event this year in Lucas Oil Stadium was 8 feet 3 inches, while the Australian team trials were hosted in a pool only 2.0 meters deep. Fast times and world records were set at both U.S. and Australian trials meets. These examples further illustrate that not all "fast pools" are 3 meters deep and that depth alone does not determine pool speed.

## RECENT DEVELOPMENTS AND STANDARDS

As stated above, recent updates in World Aquatics guidelines have raised the minimum pool depth for Olympic Games to 2.5 meters. This change reflects a growing recognition of the need to balance various factors influencing pool performance. While the new standard is still below the 3-meter preference, it represents a step towards addressing concerns about turbulence and swimmer speed.

The decision to set the Paris pool depth at 2.15 meters falls short of even the revised minimum. This deviation from established practice in past Olympic venues fueled the debate and scrutiny surrounding the pool's potential im-

pact on athlete performance. However, it is essential to consider that once pool depths reach approximately 2 meters, the incremental speed benefits have diminishing returns and are marginal when compared to other secondary performance factors such as tech suits or shaving.

## ATHLETE WELFARE AND PERFORMANCE FACTORS

Beyond pool depth, athlete welfare plays a critical role in determining performance outcomes.

Living conditions, nutrition, and environmental comfort significantly impact athletes' preparation and performance on race day. Reports of inadequate food supplies and teams bringing their own air conditioning units to the athlete village in Paris highlight concerns that extend beyond the pool itself. In addition, the long transit times from the Olympic Village to the pool (and vice versa) took their toll on athletes. More transit time means less time that the athletes have for recovery between sessions.

Ensuring that athletes have access to

optimal living conditions is paramount. Poor living conditions can undermine performance, regardless of the pool's design. Addressing these issues is vital to providing a holistic approach to athlete support, ultimately enhancing performance and overall well-being.

## RECOMMENDATIONS FOR FUTURE POOL DESIGN

To further optimize competitive swimming conditions, several recommendations can be made.

First, adopting double lane-lines, as practiced by the NCAA, could be beneficial. Double lane-lines reduce wave interference between lanes, creating a smoother swimming environment and potentially enhancing performance. Additionally, reconsidering the design of end walls and touch pads is crucial. Tall end walls and touch pads cause sig-

nificant water to rebound, disrupting the pool's flow and creating turbulence. Incorporating gutters and water-level touchpads at the end walls can help absorb waves as swimmers make turns, maintaining a smoother environment.

While depth remains a critical factor, these additional design considerations can collectively contribute to creating faster and more conducive competitive swimming environments.

## OTHER POOL AND NATATORIUM DESIGN CONSIDERATIONS

Other considerations must be taken into account when optimizing a facility for peak performance.

Air quality is a crucial concern that is often overlooked. Chloramines must be quickly and effectively removed from the natatorium environment to ensure that athletes can breathe deeply

and easily on meet day.

Water temperature starts to play an increasingly important role as the distance of swimming events get longer. The window for World Aquatics swimming competition is 78 to 82 degrees Fahrenheit, with the low end of that range preferred.

Starting blocks must be considered and are especially crucial in shorter races. Blocks with a track-start wedge and hand grips are ideal for providing a fast start.

By considering these factors holistically, we can create environments that not only enhance speed but also support athletes' well-being and performance.

*Post, Henry, Bevard, Ilgenfritz, Borgatti and Maddie Monroe work for Counsilman-Hunsaker, an aquatics firm based in St. Louis.*

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# Cool Topic



# AS WATER CHILLERS AND COLD PLUNGES BECOME MORE POPULAR, PROFESSIONALS GIVE THEIR INSIGHTS ABOUT THIS PRODUCT CATEGORY AND SOME TIPS FOR INSTALLATION. BY REBECCA ROBLEDO



PHOTO: MATT MANFREDI/AGNETRY; POOL DESIGN: CREATIVE ENVIRONMENTS; POOL CONSTRUCTION: SHASTA POOLS

**Cold water** is becoming a hot commodity.

Where for so long, focus fixed on the ability to heat water to provide therapy or extend the swimming season, today the ability to manipulate water temperature has trained in the other direction.

In the deserts of the Southwest, which saw record heat waves last summer, extending the swim season means reducing the temperature to make the water comfortable in the hottest months. Recent market trends makes this even more of a concern: Smaller, shallower pools and those with dark interior finishes reach higher temperatures more quickly.

“So we’re 100 degrees in July, and if you’ve got a dark-bottom pool that’s 4 to 5 feet, that can easily reach 95 degrees in July and August. So there’s a lot of frustration,” says Mark Uberecken, owner of Unified Pool Solutions in Katy, Texas, a suburb of Houston. “I have people with these pools saying, ‘It’s bath water in July so it’s not enjoyable. This pool that we spent \$100,000 on? It’s not any fun to use.’”

In places like the Northeast, pools generally don’t transform into cauldrons during summer. But nationwide interest in another form of cold water has reached those regions. The health and therapy benefits of cold plunges, with water hovering at approximately 50° Fahrenheit (10° C) are gaining more attention.

“We are seeing an increase in that type of technology,” says Michael Todd, president of Rainbow Pools in Fishkill, N.Y. “Instead of putting in a hot tub at their house, they’ll put a very small cold plunge for therapeutic [benefits].”

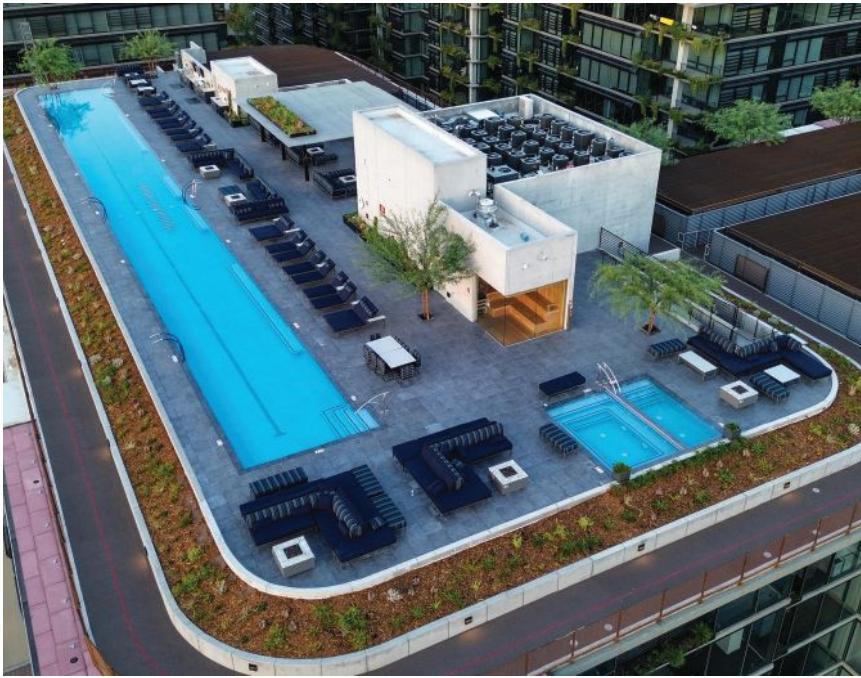
On the commercial side, Todd sees more clients opt for cold plunges rather than steam rooms because of health and sanitation concerns with the steam.

“Anytime you’re shooting water through the air, especially in a commercial application, it’s very, very expensive to make sure it’s up to Board of Health standards,” Todd says. “So there’s definitely a trend in the industry of going toward cold plunges.”

And, as with so many things, resorts are exposing consumers to cold plunges and the possibility of chilling pools during summer. Those travelers are starting to ask pool builders and renovators for the same abilities.

“I’ve always been of the belief that whatever happens in Europe, some of our wealthier clients will take vacations there and say, ‘I want that for my house,’” Todd says.

Fortunately, manufacturers are producing technologies that can provide these products and experiences in a residential setting at more affordable prices than before. Here, professionals discuss these technologies and offer tips for their sales and installation.



## TAKING THE EDGE OFF

To reduce pool temperatures, two technologies are gaining traction.

The first is most widespread, with more of the major equipment manufacturers coming out with their versions. This entails a combination heat pump and chiller, which can perform both functions with the same basic technology. To cool the water, it reverses the flow through the unit.

These units can cool the water substantially, with at least one model capable of reaching cold-plunge levels. Some can be controlled and programmed to reach specific temperatures. But how cold the water can get depends on factors such as the ambient temperature, size of pool and turnover, says Darren Tamburrelli, president of Phoenix-based California Pools & Landscape of Arizona.

A heat/cooling pump probably will not bring a large pool down to 50 degrees.

“The higher the temperature, the larger the pool, the longer it will take to be effective,” Tamburrelli says. “It’s hard to give a definitive temperature, because there are too many variables that can affect that. If you size it correctly, we’ve seen it be very effective in the Arizona market.”

Tamburrelli and his team have found that getting a small, spa-sized body of water down to 50 degrees usually can be done in less than a day.

“If you’re just trying to take the chill or heat off a pool, you’re probably looking at a half day to move the temperature a little bit,” he says.

While the equipment does the job at substantially lower upfront costs than before, they will use electricity and potentially require the addition of electrical service to the property. When discussing this with customers, first and foremost check to make sure they can accommodate it with the capabilities they have.

“Like running an air-conditioning unit, there’s some cost involved, depending how often you use it and the differentiation of temperature that you’re trying to gain or maintain,” Tamburrelli says.

## MECHANICAL OPTION

Another type of technology enables homeowners to gradually reduce temperatures by modest amounts to take the edge off during hot summers.

Using a mechanical process combining fans, sprays and cooling ponds to aerate the water so that heat

transfers out of it to the air, these systems work best in smaller pools, says Uberecken, whose service company offers the technology and its installation as part of its list of services.

With no freon and using considerably less electricity, the systems do not cool to set levels. Uberecken tells customers it can reduce temperatures 10 to 15 degrees overnight but it’s not guaranteed, as it is dictated by dew point, sun exposure and depth.

“I want to see a 10-to-15-degree drop, but sometimes if the outside temperature doesn’t drop enough or we’re extremely humid, some of that could be difficult to achieve,” Uberecken says.

These systems also use significantly less power and cost less upfront than most heat pump/chiller combinations, he adds. Because they rely on lowering ambient temperatures, homeowners who choose this technology will have to run their pools at night, Uberecken says.

For the system to work at its optimum, they absolutely require the clearances specified by manufacturers — just as a heater would. In this case, it needs 18 inches.

“I’m really a stickler about asking for 18 inches of nothing around them,” Uberecken says. “I don’t want anything restricting my cross flow — I need that air moving. We have a very mechanical process, so we’re asking the environment to do a lot for us.”

In his warranty work, he’s come across installations with obstacles close to the unit, which limited the equipment’s cooling ability. “They’ll have fences around them on three sides, and there’s just dead air in a corner that’s blocked in on three sides,” he says. “You don’t get much cross flow. One unit was struggling to cool down 6 to 8 degrees at night.”

The size of the unit itself is considerable, then add the clearance and you have a substantial footprint. Because of these concerns, Uberecken makes sure to survey the site, ensuring the



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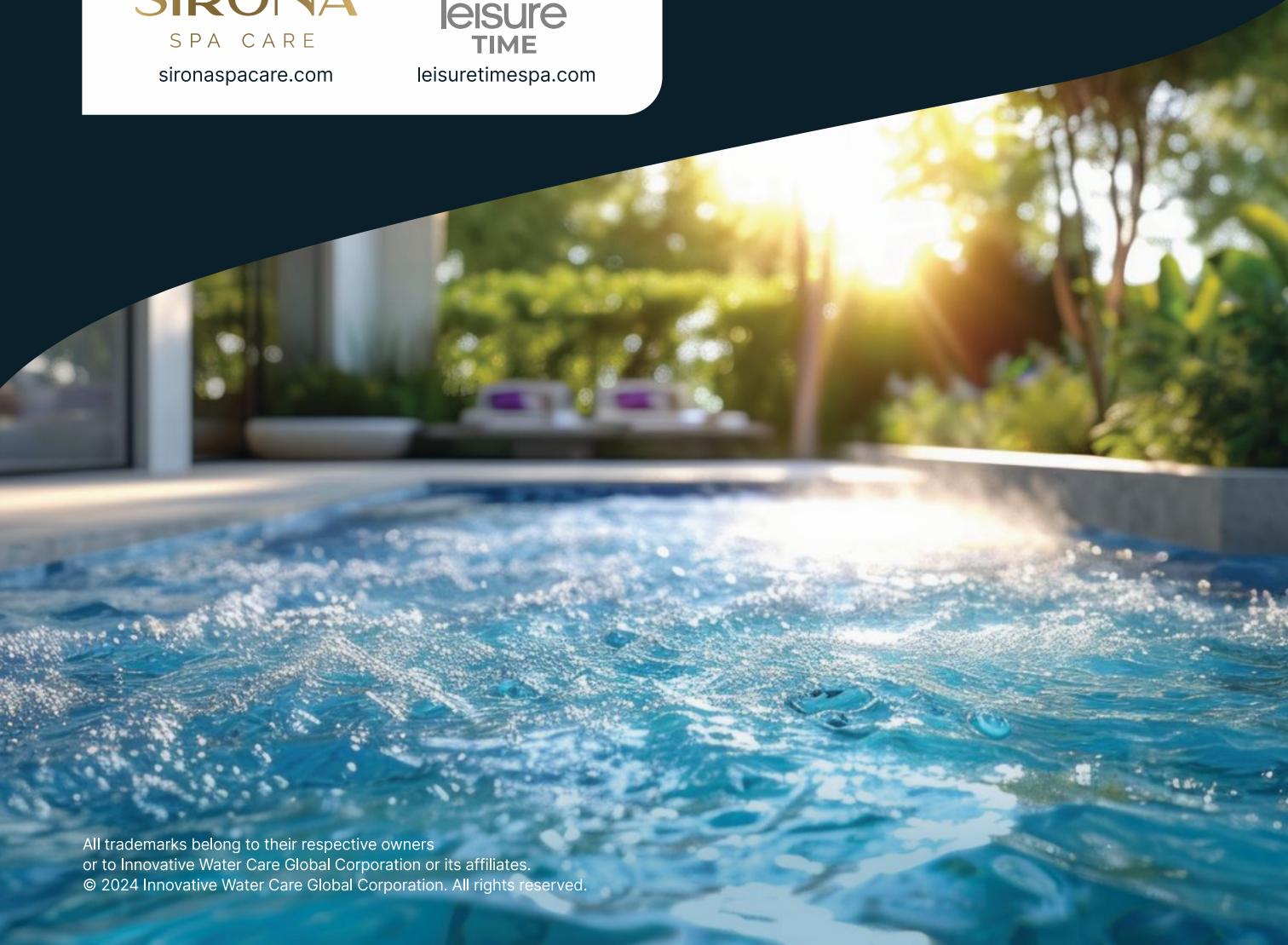


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equipment will fit with proper clearances before planning to move forward with the installation.

“A conversation over the phone is going to make it really difficult to see the entire picture,” he says. “If they have any other infrastructure in the backyard that could block some of the cross flow, that would be a really big thing.”

## EXPERT ADVICE

Regardless of the technology you use, there are some guidelines builders and installers should follow.

With these systems, it’s important to manage customer expectations. They need to know the limits of the technology and the kinds of environmental factors that can affect its performance. They should also be prepared for how long it takes for the water to cool. Uberecken believes this is especially important in areas like he works, where the humidity can reach high levels. The higher the humidity, the more difficult to cool the water.

In addition to providing the proper amount of venting area for the equipment, certain design choices can promote cooler water.

“Placement is a big thing — look for less sun exposure,” Tamburrelli advises. “The color of the interior is a big one: If you have a white interior in Arizona, it will help keep the pool cooler. Then depth: A pool that is 8 to 10 feet deep will stay cooler in summer versus something that is shallower.”

To optimize the efficiency and effectiveness of the equipment, place it as close to the pool as possible.

“If you’re trying to chill the water, and [the plumbing’s] going under hot ground, then you’re heating the water [as it travels],” Tamburrelli explains. “We’re not using insulated piping, so you’re going to constantly lose some heat or cool elements as the plumbing travels underground.”



## TAKING THE PLUNGE

It’s easy to draw close parallels between plunge pools and hot tubs. Both are significantly smaller bodies of water than the typical pool; both use more drastic temperatures to provide therapeutic benefits.

But there are differences in usage that have caused Isaac Keselman to choose pre-fab units over building concrete cold plunges.

“You’re spending a much, much lower volume of time in a cold plunge,” says the president of The Aqua Doctor in East Hanover, N.J.

Customers aren’t going to luxuriate in 50-degree water. They’re going to get in, spend 3 to 8 minutes and get out.

“You’re not going to find a heck of a lot of clients with the money and space who want to use a cold plunge all the time,” Todd says. “I’m probably not going to build many dedicated gunite cold plunges for clients.”

So, to minimize the footprint and power draw while providing the sought-after benefits, they use prefabricated models. “They make a nice unit that accomplishes what a cold plunge is supposed to do without a tremendous amount of work or prep time,” Keselman says.

These units are basically single-person tubs in which an adult would squat to immerse up to the neck. “It has a very small filter and pump, and it doesn’t need a lot of sanitation because you’re dealing with 50-degree water so not much grows in it,” Todd says.

The version Keselman uses has a total footprint of about 30 inches by 5 feet, with about 30 inches of depth. This contains the sanitation equipment and chiller. The inner stainless-steel tub in which the person actually plunges measures only about 28-by-28-by-36 inches, with approximately 50 gallons of capacity. “You plug them into a 110v outlet, and away you go,” he says.

Still, make sure to establish that clients have adequate electrical service to handle the unit.

As with the other cooling technologies, cold plunges require purposeful management of customer expectations. Some people ask for five-person cold plunges, because they envision the social aspect of spas and hot tubs.

“It’s great for your life, but it’s not that leisure and social enjoyment with your friends,” Keselman explains.



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# THE 2025 POOL & SPA SHOW PLANNER

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**NESPA's annual event blends education, hands-on workshops and networking opportunities.**

**BY NATE TRAYLOR**

**With its upcoming installment,** the annual Pool & Spa Show in Atlantic City remains a cornerstone for professionals seeking education, innovation, and networking opportunities.

The Pool & Spa Show 2025 spans three days, running from Tuesday, Jan. 28 through Thursday, Jan. 30 with a welcome party set for Monday, Jan. 27.

The 2025 edition promises something for everyone, from seasoned industry veterans to newcomers.

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by key partners such as Genesis, the National Plasterers Council, and Watershape University.

“Our goal is to be a one-stop shop for professionals looking to elevate their certifications and maintain CEUs,” says Kelly McKelvey, NESPA’s senior director of education and marketing.

Recognizing that more women are entering the field, this year’s Women’s Leadership Workshop expands into a full-day session with added networking events. This initiative has grown significantly, now engaging nearly 100 participants annually.

“It’s a great opportunity to foster connections and address the unique challenges women face in this male-dominated industry,” McKelvey noted.

Other notable workshops include the Principles of Piping Hands-On Workshop, a session providing attendees with practical skills and a deeper understanding of hydraulic systems. Topics covered include proper pipe sizing, layout strategies for optimal flow, and how to prevent common issues like leaks or inefficiencies. To ensure hands-on opportunities for every attendee, the class size is capped, allowing for personalized guidance and interaction.

Also planned is a full-day session on adapting sales strategies for modern markets and hands-on classes focusing

on heaters, among other pool and spa components. These interactive opportunities allow attendees to work directly with equipment, guided by experts from leading manufacturers.

The PHTA will also have a presence at the Pool & Spa Show, continuing its longstanding affiliation with NESPA. Members of NESPA are automatically members of PHTA and vice versa within NESPA’s territory. This dual membership extends full member benefits from both organizations to attendees.

### THE ICONIC TRAINING WALL

A highlight of the show floor, the Training Wall offers hands-on demonstrations of the latest pool and spa equipment. Spanning an impressive 1,700 square feet, this interactive space allows showgoers to troubleshoot and operate equipment with the help of industry professionals.

“It’s more than just a display; it’s a dynamic learning environment,” McKelvey emphasizes.

NESPA’s Jeff Hoydis, a 50-year veteran in the industry, will lead this year’s wall activities, incorporating fun, interactive elements such as game-show-style challenges and giveaways.

“The Wall covers about a third of the back of our show floor,” says Trish McCormick, show manager. “It’s huge.”

### NETWORKING AND EXHIBITOR ENGAGEMENT

The tradeshow floor, now sold out, is a dynamic environment offering attendees a comprehensive view of the latest products, technologies, and services.

“We are on an upward trajectory of growth that we have been since 2022 ... It’s just amazing to see the engagement from the exhibitors,” McCormick says.

With over nine hotels partnering to accommodate attendees and exhibitors hosting customer events, the Pool & Spa Show has become a focal point for annual business planning.

A welcome party at Harrah’s kicks things off Monday, Jan. 27. The party provides an opportunity for attendees to relax, network, and set the tone for the busy days ahead. It’s a cornerstone social event of the show, fostering connections among professionals in a more informal atmosphere.

As NESPA gears up for its 45th show anniversary in 2026, the 2025 installment builds on a legacy of excellence. For attendees, it’s not just an event but an investment in their professional growth and the future of their businesses.

For more details on the show schedule, registration, and accommodations, visit [nespapool.org/Events/The-Pool-Spa-Show](https://nespapool.org/Events/The-Pool-Spa-Show).

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Experience the magic of the night sky in your own backyard with the Starlight Swirl inground pool liner. Dive into a world of luxury and sophistication, where every swim is an escape into a celestial oasis. Designed by the same visionary team behind the award-winning Seaglass and Santorini designs, the Starlight Swirl combines unparalleled beauty with superior craftsmanship.

[www.continentalpoolliner.com](http://www.continentalpoolliner.com)



# SHOW SCHEDULE

## SUNDAY | JAN. 26 8:00 A.M.-5:00 P.M.

**GENESIS C201:  
CONSTRUCTION SCHOOL:  
Concrete Pools**  
(3 Days) Day 1

**GENESIS C393:  
CONSTRUCTION  
SUPERINTENDENT:  
Connecting the Field with the  
Home Office**  
(2 Days) Day 1

**GENESIS D180: Drawing for  
Professionals**  
(2 Days) Day 1

**Certified Hot Tub Technician**  
(3 Days) Day 1

**PHTA: Certified Maintenance  
Specialist**  
(3 Days) Day 1

**PHTA: Certified Service  
Technician**  
(3 Days) Day 1

**Watershape University:  
CONSTRUCTION 2111:  
Essential Pool Construction**  
(3 Days) Day 1

**Watershape University:  
CONSTRUCTION 2711:  
Essential Major Renovation  
Workshop**  
(2 Days) Day 1

**Watershape University:  
CONSTRUCTION 3611:  
Essential Plaster Workshop**  
(2 Days) Day 1

**8:30 A.M.-5:00 P.M.**

**PHTA: Certified Pool Operator**  
(2 Days) Day 1

## MONDAY | JAN. 27 8:00 A.M.-5:00 P.M.

**GENESIS C201:  
CONSTRUCTION SCHOOL:  
Concrete Pools**  
(3 Days) Day 2

**GENESIS C393:  
CONSTRUCTION  
SUPERINTENDENT:  
Connecting the Field with the  
Home Office**  
(2 Days) Day 2

**GENESIS D180: Drawing for  
Professionals**  
(2 Days) Day 2

**National Plasterers Council  
(NPC) Pool Start Up  
Certification**

**PHTA: Certified Hot Tub  
Technician**  
(3 Days) Day 2

**PHTA: Certified Maintenance  
Specialist**  
(3 Days) Day 2

**PHTA: Certified Service  
Technician**  
(3 Days) Day 2

**Watershape University:  
BUSINESS 3461: Dollars and  
Sense - Understanding and  
Managing Business Finance**

**Watershape University:  
CONSTRUCTION 2111:  
Essential Pool Construction**  
(3 Days) Day 2

**Watershape University:  
CONSTRUCTION 2711:  
Essential Major Renovation  
Workshop**  
(2 Days) Day 2

**Watershape University:  
CONSTRUCTION 3611:  
Essential Plaster Workshop**  
(2 Days) Day 2

**Watershape University:  
SERVICE 1211: Basic Water  
Chemistry**

**8:30 A.M.-5:00 P.M.**

**PHTA: Certified Pool Operator**  
(2 Days) Day 2

**9:00 A.M.-4:00 P.M.**

**Simplifying the Sales Process:  
Developing YOUR Effective  
Sales Presentation**

**Women in the Industry:  
Connecting to Your Confidence**

**12:30 P.M.-5:00 P.M.**

**From Rookie to All-Star: The  
Fundamentals of Pool Service**

**Pool Opening Essentials**

**1:00 P.M. - 4:15 P.M.**

**Modern Gas-Burning Pool  
Heaters: Small Footprint, Big  
Heat**

**The Perfect Fit: Successfully  
Measuring and Installing Vinyl  
Linens and Safety Covers**

**1:30 P.M.-3:00 P.M.**

**Explore the Attendant  
Automation by Poolside**

**Filtration and Circulation**

**How to Offer Pool Financing &  
Increase Sales**

**Hydraulics 101**

**Pool Water Chemistry Basics:  
The 3 P's of Pool Care**

**Running a Compliant Business  
and Workplace**

**Safety for Pool Maintenance  
Workers**

**SPANISH: Chemical Conflicts  
& How to Avoid Them**

**Why Sauna and Why Now?**

**5:00 P.M.-6:00 P.M.**

**WAVE: PHTA Young  
Professionals Networking Event**

## TUESDAY | JAN. 28 8:00 A.M.-12:00 P.M.

**PHTA: Certified Maintenance  
Specialists**  
(3 Days) Day 3

**PHTA: Certified Hot Tub  
Technician**  
(3 Days) Day 3

**8:00 A.M.-5:00 P.M.**

**GENESIS C201:  
CONSTRUCTION SCHOOL:  
Concrete  
Pools** (3 Days) Day 3

**PHTA: Certified Service  
Technician**  
(3 Days) Day 3

**Watershape University:  
CONSTRUCTION 2111:  
Essential Pool Construction**  
(3 Days) Day 3

**8:30 A.M.-11:45 A.M.**

**Heat Pump Pool Heaters: How  
They Work, What They Need,  
Pros and Cons**

**Pool Water Chemistry Basics for  
Pool & Spa Technicians**

**8:30 A.M.-1:00 P.M.**

**From Rookie to All-Star: The  
Fundamentals of Pool Service  
(ENCORE)**

**Pool Opening Essentials**

**9:00 A.M.-10:30 A.M.**

**AquaRite S3 Hayward Salt  
Chlorine Generators**

**Conversation, Communication,  
and the Qi to Success**

**Everything You Didn't Know You  
Needed to Know About Algae**

**Finding Leaks - Turn Headaches  
into Profits**

**GENESIS C308: The Beauty  
of the Edge - The Definitive,  
Internationally Acclaimed  
Vanishing Edge & Water-in-  
Transit Design**

**GENESIS C322:  
CONSTRUCTION  
MANAGEMENT: An Insight into  
a Functional Team**

**Hydraulics for the Swimming  
Pool Professional (Intermediate)  
Imposter Syndrome - And What  
to Do About It**

**Jandy Automation and Web  
Based Connectivity**

**Practical AI: Marketing Magic  
for Your Business Right Now**

**Solar Pool Heating 101**

**SPANISH: AquaRite S3  
Hayward Chlorine Generators**

**SPANISH: How to Open and  
Close A Pool With LSI Balance  
Strategies**

**SPANISH: Pentair  
Automation-IntelliCenter**

**Watershape University:  
BUSINESS 1451: Introduction  
to Finance and Estimating**

**Watershape University:  
CONSTRUCTION 1711:  
Pool Renovation Inspection  
Checklist: Considerations for a  
Successful Project**

**What To Do In The Event of an  
OSHA Inspection**

**12:30 P.M.-4:30 P.M.**

**Principles of Pool Piping Hands-  
On Workshop**

**1:00 P.M.-4:15 P.M.**

**2023 NEC Article 680:  
Swimming Pools, Spas, Hot  
Tubs, Fountains, and Similar  
Installations**

**1:30 P.M.-3:00 P.M.**

**AquaCal PoolSync System -  
Equipment Automation Control  
Everyone Can Afford**

**Automatic Pool Covers that  
Positively Change the Backyard  
Swimming Pool Environment**



## Vinyl Swimming Pool Liners

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

## Inground Steel Pool Kits

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

## MAGNUM

### Semi-Inground Steel Pool Kits

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

## Stainless Steel Pool

### Ladders & Railings

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



**NORTHERN  
STAINLESS**

& Rail Products (1995) Inc.

# SHOW SCHEDULE

Building a Secure Future for Retirement

Chemical Safety for the Pool Professional (PHTA)

Discover Your Authentic Voice - And How to Use It To Create Impact

Grow Your Pool/Backyard Business in 2025

Heating Pools Effectively and Efficiently

How AI Will Impact Your Pool Business

Material Matters: A Deep Dive into Commercial Pool Construction

Ordinary to Outstanding: Turning Pump Replacements into Equipment Pad Upgrades

Pentair Salt Chlorine Generators

Renovating with PVC Membrane

**SPANISH: Jandy Aquapure & TruClear SWC**

Surface Stain Solutions: Removal and Prevention Strategies

Testing Methods, Interferences, and Techniques

True Partnership: Giving and Gaining Value from Every Customer Relationship

Understanding Your Contracts and Insurance

Watershape University: ENGINEERING 2731: Structural Repairs of Existing Pools

**2:00 P.M.-3:30 P.M.**

Heaters Workshop

**WEDNESDAY | JAN. 29  
8:30 A.M.-11:45 A.M.**

Are You Really Listening to Your Customers?

Metals and Metal Staining - The Good, the Bad, and the Ugly

Vinyl Liners: Tips and Techniques for A Perfect Fit

**9:00 A.M.-10:30 A.M.**

4 Things You Can Do Today to Start Generating Business Online

AutoPilot Salt Chlorination - Differentiators, Installation, Operation, and Troubleshooting

Best Practices for Avoiding Employment Liability

Bob Lowry's Pool Chemistry for Service Pros (abridged)

GENESIS C110: Pool Construction Documents

GENESIS C112: Stop Blaming the Tile - Misunderstanding Common Pool Tile Failures

Innovations and Insights: The State of the Robotic Pool Cleaner Industry

Owning The Backyard

Pentair Automation- IntelliCenter

So, You Started a Pool Service Company . . . Now What?

**SPANISH: Filtration & Circulation**

**SPANISH: Introduction to Hydraulics**

The 2025 AI and Automation Roadmap for Pool and Spa Companies

The State of Pool Service Industry 2025: Insights, Priorities, and Challenges

VGBA Standards Update: Must-Know Changes for Pool Professionals (PHTA)

Watershape University: CONSTRUCTION 2342: Thoughtful Equipment Installations

What Causes Leaks, How to Find Leaks, and How to Fix Leaks

What's Hot: Exploring Today's Trends in Sustainable Pool Heating Solutions

**9:00 A.M.-1:00 P.M.**

GENESIS/PHTA Certified Builder Professional Exams

PHTA Certification Exams: CST, CMS & CHTT

**12:30 P.M.-4:30 P.M.**

Principles of Pool Piping Hands-On Workshop (ENCORE)

**1:00 P.M.-4:15 P.M.**

Advanced Leak Detection for the Seasoned Professional

Dealing with Difficult Behaviors in the Workplace

Electricity for the Swimming Pool Professional

**1:30 P.M.-3:00 P.M.**

AI Use For Pool and Spa Companies

Bonding & Grounding and the NEC Article 680.26(B) Update

Chemical Conflicts & How to Avoid Them

GENESIS C253: Damp-Proofing (Waterproofing) for Remodels

Hayward OMNI Automation Systems

How to Mitigate Biofilm Buildup's in Hot Tubs, Swim Spas and Swimming Pools

Importance of Accounting and Software for Businesses

Jandy AquaPure & TruClear SWCs

Pool Pump Motor Mastery - A Deep Dive Into Pump Motors and Compliant Retrofit Options

Proper Techniques for Prepping a Pool Shell for Plastering

Safety Covers

Sales Skills for Service Techs

**SPANISH: Advanced Hydraulics**

**SPANISH: Jandy Automation and Web Based Connectivity**

**SPANISH: Pentair Salt Chlorine Generators**

Swimming Pool Safety, Codes and Compliance

Tracking Your Digital ROI

Turn Your Team Into A Championship Team: Hiring, Training, Management, Motivation and Retention

Watershape University: CONSTRUCTION 3281: Building Watershapes for Moveable Floors

**2:00 P.M.-3:30 P.M.**

Heaters Workshop (ENCORE)

**THURSDAY | JAN. 30  
8:30 A.M.-10:00 A.M.**

GENESIS E106: Hiring an Engineer Without Remorse

Maximizing the Efficiency of Your Pool Care Program

Pool Builder Insurance: How to Improve Safety, Reduce Risks, and Lower Costs

**SPANISH: Electricity for the Swimming Pool Professional**

**SPANISH: Hayward OMNI Automation**

The 3 Disturbing Trends That Threaten Your Business and Put the Next Generation at Risk

The Importance of a Digital Presence in 2025

Vinylology 101: The More You Know, The More You'll Sell

Watershape University: CONSTRUCTION 2252: Concrete Defect Identification and Prevention

What to Know About Water Features



# 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](http://www.swpsshow.com)





PHOTOS BY IRIS EFFECTS MEDIA

# THE 2025 WESTERN POOL & SPA SHOW PLANNER

What to expect from the industry's largest show on the West Coast.

BY RENA GOLDMAN

**The 47th Annual Western Pool & Spa Show** returns to Long Beach, Calif. a little earlier in 2025 — from Feb. 6 to 8, 2025. In previous years the Show took place in March.

Show Director Eric Nielson expects a sizable crowd. The event will be held at the 78,000-square-foot exhibit hall in the Long Beach Convention & Entertainment Center and is likely to draw over 10,000 attendees — both national and international. “Last year, we had people from 38 states and nine foreign countries,” said Nielson.

Around 300 exhibitors will fill the show floor this year, although the exact number was not confirmed at the time of publication.

## CLASSES GALORE

The Western Pool & Spa Show is known for its extensive education

schedule, and this year is no different. “From beginner to advanced, we cover nearly every service, repair, and construction aspect,” said Nielson. He said over 90 different classes are available in the regular seminar schedule, 50 of which have completely new material.

The show itself is a nonprofit run by volunteers, which Nielson explains allows the event to provide education at a more accessible price. “We exist to help promote the industry and educate people,” he said.

There are classes on everything from water chemistry and heaters to business and marketing.

Classes will be held at the Long Beach Convention Center, and Watershape University will be held at Marriott Long Beach Downtown.

Education offerings get an update each year, so many courses have fresh



[westernshow.com](http://westernshow.com) and proceeds benefit the Step Into Swim program.

Organizers expect between 600 and 800 guests at the welcome festivities. The event, which will be held at Ovation Square in Long Beach, is something show organizers have been trying to put together for years, according to Nielson. "There will be food stations, live entertainment, and an open bar," he said.

The popular Giveaway Area will return with its ping-pong ball lottery-style machine. Attendees can register to win daily giveaways, including pumps, heaters, filters, cleaners, tools, nets, tool bags, and more.

"We give away over \$50,000 in prizes," said Nielson. That includes a \$20,000 grand prize in cash.

People going to the show are also encouraged to bring their families. The playful mascot Li'l Algy will be more prominently featured, and a miniature golf area at the back of the show will be open for kids to play as well.

Showing a badge from the Western Show will also give visitors discounts at local restaurants and other venues in Long Beach.

"We love having people come and bring their families and do other things [too]," said Nielson. Learn more about badge discounts here: <https://www.westernshow.com/i/124632024ShowYourBadge.pdf>

material. "Even though we have a lot of senior instructors, we ask them to modify their classes to where there's always something different," said Nielson.

Since the show has been known for its focus on the service side of the business, Nielson noted the organizers have been trying to expand course offerings to include more construction. The show has partnered with Watershape University to add pre-show courses on pool design and construction practices. See the course list and register here: [watershape.org/western-pool-and-spa-show-2025/](http://watershape.org/western-pool-and-spa-show-2025/)

Like in previous years, attendees will also have the opportunity to become Certified Pool Operators.

Nielson said this is a rare chance to take a CPO course in person because most are offered online.

Register for the two-day class held at the Marriott Long Beach Downtown on Feb. 6 and 7 at: [cpo.training/wpss\\_landingpage/](http://cpo.training/wpss_landingpage/)

### SHOW HIGHLIGHTS

In addition to the many educational offerings and giveaways, this year's attendees can look forward to the Western Show Benefit Evening, a welcome party sponsored by AquaStar, HASA, Heritage, and RayPak. The Benefit starts on Thursday, Feb. 6 at 9 p.m. and goes on until 11:30 p.m. Guests can purchase tickets for \$15 on the show's website:

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# 47th Annual



Feb 6 - 8, 2025



Scan the QR code above with your mobile device to display an interactive show floor map.

# Celebrating 47 Years of Education Leadership



*The place to be...*

## February 6-8, 2025

*\* Separate fees apply \**

- ❖ **WATERSHAPE UNIVERSITY Additional Classes:**
  - Essential Pool Construction Feb. 5, 6, 7, 2025
  - Advanced Elements & Principles of Design Wed.-Thurs., Feb. 5 & 6, 2025
  - Essential Waterproofing Feb. 5 & 6, 2025
  - Pool Inspections Feb. 5 & 6, 2025
  - Essential Water Chemistry, 8 hours Feb. 6, 2025
- ❖ **Certified Pool Operator Course (CPO) PHTA**

### 3 DAYS OF SEMINARS

**Over 90 Seminar Classes  
Classes in Spanish All 3 Days**

BEGINNERS TO ADVANCED:

WATER CHEMISTRY, EQUIPMENT INSTALLATION AND REPAIR,  
ELECTRONIC CONTROLS, HEATERS, BUSINESS MANAGEMENT,  
MARKETING, AND MORE...

#### Seminar Hours

Thursday, Feb. 6th	1 PM-6 PM
Friday, Feb. 7th	8 AM-3 PM
Saturday, Feb. 8th	8 AM- 2 PM

### Western Show Benefit Evening

Sponsored by

AquaStar, HASA, Heritage, and RayPak



Food Stations, Open Bar, and Live Entertainment

Tickets: \$15

All proceeds go to the

Step Into Swim  
Program



Venue: Ovation Square, 350 Pine Avenue, Long Beach, CA 90802  
Thurs., Feb. 6, 2025, from 9 to 11:30 pm (right after the show ends)  
Info and tickets at [Westernshow.com](http://Westernshow.com)

• Early Bird online Registration through Jan. 19th - \$105 • Online Registration Jan. 20th through Show - \$115 • ONSITE - \$125

## ON THE Exhibit FLOOR

Prize Drawings all 3 days

### \$20,000 Grand Prize on Saturday

On-Floor Golf Putting contest for Everyone

### CPSA Golf Tournament

Wednesday, February 5, 2025

Skylinks Course at Long Beach • Benefits CPSA  
Sponsorship Opportunities • Call 703-838-0083 ext. 159

FLOOR ACCESS: No Charge for online  
Pre-Registration. ON-SITE: \$10 Badge Fee

#### General Show Info:

800.787.7727

[info@westernshow.com](mailto:info@westernshow.com)



#### Exhibit Hours:

Thursday 6:00pm - 9:00pm

Friday 2:00pm - 6:00pm

Saturday 1:00pm - 6:00pm

### Western Pool & Spa Show

## February 6, 7, 8, 2025

Long Beach Convention Center

300 E. OCEAN BLVD., LONG BEACH, CALIFORNIA / HALL "C"

#### Exhibitor Sales:

800-746-9772

[exhibitsales@westernshow.com](mailto:exhibitsales@westernshow.com)

# WesternShow.com

## SHOW SCHEDULE

THURSDAY, FEBRUARY 6, 2025  
EXHIBIT HOURS 6-9 P.M.  
OPEN TO THE TRADE ONLY  
REGISTRATION REQUIRED NEW  
SEMINARS

► 1 P.M. TO 2:45 P.M.

### Electricity for the Service Professional

Mike Childress, Pentair  
CLASSROOM S1

### Adding Commercial Service to Your Route

Gary Heath, The Pool Doctor  
CLASSROOM S3

### Heat Pump - Installation, Maintenance, and Troubleshooting Tips

Creighton Coleman & Bernardo Torres, Fluidra  
CLASSROOM S4

### Elevating Pool Care: Comprehensive Responsibilities of a Modern Pool Pro

Terry Arko, Pool Nation  
BALLROOM A

### Salt Troubleshooting AquaRite S3

Edgar Yesayan & Randy Stift, Hayward  
BALLROOM B

### Profitable Pool Inspections

Rick English  
SEASIDE PRE-FUNCTION

### AquaRite S3 & Solución de problemas de sal

Alex Capous and Roberto Sablon, Hayward  
Clases En Español  
CLASSROOM S5

### Solar Pool Heating System Design, Installation & Service

Dan Sizelove, Aquatherm  
CLASSROOM S6

### Basic Electrical for Pool and Spa Technicians

Bill Hamilton, E.P. Hamilton & Assoc.  
CLASSROOM S7

► 3 P.M. TO 3:45 P.M.

### Bioshield UV Systems

Scott Parker, Pentair  
CLASSROOM S1

### Technical Service Training for In-Floor Cleaning & Circulation

Jaime Guzman, Pentair  
CLASSROOM S3

### Infinite WaterColor Lights - Installation, Operation, and Troubleshooting

Creighton Coleman & Bernardo Torres, Fluidra  
CLASSROOM S4

### Filtration: How It Impacts Performance and Your Profitability

Bryan Chrissan, Pool Nation  
BALLROOM A

### Advanced Sanitization HydraPure UV/Ozone

Rick French, Hayward  
BALLROOM B

### Proceso de oxidación avanzado: características y solución de problemas de HydraPure

Alex Capous and Roberto Sablon, Hayward  
Clases En Español  
CLASSROOM S5

### Owning the Backyard

Kyle Trepp, PAL-Lighting  
CLASSROOM S6

### New Salt System Called I-Pure

David MacCallum, Bob Sadler, Intermatic  
CLASSROOM S7

► 4 P.M. TO 5:45 P.M.

### Hydraulics for the Service Professional

Mike Childress, Pentair  
CLASSROOM S1

### Leak Detection & Non-Destructive Pipe Repair Methods

Darren Merlob, LeakTronics  
CLASSROOM S3

### Microbial and Chemical Hazards in Rec. Water: Dilution and Filtration

Roberto Flores, HidroKlear/WELL  
CLASSROOM S4

### Business Efficiency: Masters Operational Efficiencies for Success

Edgar, Zac, John, Pool Nation  
BALLROOM A

### AquaNaut "The Pool Cleaner" Hands-on Tear Down

Nowell Stellers, Hayward  
BALLROOM B

### New Plaster Startups: The Do's, Don'ts and Must Knows

Chris Marcano, ReThink Pool Care  
SEASIDE PRE-FUNCTION

### The Pool Cleaner / AquaNaut Manos en la descomposición del limpiador

Alex Capous and Roberto Sablon, Hayward  
CLASSROOM S5

### Chemical Safety

Terry Snow, John Weber, PHTA  
RWAQC Committee  
CLASSROOM S6

### Entendiendo la química de cloración

Ernie Penado, Orenda/HASA  
Clases En Español  
CLASSROOM S7

FRIDAY, FEBRUARY 7, 2025  
EXHIBIT HOURS 2-6 P.M. OPEN  
TO THE TRADE ONLY  
REGISTRATION REQUIRED NEW  
SEMINARS

► 8 A.M. TO 9:45 A.M.

### IntelliCenter Programming

Chris Phelps, Pentair  
CLASSROOM S1

### Avoiding Algae - What You Need to Know

John Weber, Biolab  
CLASSROOM S3

### Smart Gas Fired Pool and Spa Heater

Creighton Coleman & Bernardo Torres, Fluidra  
CLASSROOM S4

### Mastering Heat Pumps: Efficiency & Installation Essentials,

Brad Duncan, Pool Nation  
BALLROOM A

### Omni Controls

Rick Ruggles, Hayward  
BALLROOM B

### Pool Plaster Issues

Que Hales, OnBalance  
SEASIDE PRE-FUNCTION

### Hayward Omni Automation - Programación y características

Alex Capous and Roberto Sablon, Hayward  
Clases En Español  
CLASSROOM S5

### Potential Changes to National Electrical Code

Bill Hamilton, Hamilton & Assoc.  
CLASSROOM S6

### La química fecilde Bob W. Lowry para piscinas residenciales

Ernie Pencado, Orenda/HASA  
Clases En Español  
CLASSROOM S7

► 10 A.M. TO 10:45 A.M.

### Filter Safety

Carlos Gomez, Pentair  
Clases En Español  
CLASSROOM S1

### New Salt System Called I-Pure

David MacCallum, Bob Sadler, Intermatic  
CLASSROOM S3

### Setup and Programming of Variable Speed Pumps

Creighton Coleman & Bernardo Torres, Fluidra  
CLASSROOM S4

### Ensuring Financial Security: Protecting Your Future, Family and Business

Edgar, Zac, John, Pool Nation  
BALLROOM A

### Heat Pumps

Stan Taylor, Hayward  
BALLROOM B

### Title 24 Compliant Pool Heating with Solar Thermal Systems

Dan Sizelove, Aquatherm  
CLASSROOM S6

### Chemical Conflicts & How To Avoid Them

Eric Knight, Orenda/HASA  
CLASSROOM S7

► 11 A.M. TO 12:45 P.M.

### IntelliCenter Automation System

Carlos Gomez, Pentair  
Clases En Español  
CLASSROOM S1

### Understanding Ozone

Paolo Benedetti, Tim Chow, Watershape University  
CLASSROOM S3

### Configuración y programación de bombas de velocidad variable y luces de colores de agua infinitas

Fluidra  
Clases En Español  
CLASSROOM S4

# Whats new in the Merlin Liners Line Up!



Meet us at **booth 2137**  
at the **Atlantic City Pool  
& Spa Show!**



New Hampton Bays 27 mil  
Sierra Floor 27 mil



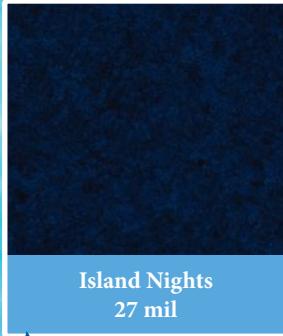
New Key Largo 27 mil  
Sierra Floor 20 mil



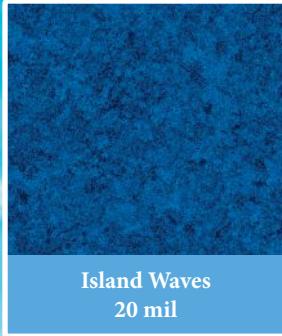
**Aqua Intense**  
Terracina  
Textured All Over, 34 mil



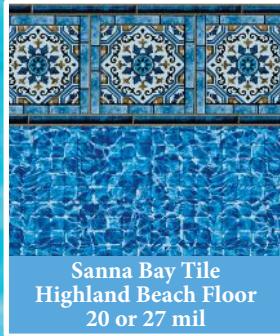
**Aqua Intense**  
Sapphire Cove  
Textured All Over, 27 mil



Island Nights  
27 mil



Island Waves  
20 mil



Sanna Bay Tile  
Highland Beach Floor  
20 or 27 mil



Pacific Tile  
Sea Slate Floor  
20 mil

Special  
edition daring  
patterns!



**Aqua Intense**  
Emerald Cove  
With Luster, 27 mil



**Aqua Intense**  
Moonstone Bay  
With Luster, 27 mil

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dimension and vivid  
color to any pool with  
these striking patterns!



**Aqua Intense**  
Starlight Swirl  
With Luster, 27 mil



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Blue Trinidad Tile  
Jamaica Floor

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# SHOW SCHEDULE

## Understanding Financials, Business Metrics and Your Cost of Service

Zac, Edgar, John, Pool Nation  
BALLROOM A

## Commercial Sanitization and CAT Controls

Ryan Glorioso, Hayward  
BALLROOM B

## Best Practices for Prepping Acid Washing and Neutralizing Pools

Alan Smith and Tom Cruz  
SEASIDE PRE-FUNCTION

## HAYWARD MEETINGS

CLASSROOM S5

## Level Up Marketing Business with AI

John Limbocker, Internet Dominators  
CLASSROOM S6

## Bob Lowry's Pool Chemistry for Service Pros

Terry Arko, HASA  
CLASSROOM S7

## ► 1 P.M. TO 2:45 P.M.

## IF3 Pump Pentair Home & Pro App Connections

Carlos Gomez, Pentair  
Clases En Español  
CLASSROOM S1

## Understanding Plasma Ozone Systems

Beth Hamil HACCP Certified CPO  
CLASSROOM S3

## Calentadores Inteligentes de Gas para Piscinas y Spas

Fluidra  
Clases En Español  
CLASSROOM S4

## Profit Strategies: Growth Through Customer-Centric Approaches

Edgar, Zac, John, Pool Nation  
BALLROOM A

## Heaters

Stan Taylor & Jacob Houser,  
Hayward  
BALLROOM B

## Heat Pump Pool Heaters - How They Work, What They Need, Pros and Cons

Brad Duncan, Raypak  
SEASIDE PRE-FUNCTION

## Heater - Solución de problemas e instalación adecuada

Alex Capous and Roberto Sablon,  
Hayward  
Clases En Español  
CLASSROOM S5

## Basic Water Chemistry 101

Pedro Correa  
Clases En Español  
CLASSROOM S6

## Stain Prevention and Removal

David Schaffer, Jacks Magic  
CLASSROOM S7

SATURDAY, FEBRUARY 8, 2025  
EXHIBIT HOURS 1-6 P.M.

OPEN TO THE TRADE ONLY  
REGISTRATION REQUIRED NEW SEMINARS

## ► 8 A.M. TO 9:45 A.M.

## IF3 VSF Pump with Pentair Home & Pro Apps Connected Devices

Tony Silva, Pentair  
CLASSROOM S1

## The Attendant Automation - Programming and Installation

David Jones  
CLASSROOM S3

## Poolside Tech Microbial and Chemical Hazards in Rec. Water: Dilution and Filtration

Roberto Flores, HidroKlear/WELL  
CLASSROOM S4

## Mastering Water Chemistry: Essential Principles for Pool Care

Alicia Stephens, Pool Nation  
BALLROOM A

## Introducing Pool Inspection Process for Real Estate Transactions

Paolo Benedetti, Watershape University  
BALLROOM B

## Acid Washing 101: Tips, Traps, and Safety First

Chris Marcano, ReThink Pool Care  
SEASIDE PRE-FUNCTION

## Technology Efficiencies, Communication & Growth

Aaron Redford, Mizu Pool Covers  
CLASSROOM S5

## Lawsuit Protection & Tax Reduction Strategies

Larry Oxenham, American Society for Asset Protection  
CLASSROOM S6

## ► 10 A.M. TO 11:45 A.M.

## Filter Safety and Filtration Tips

Scott Parker/ Mike Childress,  
Pentair  
CLASSROOM S1

## The Untold History of Chlorine in Swimming Pools

Roy Vore, Vore and Associates LLC  
CLASSROOM S3

## Certified Stain Specialist

David Schaffer, Jack's Magic  
CLASSROOM S4

## Innovations in Algae Treatment - Essential Insights You Didn't Know You Needed

Alicia Stephens, Pool Nation  
BALLROOM A

## Developing Design Discipline Habits to Make You a Better Designer

Jason Brownlee, Watershape University  
BALLROOM B

## Modern Gas-Burning Pool Heaters; Small Footprint, Big Heat

Brad Duncan, Raypak  
SEASIDE PRE-FUNCTION

## How a Pool Works

Robert Foutz, Jr., Purity Pool  
CLASSROOM S5

## Licencia DE Contratista

Arturo Torres  
Clases En Español  
CLASSROOM S6

## Tracking, Standardizing and Forecasting Water Chemistry

Eric Knight, Orenda/HAS  
CLASSROOM S7

## ► NOON TO 1:45 P.M.

## Pentair Salt Chlorine Generators

Scott Parker, Pentair  
CLASSROOM S1

## Setting Standards and Expectations

Gary Heath, The Pool Doctor  
CLASSROOM S3

## Mastering Hydraulics

Steve Barnes, Pool Nation  
BALLROOM A

## Transitioning from Service to Construction

Paolo Benedetti, Watershape University  
BALLROOM B

## Advanced Water Chemistry

Que Hales, OnBalance  
SEASIDE PRE-FUNCTION

## Rola Chem ORP Controllers and Applications

Todd Schwab, James Mason  
CLASSROOM S5

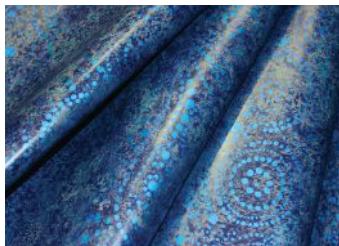
## The Future of Easier Pool Water Care

Dwayne May, King Technology  
CLASSROOM S6

## Best Practices for Prepping Acid Washing and Neutralizing Pools

Alan Smith and Tom Cruz  
CLASSROOM S7

# Product Profiles: Package Pools and Vinyl Liners



## Starlight Swirl

Starlight Swirl is the latest in-ground pool liner by ContiTech. It's designed with a unique swirl pattern and iridescent accents that give pools a soft, glowing effect.

Made from durable, high-quality vinyl, this liner is built to resist fading and wear, ensuring long-lasting color and performance.

Available in a range of sizes and thicknesses, it's adaptable to suit a variety of pool shapes and dimensions.

**Contact:** [continentalpoolliner.com](http://continentalpoolliner.com)



## In-Ground Pool Liner Patterns

Garrett Liners uses 100% virgin vinyl manufactured in the U.S. and Canada and formulated with UV inhibitors and biocides. It's certified by the Chemical Fabrics and Film Association as having been tested in accordance with CFFA-P-101 to meet the Recommended Minimum Performance Standards for in-ground vinyl liners.

Garrett offers a variety of patterns and colors to choose from. For normal conditions, the industry standard is 20 mil wall and floor. For an extra measure of protection from weather extremes, UV exposure, and abrasion, the 27 mil wall and 20 mil floor is an economical upgrade. For the most challenging aquatic environments, the all 27 mil offers maximum durability and longevity.

Garrett uses a proprietary CAD system to ensure a liner that fits the pool perfectly; it's not too loose to create wrinkles and not too tight to overstress the liner and shorten its life.

**Contact:** Garrett | [garrett.com](http://garrett.com)



## Persunal Pools

Imperial Pools' Persunal Pools has taken the swimming pool industry by storm, say company officials.

Persunal Pools are plunge pools that can be accommodated in nearly any yard. It's available with a 54-inch wall in seven models, four sizes each and four interior finishes to choose from.

Despite its intimate size, Persunal Pools still offers many of the same features that are available in standard size pools. A Persunal Pool can be installed inground or semi inground with a seating ledge around the entire pool. A custom fascia also can be installed for semi-inground installations.

See Imperial Pools in Atlantic City, booth 2019.

**Contact:** Imperial Pools | [imperialpools.com](http://imperialpools.com)



### Kayden Premium In-Ground Liners

Kayden premium in-ground liners not only offer a look of elegance with a variety of stylish patterns, but exceptional durability as well, says Jim Dorsey, Kayden's national director of sales and marketing.

"This long-lasting performance is first made possible with the application of thicker vinyl used on the walls to ensure greater longevity above the waterline, where most liners will fail over time," says Dorsey.

Secondly, Kayden premium liners are designed to fit with minimal stretching and reduced stress on the edges of the seams, where vinyl liners are the weakest.

Kayden also offers a rebate program, which garners many dealers free liners at the beginning of every season.

Live tech support is available to all dealers via text messaging, free of charge.

Kayden premium liners carry a 25 year warranty.

**Contact:** Kayden Manufacturing | [kaydenmfg.com](http://kaydenmfg.com)



### Latham Plunge Pools

The all-new Calypso series of Latham's vinyl liner plunge pools features four 8-by-16-foot liner configurations, including step-up and step-in designs.

One option features a 40-inch-wide tanning ledge while another includes a side bench that can be positioned on the left or right.

Offered in a choice of Stardust Blue or Stardust Grey, the premium vinyl material features antimicrobial and UV inhibitors.

Latham's vinyl liner plunge pools can be installed inground or semi-inground, adding to installation flexibility.

Packages come complete with a pool base, step configuration, coping and vinyl liner. Corrosion-resistant R-10 insulated wall panels provide superior strength and also reduce heat loss, providing a consistent 5 to 10 degrees increase in water temperature.

Models are autocover capable and come with a lifetime warranty.

**Contact:** Latham, The Pool Company | [lathampool.com](http://lathampool.com)



### Villa Piscina Vinyl Pool Liner

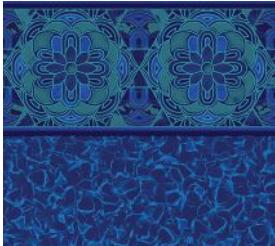
LOOP-LOC's Villa Piscina is an exclusive liner pattern that merges Mediterranean elegance with durability. The design features ornamental royal blue florets carefully arranged over a background of opal blue, creating a peaceful blend of light and dark shades.

All LOOP-LOC liners, including Villa Piscina, are CFFA-P-101 certified, meaning they meet strict performance standards for in-ground vinyl pool liners. The material is UV- and chemical-resistant, ensuring lasting vibrancy and strength.

"This certification eliminates guesswork, allowing pool professionals to confidently offer high-quality liners," says LeeAnn Donaton, LOOP-LOC's president and CEO. "Beyond its beauty, Villa Piscina's CFFA-certified durability ensures it can withstand heavy use, pool chemicals, and UV exposure, making it both a stunning and reliable choice."

Villa Piscina is supported by LOOP-LOC's 20-year, pro-rated warranty.

**Contact:** LOOP-LOC | [looploc.com](http://looploc.com)



### Kellie Pearl

New for 2025, McEwen Industries' Kellie Pearl liner pattern features a border with floral-inspired details enhanced by the pearl reflection ink. This subtle shimmer in the border contrasts with the rich, deep blue base, reminiscent of the sparkling water surface.

"Kellie Pearl captures both classic and modern design elements, offering a timeless aesthetic that transforms any pool into a captivating centerpiece," says Cole Baldwin, McEwen's customer service representative.

McEwen offers 2025 IG liner brochures, and technical support is available by calling 704-365-8070.

Kellie Pearl is covered under a 20-year limited vinyl liner warranty.

**Contact:** McEwen Industries | [McEwenIndustries.com](http://McEwenIndustries.com)



### Inground Vinyl Liners

Megna Pools swimming pool liners are made from the finest vinyl available world-wide, says Dave Gartner, Megna's vice president sales.

"The vinyl is specifically formulated for long term use in swimming pools," says Gartner. "It features excellent physical properties to resist tearing and puncture, cracking at low temperatures, UV degradation, fungus growth, algae growth and chemical bleaching."

Megna Pools uses computer aided design (CAD) to custom design each pool liner to the exact specifications of the pool. Then a patented rotary cutting machine is used to cut the pool vinyl for each swimming pool.

Megna Pools employs high-frequency molecular welding machines to bond the vinyl into the shape of the swimming pool.

"This is the strongest and best method to create long lasting swimming pool liners," says Gartner.

**Contact:** Megna Pools | [megnapools.com](http://megnapools.com)



### Terracina All-Over Vinyl Liner Pattern

The Terracina liner pattern is one of Merlin's new all-over vinyl liner patterns. Joining the line of Aqua Intense liners, this pattern comes with a unique texture in the form of an embossed medallion pattern.

The Terracina pattern also brings a handmade look throughout the pool. Each medallion features a hand painted look to create a custom-made appearance.

This liner also features a thicker material, double top finish, and large-scale repeat to create the unique, large medallion pattern on the textured vinyl.

All Merlin Liners are CFFA-P-101 certified and made in North America.

Questions can be answered at [merlinindustries.com](http://merlinindustries.com) or sent to 609-807-1000.

This liner comes with a 20-year prorated limited warranty.

**Contact:** Merlin Industries | [merlinindustries.com](http://merlinindustries.com)

# Product Profiles: Commercial Equipment



## Pegasus Inground and Aboveground Vinyl Liners

Pegasus' experienced engineers and products can accommodate a more comprehensive range of needs. "The quality of our product is second to none," says Frank Patel, owner/president. "We have high standards that we adhere to, from raw goods to the finished products." Patel cites the unique variety of patterns with a realistic appearance as being among the key features of his company's products.

The material for the liners is made using virgin-grade vinyl that contains ultraviolet inhibitors as well as fungicide and biocide protectors. Using the latest in computer-aided design and cutting, Pegasus can customize its liners to fit its customers' pools perfectly.

Technical support is available at the company's toll-free number. A variety of marketing materials, including brochures, banners, fliers and liner material samples, are available upon request.

**Contact:** Pegasus Products | [pegasus-products.com](http://pegasus-products.com)

## Mosaic Sands Liner Pattern

The Mosaic Sands liner pattern combines natural elegance with superior durability, making it an excellent choice for pool professionals looking to offer a premium option to their customers, says Thomas Kennedy, Tara Pool & Outdoor Products' marketing director.

This pattern mimics the look of smooth, multicolored pebbles, creating a clean aesthetic that blends seamlessly with any backyard setting. Crafted with high-definition printing and a unique 36-inch repeat, the pattern provides a realistic design that adds depth to the pool's appearance.

Made from durable CFFA certified 20 mil vinyl, Mosaic Sands is engineered for long-lasting performance, resisting UV rays and chemicals to ensure it looks great for years.

Comprehensive technical support is available at [tarapools.com](http://tarapools.com). Additionally, customers can reach out via phone at 866-725-8272 for direct support.

**Contact:** Tara Pool & Outdoor Products | [tarapools.com](http://tarapools.com)

## Mini Grout Plant

The Mini Grout Plant is capable of pumping epoxy grouts, cementitious grout, heavily bodied materials, repair mortars, and also spraying fireproofing, waterproofing, EIFS, artificial rock work, stucco, and other commercial coatings.

This compact unit consists of a standard Carrousel Pump and 31-inch U-Blend Mixer mounted onto a skid frame. The Grout Plant sits on 16-inch pneumatic tires, which makes it easy to move on the jobsite. In addition, the skid frame has fork pockets installed to allow contractors to move the unit with a forklift.

The pumping system is easy to clean by running a sponge ball and water through the system, no disassembly needed. The U-Blend mixer also features easy clean up: The mixer uses Square-Drive Technology, which enables the operator to remove the mixing blades with no tools and wash the blades within seconds. This speeds up cleanup time and the longevity of the equipment.

**Contact:** Quikspray | [quikspray.com](http://quikspray.com)



### Roll-On Cement Pool Plaster — Sider-Proof FF-PR

A cement-based, swimming pool plaster and resurfacing coating gunite and shotcrete pools, existing plaster and marcite, concrete and ICF swimming pools. It is packaged as a kit and easy-to-apply with a standard paint roller and smoothed with a MagicTrowel. It is suitable for residential, commercial, hot tubs, chlorine and salt water system application. This coating is also designed to coat and waterproof waterfalls, fountains and concrete ponds. This product is NOT a pool paint but a true cement-based swimming pool plaster and resurfacing coating.

The manufacturer describes the application as “easy as roll-it-on and blade-it-smooth!”

It comes in several standard pre-blended colors and custom colors, and also is available with premixed colored quartz.

A new instrumental video is now available on YouTube and [sider-crete.com](http://sider-crete.com).

**Contact:** Sider-Crete Inc. | [sider-crete.com](http://sider-crete.com)

# PSN

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- Drive sales within your territory and at trade shows.
- Collaborate with marketing to grow the brand.

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# New Products

BY PSN STAFF



## Azenco Outdoor

The R-Blade Pergola now incorporates smart sensors, motorized louvers, and expanded compatibility with smart home systems. The pergola includes gapless roofing for enhanced waterproofing, dual-walled motorized louvers, and weather-responsive sensors that automatically adjust to changing conditions.

**Contact:** [Azenco-Outdoor.com](http://Azenco-Outdoor.com).



## CPI Pool Products

The Leaf Catcher by Olympic is an easy and efficient way to catch all the surface leaves, debris and other floating objects, reducing the need for manual cleaning. It's easy to attach to any skimmer with its four heavy-duty plastic screws, with no tools or drilling required.

**Contact:** [cpipoolproducts.com](http://cpipoolproducts.com)



## JED Pool Tools

The Deluxe 8-Inch Floating Chlorinator with adjustable rings controls the amount of chlorine dispenses into the pool. Users can select custom chlorine distribution by rotating the bottom. It offers a child-protective lid with a squeeze button that also rotates and lifts for loading both 1- and 3-inch tablets.

**Contact:** [JEDPoolTools.com](http://JEDPoolTools.com)



## Shop Botanik

The OGO Starfish is a bold, playful design that serves as a seat for two, a backrest, or a statement piece for any outdoor space. Available in multiple sizes and vibrant colors, the Starfish is a must-have for creating an inviting, lounge-friendly atmosphere.

**Contact:** [shopbotanik.com](http://shopbotanik.com)



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