

# PSN

Pool and Spa News

IDEAS TO  
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THE TIMES

page 19

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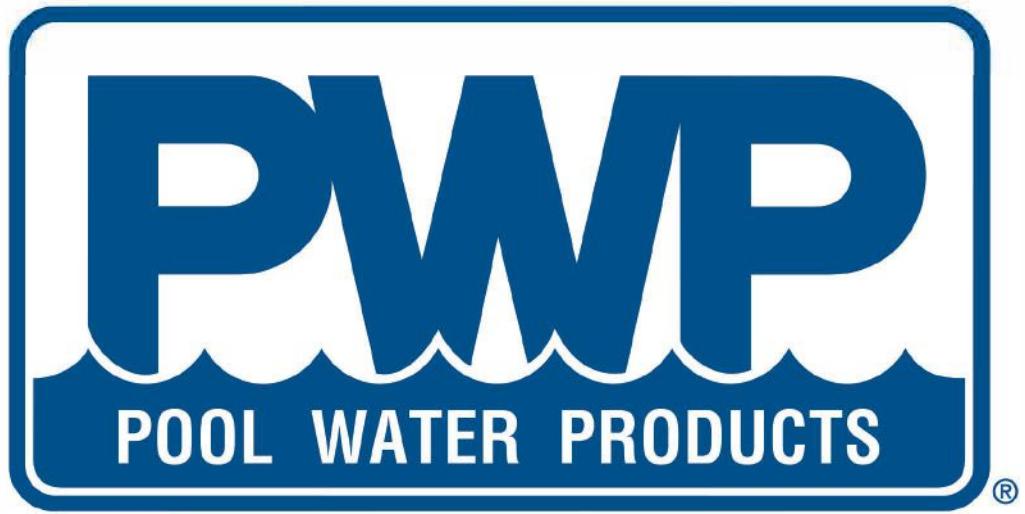
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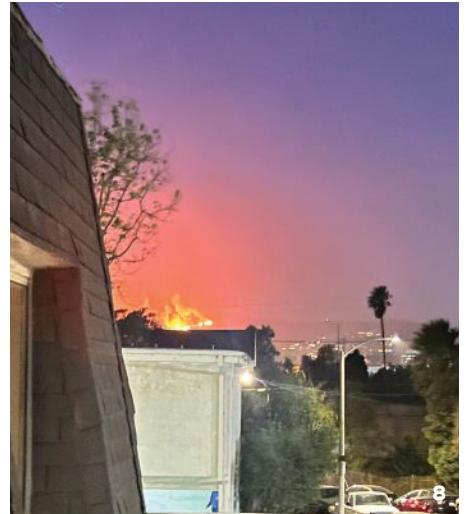


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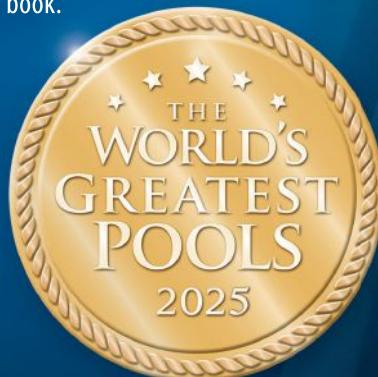
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## EDITORIAL

**JOANNE McCLAIN** Editor-in-Chief  
jmccain@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

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# Facing Unimaginable Disaster: The L.A. Wildfires



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

**The holidays** are always a tough time for us at *PSN*. We have two issues in January, which usually means this issue gets finished and sent to the printer just after New Year's. This year, though, has been especially rough.

I don't know if I've ever mentioned it before, but the *PSN* staff are all based out of Los Angeles. On the morning of Jan. 7, as we were working on this very issue, a wildfire erupted in Pacific Palisades, just 6 miles north of where I live in Santa Monica. Weather reports from the night before had warned of dangerously windy conditions, but I didn't think much of it.

I first became aware of the Palisades fire around noon. I was concerned but went back to work. But by 3 p.m., my local friends were blowing up my phone with notifications about the possibility of evacuation orders and whether we should be packing go bags. In just a few hours, the fire had engulfed more than 1,200 acres.

From then on, we were glued to the news. I watched in disbelief as the inferno grew. By 5:49 p.m. I could see the flames from my balcony (see below). It was terrifying.

Shortly after that, the Eaton fire began to the east of L.A. and quickly spread destruction throughout the foothills neighborhood of Altadena. My colleague, Gary Carr, lives in nearby Pasadena. He had texted me earlier that he had taken in friends escaping from the Palisades fire, only to face possible evacuation from Eaton.

As the week progressed, Los Angeles at one point faced seven different wildfires. I watched the news in horror as a chopper caught the start of the Sunset fire in real time near the Hollywood Hills. Within 15 minutes, it had spread to nearly 50 acres, endangering nearby homes. The rate in which the fire spread was shocking. I called friends in the area to make sure they were aware of the danger so they could escape at a moment's notice.

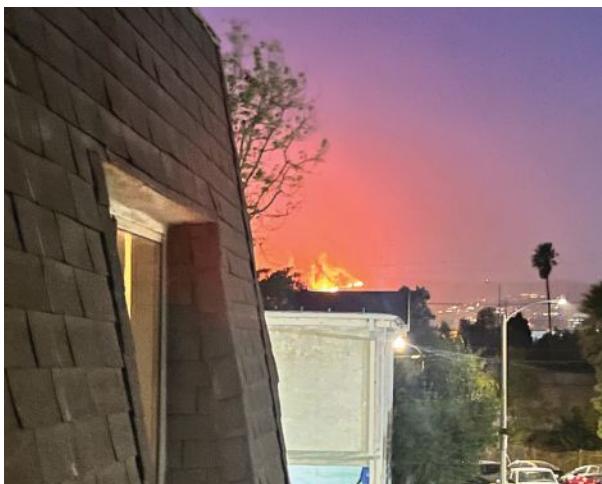
Meanwhile, the Palisades fire raged on, consuming tens of thousands of acres, and wiping out entire neighborhoods. I waited anxiously for evacuation orders. Schools were closed, boil-water orders were announced, and a mandatory curfew was put in place. Smoke filled the air and ashes drifted down like snow on my street. It was like living in a war zone.

As of this moment, on the evening of Jan. 12, the fires are cautiously considered under control, thank God. Barring another incident, the real work of rebuilding can begin.

Tens of thousands of people have lost their homes and/or livelihoods, including, I'm sure, some of our own. To those people, I am so very sorry this happened to you, and we at *PSN* stand behind you as we move forward into recovery efforts from this unimaginable disaster. I'm confident that the strong, caring and compassionate members of our industry will play an integral role in the complex rebuilding process.

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

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# SPS PoolCare Kicks off Year with Four Acquisitions in Fla. and Texas

BY REBECCA ROBLEDO

**SPS Poolcare**, the service consolidator formerly known as Smart Pool Services, unveiled four new acquisitions in January — two each in Florida and Texas. This comes after acquiring a dozen operations in 2024.

- *BriteWater Pool Service*, a maintenance and repair company based in Sarasota, Fla. and formerly owned by Clyde St. Leon. The company serves Manatee and Sarasota Counties.

- *Barefoot' N Pools*, serving the Fort Myers, Fla., area. Founded in 2017, the company was owned by Jordan Beerbower.

- *River Rock Pools*. SPS has purchased the maintenance

and repair division, leaving former owner Randy Davis to focus on its custom pool-construction operation. It serves the Texas Hill Country/Austin area.

- *Frontline Pool & Spa Services* of New Braunfels, Texas. Founded in 2017, the company was owned by Pat Morrison.

- *Super Pools*, serving the Houston area and formerly owned by Carrie Berridge, was purchased in December.

These latest transactions bring SPS' acquisition count to 114, including 19 in Florida and 67 in Texas. The company says it is on track to perform 1 million weekly pool services per year and currently employs more than 500 across four states. It is backed by the private equity firm Storr Group.

## Consumer Sentiment about Housing Rises Slightly

**Consumers ended** 2024 feeling a lot better about the housing market than they did a year ago, based largely on the hope that mortgage rates would decline through 2025 and help make it more affordable to buy a home.

But that doesn't mean they are racing to buy their next property.

"Just over one in five consumers believes it is a good time to buy a home — although that share has risen over the last year, too, after reaching an all-time low of 14% in Q4 2023," said Fannie Mae's senior vice president and chief economist, Mark Palim.

"While respondents remain dis-



couraged by the pandemic-era run-up in home prices and mortgage rates, the upward trend in home buying sentiment in 2024 may reflect a slow acclimatization to the generally less-aff-

ordable market conditions."

The Fannie Mae Home Purchase Sentiment Index (HPSI) showed that 42% of consumers expect mortgage rates to move lower in 2025, compared to 31% a year ago.

Meanwhile, the number of homes for sale in December increased 22% compared to December 2023, according to the December Monthly Housing Trends Report from Realtor.com. Inventory is still inching its way back to 2017-2019 levels as homes spent 70 days on the market in December, the slowest pace in five years.

*This article originally appeared in sister publication BUILDER.*

# NPC Conference Comes to Florida Next Month

**The National Plasterers Council** will hold its 36th annual conference Feb. 26-28 in Lake Buena Vista, Fla. Pre-conference meetings, invite-only Chairman's reception and a Watershape University course, "Critical Surface Preparations for Swimming Pool Plaster," will take place Tuesday, Feb. 25. An all-day "Start-Up Technician Certification Class" will be presented on Wednesday, Feb. 26.

Courses during the conference will include business and technical sessions, as well as a Spanish-language track. Genesis and WU will present sessions during main conference hours.

Specially priced tickets to Walt Disney World are available to attendees for purchase. A golf outing at Disney's Lake Buena Vista Golf Course occurs on Wednesday for those who purchase

tickets. NPC's popular auction takes place during lunch Wednesday and Thursday, with attendees able to bid on donated products and services. Funds raised benefit the organization's research, education and the Rey Perales Memorial Scholarship.

## Vance Gillette Scholarship Launches

**A scholarship in honor** of industry icon Vance Gillette has been created by Genesis and Fluidra.

Gillette served as the face for automation producer Jandy and the companies that acquired it until it landed with Fluidra. He died last August at 75. During his nearly 50-year industry career, he was one of the first supporters of Genesis.

Fluidra and Genesis will award \$2,500 to four recipients per year. The funds are meant to apply to Genesis courses and PHTA certification fees. It is open to any PHTA member who has been employed in the pool/spa industry for at least a year and has never completed a Genesis course.

The first recipients will be recognized at the Genesis MasterMind Summit September in Fort Lauderdale, Fla. Applications will be accepted until Feb. 15, 2025. To apply, go to [phta.org/gillette-scholarship](http://phta.org/gillette-scholarship).

## WAHC Hits Atlantic City This Month

**The World Aquatic Health Conference** takes place at its new home Jan. 27 to the morning of Jan. 29, co-located with The Pool and Spa Show in Atlantic City. In addition to WAHC, registration includes one ticket each to the PHTA CPO Instructor Awards Luncheon and the Pool & Spa Show Welcome Party, and access to the Pool & Spa Show exhibit hall. WAHC begins Monday morning with an address by Olympic gold-medal swimmer Rowdy Gaines and ends with, "Wellness in Water and the Impact on Daily Life," by architect Paul John Boulifard. Attendees then can walk The Pool and Spa Show floor Wednesday and Thursday.

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# Easy-to-Implement Tech Solutions for Pool and Spa Businesses

Discover the latest trends driving profitability for 2025.

Pool and spa businesses are adding easy-to-implement tech tools that boost customer convenience and help build customer loyalty. In-store shopping apps, online bill pay systems and loyalty rewards offer simple technology solutions that are convenient for customers to use and can help differentiate your business from competitors to thrive in 2025.

## 1. In-store shopping apps

Your customers are the reason you are in business, so give them an easier, more seamless buying experience. This is where implementing an in-store shopping app can boost the ease and convenience of shopping at your store and be a key differentiator to increase sales next season.

In-store shopping apps, such as the new the EZ Shop app, allows customers to use 'scan and go' shopping within the retail store. Customers can create shopping lists and then scan the products they need as they walk through the store. The EZ Shop app syncs with any discounts in the customer's profile and can be programmed with specials. All scanned items are quickly pulled up for payment making shopping and check-out fast and easy. Providing a smooth and efficient (and fun!) checkout enhances the customer experience so they want to return in the future.

## 2. Online payment & enhanced E-Commerce

When was the last time you evaluated your customer's buying process? Are you making the path to purchase as easy as possible? If your answer is no, this is a great time to look to technology solutions like an e-commerce site with an easy-to-use online payment system.

Integrated pool and spa business software makes it easy to set up an online e-commerce store so clients can order, pay, and arrange for delivery or pick-up of their supplies online. Be sure you have an online bill pay solution to make the buying process seamless and easy. Online Bill Pay creates a reliable billing process so customers can pay bills, process credit cards and eliminate mistakes to ensure the correct end-of-the-day tally. Using pool industry integrations will also ensure inventory and delivery dates are accurate to set and meet customer expectations. Additionally, leveraging social media for marketing and digital tools for virtual consultations and product demonstrations will set your business apart from competitors.



## 3. Loyalty programs

Remember to look for opportunities to create and build positive customer relationships and loyalty. Consumers love rewards programs that provide perks with every purchase while increasing customer loyalty. Luckily, there are simple tech solutions, such as the RB Fun Pass, that make it easy to create and manage a loyalty rewards program to automatically track purchase history and determine which customers are loyal and which may be at risk so you can adjust your marketing efforts accordingly.

### The Customer Experience- 'Make it easy' mindset

Pool professionals need to focus on ensuring their customers have an awesome experience in 2025 – whether in the retail store, with their service visits, online or over the phone. Having a 'make-it-easy-for-customers' mindset points to the importance of implementing an integrated business software designed specifically for pool and spa businesses. Unifying your business operations will provide the best customer experience and enduring loyalty and profits. Easy-to-implement technology solutions will make your pool and spa business a convenient place to shop to ensure a loyal customer base and a steady stream of profits in 2025.

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## Leslie's 2024 Reporting Shows Reductions

Megaretailer Leslie's reported lower numbers for 2024 versus 2023.

In fiscal 2024, sales decreased 8.3% for the company, to \$1,330.1 million compared to 2023's \$1,451.2 million. Comparable sales decreased 8.8%. Non-comparable sales, including acquisitions and new stores, contributed \$7.9 million. Gross profit decreased 13% to \$476.8 million

compared to \$548.2 million in the prior year. Gross margin decreased to 35.8% from 37.8% in 2023.

Numbers for 2024's fourth quarter saw a similar pattern.

"... We saw strong performance in our Pro segment, with some continued softness in store traffic and larger-ticket and discretionary categories," said CEO Jason McDonell.

## IPSSA Increases Educational Benefit

**The Independent Pool and Spa Service Association** has increased its annual allotment to help members defray instruction costs.

Now, members may be reimbursed up to \$500 per calendar year.

These funds are meant to reduce costs of courses such as those to help earn Certified Pool Operator and Aquatics Facility Operator statuses, as well as contractor license instruction, manufacturer-sponsored courses, seminars at industry trade shows and business and trade school classes.

"As the cost of educational classes continues to rise, IPSSA wants to continue to support all self-employed pool and spa service professionals seeking to advance their professional training and education to have less of a financial burden doing so," said Rose Smoot, executive director of IPSSA.

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## CCEI Names Financial Manager for North America

**French automation-system** and lighting manufacturer CCEI has hired Bérénice Fiore as financial manager for the company's Canadian subsidiary, which also extends to CCEI operations in all of North America.

Fiore holds a degree in accounting and management from Grenoble University in France and completed a master's degree in management control at the Sorbonne University in Paris.

She manages purchasing operations (supplier orders and payments), sales (customer order management, invoicing, payment follow-up) and human resources (payroll, recruitment).

"Bérénice brings a wealth of expertise and experience to our rapidly growing operations in North America, and we are excited to have her join our team," said Pierre Yves Flattot, executive at CCEI.





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# THRIVING

## IN THESE TIMES

PSN Top 50 Builders and Service Professionals share how they've responded to current conditions and positioned their companies for continued and growing success.

By Rebecca Robledo





# How This Top 50 Service Firm Changed Billing to Manage Costs

**STEPHEN LITTLE** devised a new system for his company to provide customers more upfront choices while helping protect profits in an environment of rising costs.

These have been interesting times, no doubt. But for Stephen Little, it goes beyond that.

“I will tell you truthfully, 2024 will prove to be the most radically disruptive year I’ve had in the pool industry and will set the tone for the next 20 years in my company,” predicts the CEO of Claropool in Palm Desert, Calif. “It has been radically disruptive.”

Last year, Little developed several new plans that he’s rolling out in full this quarter.

## COMPANY EVOLUTION

These changes didn’t result solely from the more immediate economic conditions that have presented themselves post-COVID. Expecting to come out of 2024 with profits increased by 15% to 20% over the year previous, his company has done well.

Indeed, Little also is responding to longer-term generational shifts and preparing for them to take a stronger hold as time passes. In his service area — California’s Coachella Valley, a nationally popular retirement destination — those born toward the end of the Baby Boom are replacing their more senior generational fellows, as well as retirees from the Silent Generation. Little and his team have found these clients to be more discriminating than their predecessors — more savvy while also concerned about how they spend a dollar that doesn’t stretch as much as it used to.

“I’ve seen a migration the past couple years, and it has really culminated this year, from an older guard saying, ‘I will pay what I have to pay to get the job done,’ to a more thoughtful, intentional decision-making process, where they say, ‘I’m going to vote with my wallet,’” Little says.

“That’s a two-edged sword: If you come to them inauthentic, you’ll lose their business; if you come to them authentic and intentional, they will embrace your business.”

This change comes in combination with generational shifts in the workforce, with younger workers similarly more selective about their employment.

But Little did feel the need to respond to current economic conditions as well, especially rising costs. So the first part of Claropool’s retooling came to its business and billing model. Before, Claropool offered several contracts to choose from.

“I used to have 15 different prices,” he explains. “I decided that my business model related to pool cleaning would become very simple.”

Essentially, customers choose between once-a-week or twice-a-week service. Before, all choices included two visits per week. While on the surface it may seem like this new approach offers customers fewer choices, it actually provides more: They can add on whatever services they want for a cost.

And while it may seem to cost the customer more,

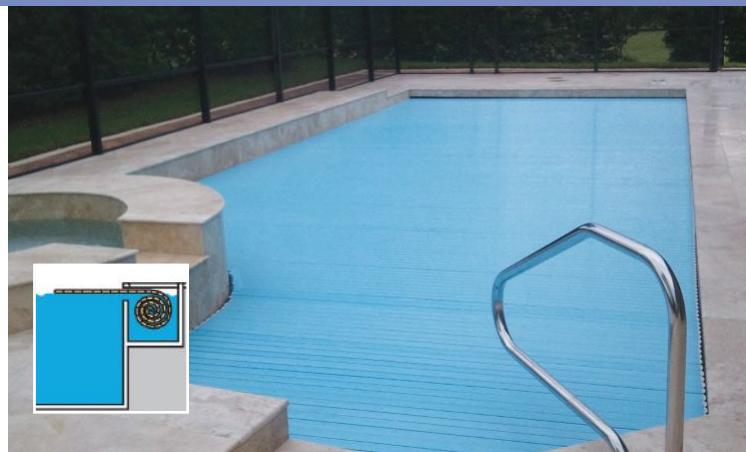
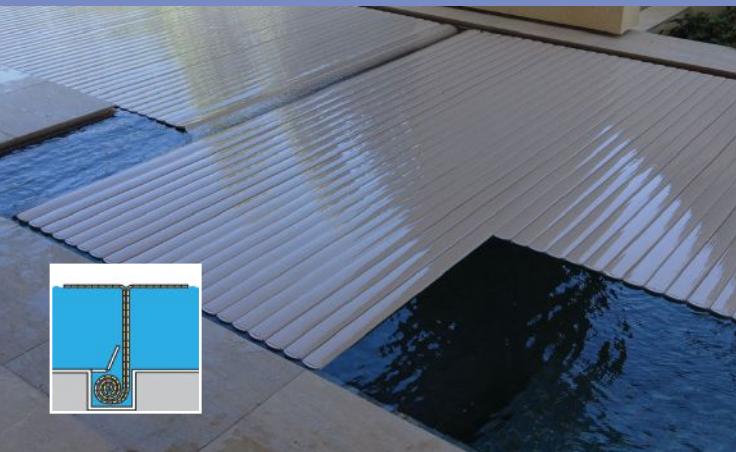


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it actually could lower their bill if they switched to one visit per week. “It is billed transactionally,” Little explains.

However, to do business with the company, customers must sign up for certain services the company believes necessary to uphold its standards. These are not negotiable. They include an annual “tune-up” with services such as replacement of O-rings and inspection of grounding, bonding, GFCI and other items, as well as a filter cleaning and specialty chemical treatment. They also agree to other work on a quarterly basis.

While invoicing goes out monthly, charges are tabulated weekly to allow for variations that might occur from visit to visit, with services billed in arrears.

“I’ve gone from an all-inclusive service to a transactional model,” Little explains. “These are things that you must have, and these are things you may have — it’s up to you.”

He saw this as a necessary step

for staying on top of changing prices.

“What I paid \$10 for pre-COVID, I’m paying \$20 now,” he reports. “So if I was charging \$250 pre-COVID and now I’m charging \$375 — but my costs have doubled — my profit has dropped 50 percent.”

To explain this and prepare customers, Little is sending them a letter called, “The Economics of Providing Pool Service,” outlining the reasoning behind the change.

“It’s about arming them with all this information and letting them make a decision,” he says.

### TRAINING ADJUSTMENTS

To make employees happier, as well as improve his company’s services, Little is revamping his training program to be more intensive, with more emphasis on skills and less on cultural immersion than before.

What used to be anchored by a training manual and ride-alongs for

on-site learning has expanded to include a 360-hour academy that focuses on specific skill sets and tests.

“I think young people are less concerned with culture and more concerned with tangible assets,” he says. “A skill is a tangible asset. I’m looking at skills as almost another form of compensation.”

Little also is moving from uniforms to allowing employees to choose what they wear on the job — within certain parameters for safety and professionalism. Shirts must have the company logo, and attire must meet OSHA standards for safety (closed-toe shoes are a must, for instance). Employees can make most other decisions.

He sees it as a way to develop relationships between his staff and the clients they serve.

“I want them to embrace their individuality,” Little says. “I think one of our greatest strengths as an industry is our individuality.”



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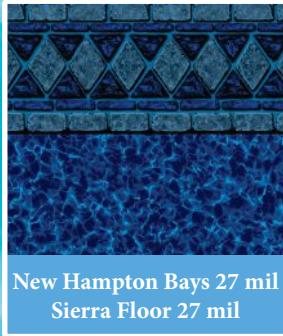
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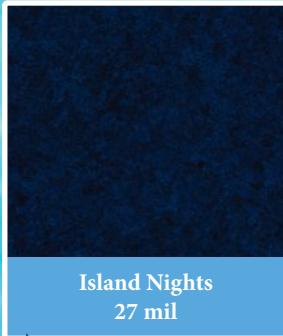
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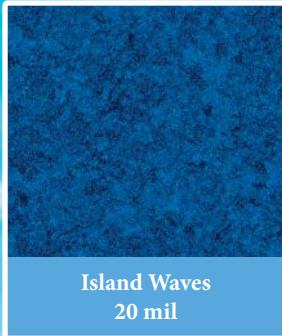
**Aqua Intense**  
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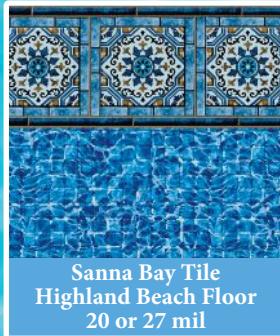
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# How This Top 50 Builder Plans to Expand Out of State

Concord Pools & Spas and **JON FOSHEE** are expanding to the Sunshine State, introducing a new business model to target a very specific market there.

Concord Pools & Spas, the Latham, N.Y.-based Top 50 Builder, has entered the Sunshine State.

However, it's incorporating a different business model down south. While the company's two New York locations install fiberglass and vinyl-liner pools, along with providing retail locations and service, its Florida operation will focus solely on fiberglass pool sales and installation for the time being.

Its plan is tightly targeted, with the company currently expecting to focus solely on Babcock Ranch, an 18,000-acre planned community in southwest Florida, near Punta Gorda. In addition to its size, the community distinguishes itself in its sustainability efforts, calling itself the first solar-powered town, as well as being designed to resist the impact of hurricanes.

"It became apparent pretty quickly when we stumbled on Babcock Ranch that it aligns with our philosophy and business," says Concord President/Chief Vision Officer Jon Foshee. "We believe in being innovative, giving our customers the best possible experience, and we use a lot of technology and automation."

Like the developers of Babcock Ranch itself, Concord took a very intentional approach to its Florida office.

"We did our research, everything aligned for us, and it's working out really well so far," Foshee says.

The community is predicted to boast 19,000 residents in 10 years, with 40% of the homeowners wanting to add pools within the first two years, Foshee says.

At that rate, fiberglass seemed the best fit.

"Speed of build is so critical — they're building and selling the homes so fast," Foshee says. "You think about how fast we can install a fiberglass pool here and how that will work in Florida."

The team went south and installed a pool to find out installation times down there. "In 34 days we went start to finish," Foshee explains. "So we saw all this opportunity."

Developers of Babcock Ranch have specifically planned the placement, styles, color palettes and lot sizes for all the individual properties that comprise it. In kind, the Concord team has curated a selection of pool models and sizes that it deemed most appropriate to offer the community, based on the plot sizes and design styles used in the tracts. Many of the pool models are rectangles, not only for their simplicity but also to accommodate automatic pool covers, which Foshee and his team expect to sell briskly in a community that puts a premium on technology. Customized options also will be made available.



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



**The developers planned the placement, styles, color palettes and lot sizes for each individual property that comprises it. In kind, the Concord team curated a selection of pool models and sizes that it deemed most appropriate for the community, based on the plot sizes and design styles used in the tracts.**



The company broke ground on its Florida facility last month, and expects its showroom to be ready in October 2025. In the meantime, it began selling and installing in earnest last fall.

Until the Florida operation can sustain a dedicated crew, Concord will transport and house construction staff to build the jobs as they come. The sales team will work out of a local co-work-

ing space until the showroom opening.

After everything is up and running, the administrative side will continue to run out of the company's Latham, N.Y. office.

Foshee says the team has its eyes on other spots to expand in the future, but that would happen down the road.

"My goal is to get this one right first," he says.

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# How This Pool/Spa Service Exec Maximizes What He Has

Having reached the approximate scale he prefers for his company, **MARK UBERECKEN** still wanted to add new sales opportunities that would work with current resources.

For Mark Uberecken, 2024 was a solid year.

His company, Unified Pool Solutions, has seen steady business. The area he serves, Texas' Energy Corridor, anchored by Houston, benefits largely from the oil economy. However, with last year's election, interest rates and other economic issues weighing heavily on people's minds, he's seen customers and prospects becoming more price-conscious and hesitant to spend.

With seven employees serving approximately 250 pools per week, the company has grown about as much as Uberecken wants.

"I really prefer to stay more in the boutique market and the very high-quality niche," he explains. "So we take care of some pretty difficult swimming pools, some pretty large swimming pools, on the residential side."

To make up for the increased hesitancy on the part of customers, and to position the company to act should they hit slow periods, he wanted to find new ways to bring in extra revenue. To do this, he and his staff took on a new specialty and incorporated a new way to maximize work from its current customer base.

## THE RIGHT FIT

In considering new services to add, Uberecken started by adding warranty work for one of the major pool/spa equipment manufacturers as well as fire bowls — a category that fit well into his high-end niche.

But he came across a product category that is generating more demand and would distinguish him from others in the market — chiller installation. This equipment can be added to pools and spas to cool the water — especially useful in areas like his, where the water can maintain at 95 degrees during summer.

This also would fit easily into the company's scope of services. Founded in 2010 by Uberecken after a career in insurance, Unified Pool Solutions performs lighter renovations in addition to swimming pool maintenance and repair.

Plus, he and his team liked the challenge. "We pride ourselves on being able to install things well, and those had been something that a lot of people struggled to do and do correctly, especially in our market with the higher humidity," Uberecken says.

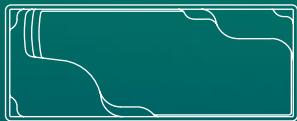
While this product is still in the early stages of market demand, Uberecken is getting more requests, especially as word has spread throughout the community through social media and local apps that his company offers this service.

## NEW ROUTINE

Unified Pool Solutions also added a practice that fits

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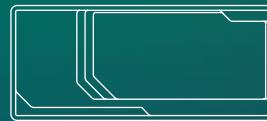
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easily into the service technicians' routine but can yield extra sales throughout the year.

About every six months, each pool is inspected by the tech to make sure everything is up to snuff. Techs follow the company-provided checklist, looking for things such as the condition of the tile and mastic, plaster and equipment. In addition to getting ahead of failures, they also look for deterioration that could prove unsafe for customers, such as wires and conduit that have gone loose or GFCIs that need replacement.

"It's stuff that gets overlooked if somebody within the company isn't actively reviewing that annually," Uberecken says. "It's a great place for us to discover [what's] hidden right in front of us."

As part of their contract, homeowners pay for a filter clean every six

months. The inspections take place in tandem with these cleanings.

"That's how I pay for it," Uberecken says. "My tech's already going out there for the filter clean. I ask them to spend another 45 minutes going through the inspection."

The pool technicians take pictures of problem areas to show customers when proposing a repair or replacement.

The inspections and chiller installations both have contributed to the company's bottom line, and Uberecken saw a good outcome when 2024 closed. Still, he hopes things pick up in 2025. He believes having the election behind us will help.

"People have definitely been more cautious about how they're spending [money]," he says. "I hope that once we have a direction people will be ready to get rolling again."

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# How This High-End Builder Plans for the Unpredictable, Even in Solid Times

While the high-end pool market hasn't let up for his company, **RICK CHAFEY** is monitoring market conditions and positioning to adapt when necessary, in part by diversifying.

Business isn't slowing down for Red Rock Design | Build, a Phoenix-area contractor specializing in ultra-high-end homes, buildings, outdoor spaces and pools. Rick Chafey, co-owner and founder of the company, sees good things in the immediate future.

Even so, he's been keeping his eyes open, and he can't ignore signs that the slowdown that has hit more production-oriented companies could affect his. It goes beyond the more obvious things such as interest rates and permit numbers. For instance, the types of homes being built in his area give him pause.

"There are tens of thousands of apartments under construction every day," he says. "They might have a community pool, but that's one pool for 100 instead of 50 pools per 100 [in single-family residential communities]. There's a reasonable amount of rent-to-own homes as well. It's the same thing — backyards are 6 feet deep, so there are no swimming pools going in there."

Then there was the recent presidential election. While it's common to worry that pre-election demand will slow down as consumers worry about the ballot's outcome, Chafey also turned his attention to possible policy changes that could affect his company, such as the loss of certain tax breaks.

To prepare for the unknown, his company has focused on a few ways of boosting revenues to buttress it in case times go lean.

"We have started to flex our connections and relationships, to try to pick up some projects we wouldn't normally chase down, to make sure we keep business coming," he says.

For instance, Red Rock is taking on more commercial and renovation work than it had before.

"We are widening our funnel to get it where we might entertain projects that we wouldn't normally entertain," he explains. "I'd rather have more work in the can, more projects that we can manage ... than out there trying to figure out, 'Well, we didn't expect that to happen. Now we've got to make all these changes or try to catch up.'"

To make the most of its staff, the team also is cross training employees.

These strategies have certainly worked for 2024. In fact, he called it "a banner year," with higher revenues than 2023 and an increase in staff size.

He believes other companies would do well to take similar measures, even if 2024 worked out to be a banner year for them as well.

"If we get inflation to be where it's supposed to be, I think, 2025 could be a nice, easy year," he says. "[But it's good] to be prepared for the worst, and if it doesn't happen, you'll be in a very good place."

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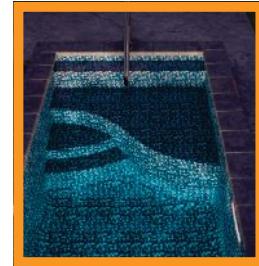
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8,950,155, 9,080,338, 9,404,274, 9,869,102,10,428,538, 10,731,363 and 11,149,449

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# MASTERPIECES ON A COMMERCIAL SCALE

BY REBECCA ROBLEDO



FROM WELL-PLACED CALM ZONES TO POTATO-SHAPED DUMPING BUCKETS, THESE *AQUATICS INTERNATIONAL* DREAM DESIGNS EXEMPLIFY HOW WATER PLUS INGENUOUS DESIGN EQUALS IMPROVED LIVES.

**Each year**, our sister publication, *Aquatics International*, honors a handful of the most beautiful, well-thought-out aquatics venues in the world.

These facilities showcase the best aquatics has to offer while chronicling the evolution of its design. Here, some lessons from the most recent slate:

- **Honoring existing architecture doesn't require imitating it:** The designers renovating Eugene, Ore.'s Echo Hollow wanted to introduce bright, modern elements to the early Modernist style building. They did this by treating the building and existing pool as a background palette against which to add updated colors.

- **Privacy and inclusion aren't**

**mutually exclusive:** The pool at Camp Barnabas needed to accommodate all levels of physical ability and sensitivities to stimuli. This meant some would need more space or quiet, but still craved connection. The designers pulled this off with a single pool expertly zoned for openness and separation.

- **Never underestimate the power of the periphery:** The pool may hold the spotlight, but the deck can help accomplish many design objectives. For example, the team who renovated Harvest Park Pool wanted to move away from the hard geometry of its existing main vessel. So they added curvilinear deck, turf and shade elements to soften the predominant

rectangle. Additionally, contrasting deck tones can provide subconscious clues subtly guiding traffic flow.

- **Lounge seating doesn't have to eat up a lot of room or ruin the design flow:** At Serengeti Springs, rows of chaise lounges and cabanas line the curved contours of the freeform deck perimeter. This way, they fit subtly into the design and stay out of the way.

- **And finally, a potato head makes a fine dumping bucket:** Check out Roaring Springs in Meridian, Idaho, and you'll see what I mean — and learn some interesting facts about the Gem State.

Enjoy a selection of our most recent Dream Designs!



## WATERPARK

# ROARING SPRINGS

MERIDIAN, IDAHO

Some of the best waterparks not only provide fun and thrills but reflect on the local area. Roaring Springs is no exception here, and its expansion only enhanced its ability to live up to Idaho's nickname, the Gem State.

The operators of the Meridian, Idaho, waterpark wanted an update that would present new experiences to its patrons.

The combination of refurbished features and brand-new additions fosters both a wide range of fun activities and a deeper appreciation for Idaho's natural beauty and agriculture.

### GEM OF A PARK

Among the rides, attractions and amenities is Camp IdaH2O, an 8,000-square foot interactive, multi-level structure with 100 play features.

Taking center stage is a potato-themed dump bucket, honoring the state's most famous agricultural commodity. Tippin' Tater splashes 650

gallons of water every 4 minutes.

An 8-inch-deep lagoon surrounds Camp IdaH2O. Interactive elements include a water cannon, spray zones and climbing nets. Each feature was meant to represent Idaho's natural beauty and wildlife, and to connect children with the state's environment and history.

The team also refashioned a pre-existing pool into Critter Crossing, a 3,200-foot activity pool with forest-themed floating features and water basketball. Children 42 inches in height and under can balance across the floating features, fostering multiple skill-based activities throughout.

The overall aesthetic theme was inspired by the things the design team loves about the Northwest, from wildlife to wild rivers.

In addition to Idaho's lead crop, designers wanted to pay tribute to something else for which it is famous — world-class rafting. It has more miles of river than any other state in the Lower

48. So the team developed Idaho's first action river, called Class 5 Canyon after the highest level of river-rafting classification. Patrons can use kickboards to ride the waves that run through the 14,250-square foot water body.

Rockwork lines the river's banks, inspired by the deep canyons of Idaho's Snake River, which runs near the waterpark. Rocks from a local ranch are incorporated into the theming.

To integrate the new area into the existing park, the designers ensured that access points of the new section aligned with the established circulation. The play structure was designed to create a visual connection with the park, with the potato bucket as a focal point to attract guests.

Future expansion is expected, so the team placed pedestrian walkways, support amenities such as restrooms and food and beverage stations, and mechanical areas to accommodate service expansion for new zones.

**AQUATIC DESIGNER:** Aquatic Development Group; **GENERAL CONTRACTOR:** Russell Corporation; **POOL/SPA/WATERFEATURE CONTRACTOR:** Aquatic Development Group

PHOTOS COURTESY ROARING SPRINGS

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## LEISURE POOL/FAMILY AQUATICS CENTER

# CAMP BARNABAS

PURDY, MO.

This Christian Summer camp is designed to provide the optimal summer experience for individuals with special needs and their siblings from across the United States.

Like the rest of the property, the pool is designed to provide a positive and safe experience for campers of varying physical abilities, sensitivities to stimuli, medical requirements or swimming ability.

An old pool sat on the site, which was demolished and replaced. To best accommodate campers, designers created a single open-layout pool, situated in the center of the camp as a symbol of the adventure that awaits everyone.

### A PLACE FOR EVERYONE

The layout of the 46,992 square-foot complex was meant to provide a sense of openness that allows individuals of varying physical abilities to engage in the activities they enjoy with a sense of inclusion

to the activities of fellow campers.

Design features such as the broad gradually sloped entries, cushioned slip-resistant floor surfacing, and expansive deck areas assist with comfort and accessibility for the campers.

It features two distinct environments. First, a Zen-style area caters to campers who experience sensitivities to sensory stimuli. It provides a more passive zone that allows campers to interact with water away from the hustle and bustle of the active areas. Set on one side of the pool, it was placed to provide a peaceful and calm space where users can still feel a connection with the others. Everything is on the gentler side: Gradually sloped entries for easy access; the orange shade to provide respite from the sun; and lower-intensity spray features that minimize turbulence or surprise. The cushioned floor material softens footfalls.

The active zone includes more

stimulating and interactive water-features and sprays, along with a 200-foot-long current channel, intermediate-depth zone, water basketball area, amped-up splash pad in conjunction with an elevated play structure and a waterslide/plunge pool zone.

The energetic splash pad was set opposite the Zen area, with both finished in cool-toned cushioned flooring.

The multiple sloped entries help ensure that campers with mobility impairments, including those using wheelchairs, can easily enter and exit the pool. Adaptive equipment, such as pool lifts and waterproof wheelchairs, help those with significant mobility challenges to move independently.

Because of the mission and campers served by this pool, several of the products and services used in its design and construction were given free of charge. A significant donation from the owners of its builder, Sunbelt Pools, also helped make it possible.

**AQUATIC DESIGNER:** Councilman-Hunsaker; **POOL/SPA/WATERFEATURE CONTRACTOR/GENERAL CONTRACTOR:** Sunbelt Pools

PHOTOS: SUNBELT POOLS

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## LEISURE POOL/FAMILY AQUATICS CENTER

# SERENGETI SPRINGS AT THE HATTIESBURG ZOO

HATTIESBURG, MISS.

Ownership of the Hattiesburg Zoo wanted its updated aquatic offerings to lure more than the toddlers who enjoyed the existing splash pad.

Up to that point the zoo, in Hattiesburg, Miss., had featured a small splash pad with relatively few vertical nozzles for smaller children. Management wanted something to engage older children, teens and adults. And the site needed to provide an even better experience for babies and toddlers.

The design team answered with Serengeti Springs, which features an updated and more intensive spray pad, as well as larger slides for older children and a lazy river for adults.

### UNIVERSAL YET SPECIFIC

The play area provides a first introduction to water play for young babies and toddlers.

The colorful safety surfacing extends beyond the structure's footprint, so little ones can safely play on the perimeter, splash in puddles and enjoy the smaller water toys. Once small children acclimate, they can graduate to toddler-sized slides at the tower's base.

In replacing the modest spray nozzles, the designers included two large dumping buckets to immerse users. Other vertical elements such as rain curtains, tipping cones and spray guns also feature prominently.

Slides at the top are reserved for those meeting height restrictions, making it a right of passage for older children and teens. Inside the tube slide, adventurous individuals enjoy amped-up visual effects, such as glowing stripes and polka dots.

Next to the play structure ambles a

lazy river with swim-up bar, providing a space for adults to relax.

The waterpark's theming was inspired by a highly celebrated Africa exhibit held before the water venue was announced. The play structure includes images of African animals featured in the zoo, such as the African grey parrot, a zebra, giraffe, serval cats, DeBrazzas monkey, colobus monkey, python, hornbill, lemur, gecko and flamingo. The traditional Swahili greetings "jambo" and "habari" greet patrons, as do other terms in the language.

Plenty of lounge seating surrounds the play structure and river. The use of lighter and darker gray deck surfacing subtly distinguishes lounging in dry zones from wet. The deck's curvilinear edges provide the quickest path while imitating the curves of the river and evoking the movement of water.

**AQUATIC DESIGNER/AQUATIC CONSULTANT:** Martin Aquatic Design & Engineering; **Landscape Architect:** LandDesign; **Pool Contractor/General Contractor:** USA Inc.

PHOTOS: ESCAPE VISUALS



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## LEISURE POOL/FAMILY AQUATICS CENTER

# HARVEST PARK POOL

WICHITA, KAN.

Since its opening in the 1970s, the City of Wichita's Harvest Park Pool was always popular. But it didn't have enough space to accommodate larger crowds. So, in addition to providing water elements that would engage a larger variety of people, the city aimed to expand available decking, seating and lounging spaces through a renovation.

### STYLISTIC UPDATE

From an aesthetic standpoint, the designers wanted to mitigate the space's rigid, rectangular design as much as possible.

The original pool's L shape was preserved to provide a space for local swim teams to train. To promote more activity and provide a place for little ones, a zero-depth entry space was added. This includes an open body slide with canopy, in-water volleyball and basketball, water bench, in-water shade and starting platform. The ze-

ro-depth entry is placed close to the main pool's shallow end to steer small children away from the deeper water.

Additionally, gazebo areas were added for party rentals.

The team used the surface area surrounding the pool to help soften the rectangular space, while simultaneously addressing long-time traffic-flow issues. Before, patrons who weren't swimming had no place to go, except to crowd along the fence line. Thoughtfully placed lounging areas help diffuse this bunching, while softening the look. This includes sculptural artificial turf berms, which provide space to sit. These are particularly favored by teens. The rounded corners enhance the flowing interaction between deck and turf. The elevations mimic the rolling hills of Wichita.

Circular deck areas made of red colored concrete provide more diversion from the straight lines of the

original layout. A lattice structure was shaped to curve gracefully with the layout of the zero-depth entry.

Designers recognized the ever-increasing demand for shaded areas, providing approximately 2,400 square feet of covered area. Colorful solid shades mix with latticed overhangs for different effects. The solid shades provide total protection from the sun, while latticed structures soften the light.

Inspired by creeks and rivers in the city, designers framed the space with rock beds and dry stream areas, mimicking a natural creek bed without the need for water, reducing maintenance, water use and ongoing costs.

Several art pieces were included in response to a city initiative to introduce works into its spaces. These include abstract pillars that also serve as water misters, a dragonfly wall ornament in the pump room, and bronze bird statues. All create a nature theme with a pop-art feel.

**ARCHITECT:** Urban Prairie Architectural Collaborative; **AQUATIC DESIGNER/AQUATIC CONSULTANT:** Waters Edge Aquatic Design; **LANDSCAPE ARCHITECT:** Landworks Studio; **POOL/SPA/WATERFEATURE CONTRACTOR/GENERAL CONTRACTOR:** Dondlinger Construction; **MEP ENGINEER:** Hoss & Brown Engineers; **CIVIL ENGINEER:** Professional Engineering Consultants



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## LEISURE POOL/FAMILY AQUATICS CENTER

# GREटना CROSSING YMCA + PRIMETIME H2O WATER PARK

GREटना, NEB.

This aquatic center had a large order to fill. It needed to meet the needs of three stakeholders — the city; its public school district; and the YMCA.

To do this, the design team included an extensive outdoor swim and play area, as well as a natatorium to accommodate the local swim teams' training and meets. During the cold months, visitors can enjoy an indoor play area with a variety of ground and vertical sprays.

### INDOOR STRUCTURE/ OUTDOOR COLOR

The outdoor waterpark includes a large recreation pool with a zero-depth-entry, open-swim area. A toddler cove features miniaturized replicas of the grown-up slides on the site.

A large, shaded sunshelf separates

the zero-depth entry area and toddler cove, while providing much-needed sheltered seating.

The full-scale slide complex integrates into a hillside with faux rockscape. A climbing wall, themed waterwalk, and basketball hoop attract older children and adventure seekers.

A 450-foot lazy river features an integrated plunge that allows riders to enter from a large serpentine raft slide. An ADA bridge provides entry into the center of the river and a path to a shaded turf lounging area. Custom rockscape waterfalls conceal the bridge structure.

The interior area includes an eight-lane, 25-yard pool with LED video board/score board; ADA-accessible stairs and aquatic transfer equipment; and accessible built-in bleachers with ADA accessible chair lift.

Inside, the team employed a modern, open aesthetic, which allows natural light to flow through. Touches of nature and natural color schemes help tie it to the exterior.

The outdoor aquatic area is designed to be bright, cheery and colorful. Part of the outdoor decor also pays homage to Gretna Green, a town in Scotland after which this city was named. Elements of greenery, such as plants, grass deck areas and turf areas harken to the namesake town. Rock-scale elements, including waterfalls, reflect the seaside cliffs found at the historic locale.

The slide structure is brightly colored and located on a tall hillside to make a statement and serve as a beacon for the expansion park on which the aquatic center sits.

**ARCHITECT/LANDSCAPE ARCHITECT:** DLR Group; **AQUATIC DESIGNER/AQUATIC CONSULTANT:** JEO Consulting Group; **POOL/SPA/WATERFEATURE CONTRACTOR:** Capri Pools & Aquatics; **GENERAL CONTRACTOR:** MCL Construction; **MECHANICAL, ELECTRICAL ENGINEERING:** DLR Group; **CIVIL ENGINEER:** JEO Consulting Group

PHOTOS: DIGITAL SKY AND MOTION CONTENT HOUSE



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## LEISURE POOL/FAMILY AQUATICS CENTER

# ECHO HOLLOW

EUGENE, ORE.

In this renovation, the design team honored the historic architecture yet moved the community forward.

Built in 1969, the center originally included a single indoor/outdoor pool with 50-meter lanes. A bulkhead could separate the pool in two, rising to create a wall between indoors and out, and lowering to convert it back into a single tank. When the bulkhead was erected, the building's sliding glass wall automatically locked into place above it, completely enclosing the indoor pool.

### PRACTICAL SOLUTION

Users and programmers said they didn't need 50-meter lanes anymore but that practice lanes would do. And use of the outdoor pool and bulkhead had been on the decline.

The team demolished the outdoor portion of the pool and replaced it with

a completely new one, built separate from the indoor pool. This left a six-lane-by-25-yard vessel inside, modified with new depths and access options.

With the pools so close together, the facility retains its nostalgic look and practical ability to open or enclose the indoor pool based on the weather.

Separate bodies of water made it easier to organize activities and set the water temperatures to match: The indoor runs warmer for swim lessons and fitness classes, while the outdoor pool stays cooler for competitive swimmers.

The team also built a new 3,500-square-foot multiuse pool at the side of the building. It features a waterslide, zero-depth entry and wet play area.

Designers wanted to respect the center's early Modernist style, with its simple material palette and exposed large-span structural elements, and introduce new styles. They chose newer elements

to provide contrast against the older styling. Brighter colors for new surfaces represent activity. Blues reflect water, while the facility's green façade plays off Eugene's nickname of the "Emerald City."

A 167-panel solar array on the roof powers many of the elements. In addition to using LED lights on the pool, they replaced an aging natural gas-fired boiler with a highly efficient all-electric heat pump-chiller. This decreased carbon emissions by 64% and overall building energy consumption by 57%. The center transformed from the largest contributor to natural-gas emissions among city-owned buildings into an LEED Silver structure.

Inside, the lobby was altered to improve safety and visibility for front-desk staff. The main entry, reception desk and staff areas now have more separation from public areas and better sight lines to the parking lot and main entry.

**ARCHITECT:** Robertson Sherwood; **AQUATIC CONSULTANT/AQUATIC DESIGNER:** Aquatic Design Group; **LANDSCAPE ARCHITECT:** Cameron McCarthy Landscape Architecture and Planning; **POOL/SPA/WATERFEATURE CONTRACTOR:** CEM Aquatics; **GENERAL CONTRACTOR:** 2G Construction; **MEP ENGINEER:** Systems West Engineers; **CIVIL ENGINEER:** BHE Group; **STRUCTURAL ENGINEER:** Hohbach-Lewing

PHOTOS: BRIAN DAVIES PHOTOGRAPHY



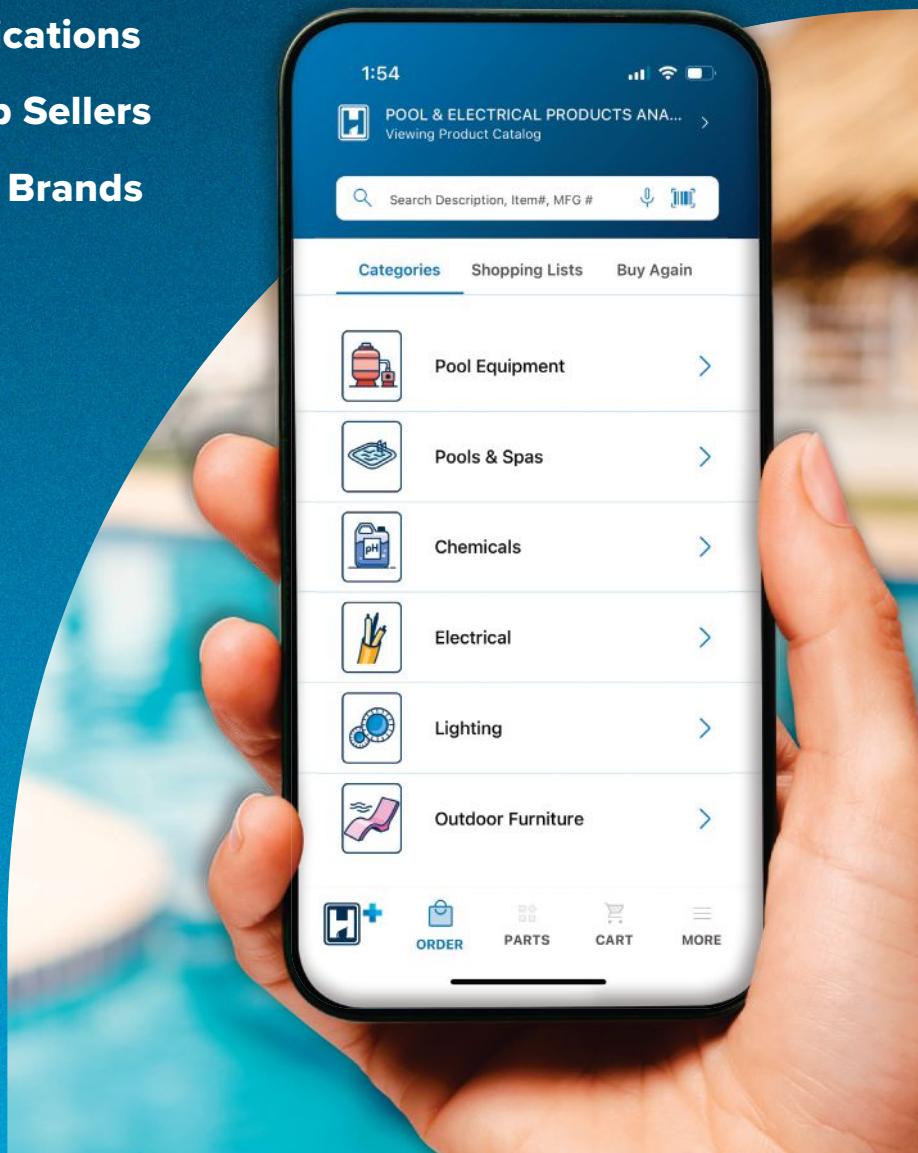
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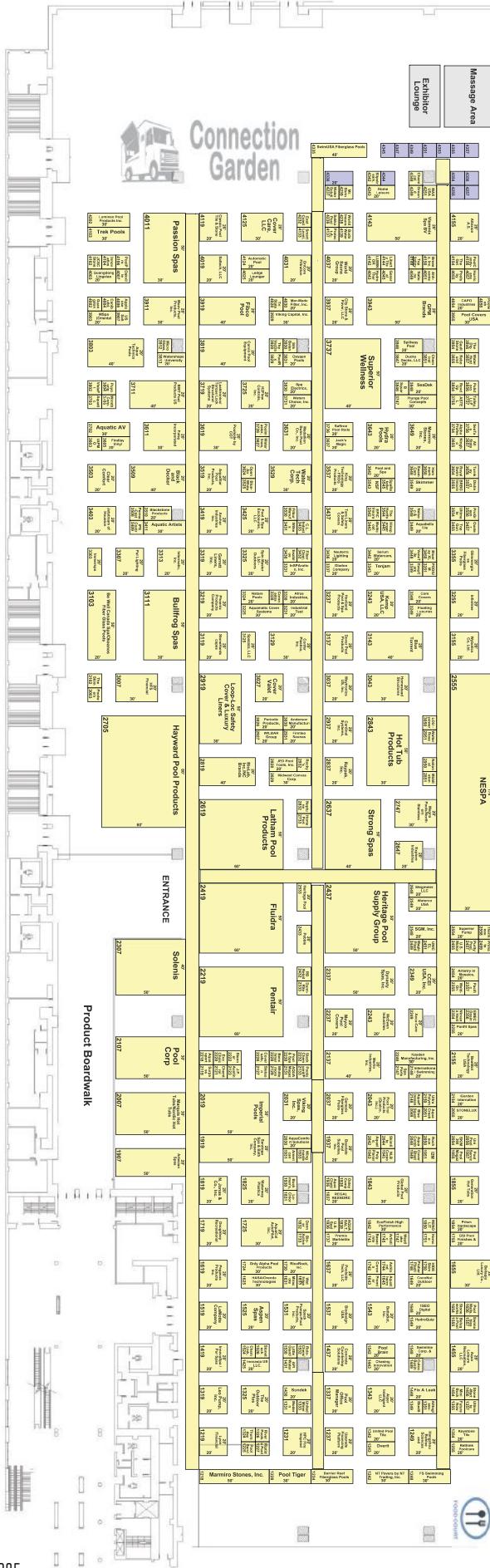
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# EDUCATION SCHEDULE

## 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**

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and the Qi to Success**

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**Finding Leaks - Turn Headaches  
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**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.**

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# EDUCATION 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

## Show Floor Hours:

Tuesday, Jan. 28  
10:00 am - 5:00 pm

Wednesday, Jan. 29  
10:00 am - 5:00 pm

Thursday, Jan. 30  
10:00 am - 2:00 pm



## 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 at  
**Booth #2307**

NESPA Pool & Spa Show  
January 28-30, 2025  
Atlantic City, NJ



poolife.com



glbpool.com



baquacil.com



pristineblue.com



SPA CARE

sironaspacare.com



leisuretimespa.com

# The Pool & Spa Show Exhibitors Marketplace

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



## Aiper Intelligent LLC, Booth 1343

**Product:** Scuba N1 Ultra Robotic Pool Cleaner  
**Features:** dual-layer filtration system; capable of horizontal wall cleaning; infrared sensor system  
**Contact:** aiper.com



## Anderson Mfg., Booth 3030

**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 1633

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



## Aqua Technics Pools, Booth 3803

**Product:** Hayman Lounger 39  
**Features:** fiberglass pool with long entertaining bench seat; 1' deep Ledge Lounger area; wide entry steps  
**Contact:** aquatechnicspools.com



## AquaCal AutoPilot, Booth 1725

**Product:** Tropical Inverter Heat Pump  
**Features:** advanced inverter technology for precise temperature control and energy savings; compact  
**Contact:** aquacal.com



## Aqua Creek Products, Booth 2051

**Product:** Mighty Voyager Lift  
**Features:** unique, portable design that doesn't require extensive mounting; users are able to move the lift  
**Contact:** aquacreek.com

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**ATLANTIC CITY**

BOOTH# 3819

DISCOVER OTHER CARVIN BRANDS

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



**CARVIN**



**Aquamatic Cover Systems, Booth 3225**

**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 3519**

**Product:** FlowStar Actuator  
**Features:** universal compatibility; retrofitting effortlessly to third party valves; plug-and-play connectivity  
**Contact:** AquaStarPoolProducts.com



**Artistry in Mosaics, Booth 2454**

**Product:** Dimension Series Morning Fog 2x4  
**Features:** glass tile in three colors: Cirrus Blue, Dusk, Morning Fog; matching bullnose trim tile available  
**Contact:** artistryinmosaics.com



**Automatic Pool Covers, Booth 4124**

**Product:** PowerTouch auto cover controller  
**Features:** lock-code controller keeps pools closed and safe to prevent unauthorized pool use  
**Contact:** automaticpoolcovers.com



**B Squared Pools, Booth 3846**

**Product:** B Squared Pools Inground Pool Wall Kits  
**Features:** made with 2-inch thick polypropylene sandwiched panels; requires no nuts, bolts, or fasteners  
**Contact:** Bsquaredpools.com



**Blue Square Mfg., Booth 2049**

**Product:** Vivid 360 LED Replacement Bulbs  
**Features:** replaces most existing pool and spa bulbs; available in 12 and 120 volts; four color options  
**Contact:** bluesquaremfg.com



**Bullfrog Spas, Booth 3111**

**Product:** A Series  
**Features:** A Series come with improved features to headrests, layouts, seats, and jet placements  
**Contact:** bullfrogspas.com



**BWT Pool Products, Booth 3711**

**Product:** BWT F1RX  
**Features:** double hyperfine filtration; app; Gencore Navigation System; LED; rapid water evacuation  
**Contact:** bwt.com

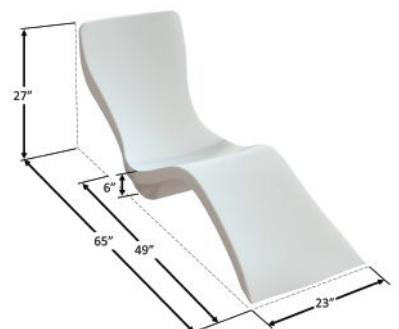
# THE NEXT WAVE IN POOL LOUNGING



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on durable, UV20-rated Las Olas Pool Loungers  
and set your business apart!

- ✓ USA-Made
- ✓ Tool-free two-piece assembly
- ✓ Easy to store or ship at 13 lb per piece



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**Carvin Pool Equipment, Booth 2116**

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



**CCEI, Booth 2349**

**Product:** Oxeo VP  
**Features:** connected, peristaltic chlorine/ bromine chemical feed that automates chemical regulation  
**Contact:** ccei-pool.com/us/



**Chemtrol, Booth 2121**

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



**Cover Valet, Booth 3027**

**Product:** Cover Ex Cover Lifter  
**Features:** double-channel, all-aluminum construction with reinforced cast aluminum mounting brackets  
**Contact:** covervalet.com



**Cover Care LLC, Booth 4124**

**Product:** Automatic Pool Cover Install/Maintenance  
**Features:** national, full-service company partners with pool builders to install, replace and service auto covers  
**Contact:** CoverCare.com



**Eeziblu, Booth 3430**

**Product:** Eeziblu  
**Features:** monthly pool additive that can be used as an algaecide, bactericide, phosphate remover  
**Contact:** eeziblu.com



**Explore Industries, Booth 2647**

**Product:** The Wave from Leisure Pools  
**Features:** fiberglass pool with a generous splash deck; spacious swim corridor  
**Contact:** exploreindustries.com



**Fluidra, Booth 2419**

**Product:** JXiQ Gas Pool & Spa Heater  
**Features:** ultra-compact and constructed with bronze headers and thicker-walled copper fin tubes  
**Contact:** polarispool.com



# 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

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MORE  
LEARN  
MORE  
EARN  
MORE

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

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



### Hammerhead Patented Performance, Booth 3650

**Product:** REMORA PRO Kit

**Features:** portable 21-inch vacuum head with a carry handle; dual-speed motor; 25-foot floating cord; more

**Contact:** hammerheadvac.com



### Haviland Pool & Spa, Booth 3237

**Product:** Bagged Balancers

**Features:** resealable, bagged balancers use a gusseted base that allows it to stand on shelves

**Contact:** havilandpool.com



### HFS Financial, Booth 3007

**Product:** Swimming Pool Loans

**Features:** loan amounts up to \$300,000; terms up to 20 years; up-front funding; no impact on credit to inquire

**Contact:** hfsfinancial.net

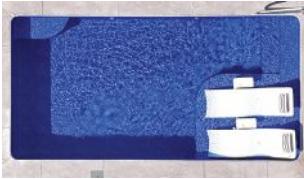


### Home Port Water Testing, Booth 2733

**Product:** Pool/Spa Water Analysis Software

**Features:** software for the pool store and service scheduling to organize the service department

**Contact:** homeportcomputer.com



### Imperial Pools, Booth 2019

**Product:** Personal Pools

**Features:** 54" wall; seven models; four sizes; four interior finishes; install inground, partially or fully raised

**Contact:** imperialpools.com



### Industrial Test Systems, Booth 3231

**Product:** Swim Check Fix Phosphate Tablets

**Features:** formulated to remove phosphates in swimming pool water; simple and easy to use

**Contact:** sensafe.com



### Jack's Magic Products, Booth 3637

**Product:** Stain Identification Kit

**Features:** kit offers a range of treatment packs tailored to different stain types: organic, metal, or others

**Contact:** jacksmagic.com



### JED Pool Tools, Booth 2928

**Product:** Improved Helix Vacuum Hose

**Features:** high-grade, helix spiral wound extruded vacuum hose; now more flexible with improved cuff

**Contact:** JEDPoolTools.com

# TARA



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REWARDS PROGRAM

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866-725-8272



[ADMIN@TARAMFG.COM](mailto:ADMIN@TARAMFG.COM)



**Kayden Mfg., Booth 2246**

**Product:** Kayden Liners & Safety Covers  
**Features:** offers free handle samples of various vinyl patterns and roll-up safety cover samples  
**Contact:** KaydenMFG.com



**LaMotte Co., Booth 1519**

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



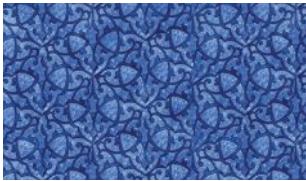
**Latham Pool Products, Booth 2619**

**Product:** The Attendant  
**Features:** cloud-based pool automation system designed for inground, Latham fiberglass pools  
**Contact:** lathampool.com



**Ledge Loungers, Booth 4025**

**Product:** Halo Firepit  
**Features:** made from powder-coated steel that is UV, weather, and rust resistant; for all seasons/weather  
**Contact:** ledgeloungers.com



**LOOP-LOC, Booth 2919**

**Product:** Villa Piscina Vinyl Pool Liner  
**Features:** design features ornamental royal blue florets carefully arranged over a background of opal blue  
**Contact:** looploc.com



**Lyon Financial, Booth 1219**

**Product:** Unsecured Swimming Pool Financing  
**Features:** offers low rates and long terms for pool financing; pays the pool builder directly  
**Contact:** lyonfinancial.net



**Magic Plastics, Booth 2449**

**Product:** QwikLED  
**Features:** available in a Standard Plate suitable for pools and spas or a Plaster Plate designed for pools  
**Contact:** magicplastics.com



**McEwen Industries, Booth 2243**

**Product:** Kellie Pearl  
**Features:** border with floral-inspired details enhanced by the pearl reflection ink; contrasts with deep blue base  
**Contact:** mcewenindustries.com



# PVC Products For Every Pool

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.

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**Learn more at [westlakepipe.com/pool](https://westlakepipe.com/pool)**

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**Megna Pools, Booth 2747**

**Product:** Tranquil Series Pool  
**Features:** deeper custom 52" wall height; add custom full-width steel steps, sunledge and/or end bench  
**Contact:** megnapools.com

**Merlin Industries, Booth 2137**

**Product:** Sapphire Cove Vinyl Liner Pattern  
**Features:** 27 mil-thick dark blue liner with gold details creates a deep blue water color with shimmer  
**Contact:** merlinindustries.com



**Meyco Pool Covers, Booth 2237**

**Product:** DuraCore Spa Covers  
**Features:** made with a vapor resistant, polypropylene insulating core that doesn't gain weight or grow mold  
**Contact:** meycocovers.com

**N. Jonas & Co., Booth 1819**

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

# Winter Safety with Style

**Steps or Raised Walls? No Problem**

Meyco's patented PolyGuard treatment hugs steps and walls, trapping debris.

**One-of-a-Kind Pool? No Problem**

Meyco's covers are design with custom applications to keep pools safe and secure.

**Everyone Trusts the Original.™**

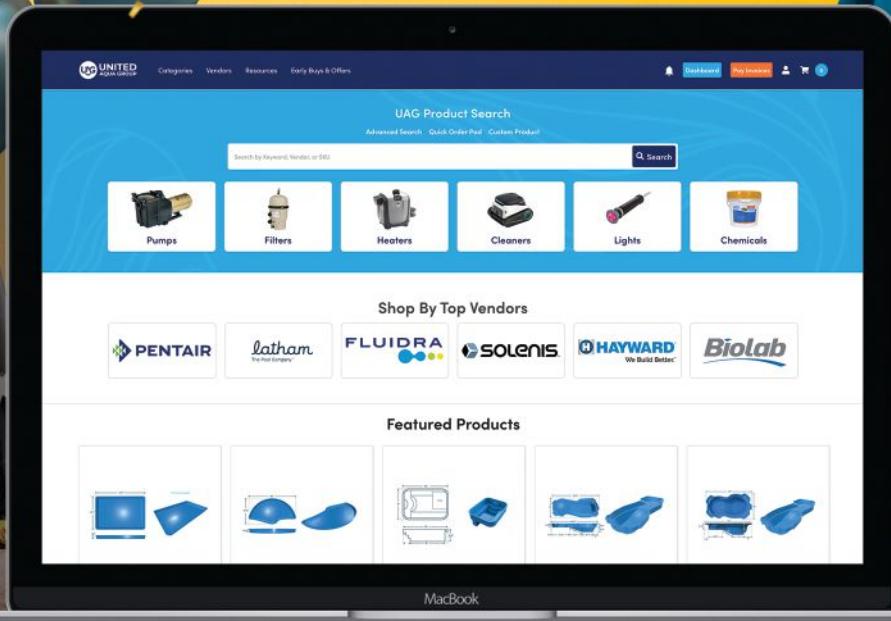
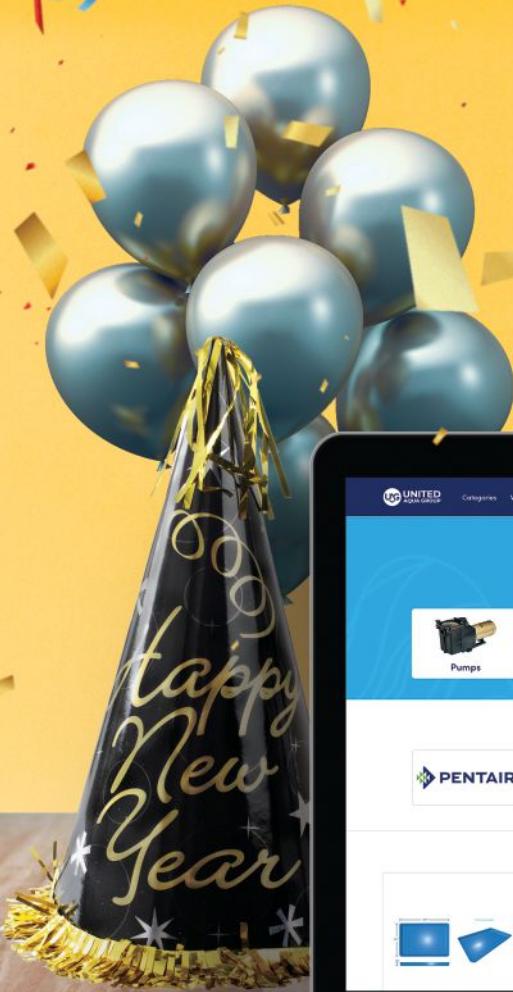
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Start fresh in 2025.  
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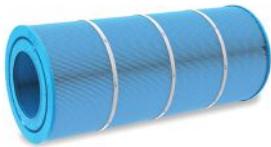


**NC Brands/Bio-Lab, Booth 2819**

**Product:** Pool Perfect Max  
**Features:** formulated to reduce scrubbing of scum, frequency of filter cleanings, and removes phosphates  
**Contact:** naturalchemistry.com

**Okeanos Fiberglass Pools, Booth 3103**

**Product:** Libra Fiberglass Inground Pool  
**Features:** measures 12-by-30 feet and depth of 4 feet 11 inches; offers two tanning ledges  
**Contact:** okeanospools.com



**On Core Filtration, Booth 4031**

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

**Pebble Technology International, Booth 2433**

**Product:** PebbleQuartz  
**Features:** made of silica-based aggregate for a clean, uniform look and feel of traditional plaster/quartz  
**Contact:** pebbletec.com

# EXCELLENT POOL DESIGN DOESN'T STOP AT THE ACCESS POINTS.

- Custom colors
- Variety of pool lift models
- Above & below ground apps
- Easy specs
- Excellent Service
- Best industry warranties
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- Made in Montana, USA



  
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# FIBER SHIELD™

**FSV-20**

## POOL AND SPA BARRIER COAT

**FIBER SHIELD™ (FSV)** is a 100% vinyl-ester-based barrier coat designed to replace traditional skin coats, offering superior protection against osmotic blistering while significantly reducing manufacturing time. Developed originally for the marine industry, FSV is trusted by several leading boat manufacturers as the go-to barrier coat for their vessels.

FSV arrives premixed in 55-gallon drums, featuring a patented blend of additives and a premium vinyl-ester resin backbone. This innovative composition forms an exceptional bond between the acrylic shell/gelcoat and bulk fiberglass layers. Sprayed directly onto the underside of the acrylic shell or gelcoat, FSV creates an unmatched barrier that prevents blistering, even under prolonged exposure to high heat and varying pH conditions.

Unlike traditional skin coats, FSV is engineered to be applied without glass, offering two significant advantages:

1. **Enhanced Blister Resistance:** Tests have shown that incorporating glass strands with vinyl-ester skin coats can trap air voids, increasing the risk of blistering. FSV sprays on evenly, effortlessly filling tight radii without creating air pockets.

2. **Faster Production:** FSV eliminates the need for rolling or sanding, enabling quicker cure times and streamlined manufacturing. A single gun operator can spray each spa in approximately five minutes, and with its rapid gel time and excellent bond strength, the spa is ready for bulk lamination just 40 minutes after application.

With its proven performance and efficiency, FSV delivers unparalleled blister protection and production advantages, setting a new standard for barrier coat technology in the spa and pool industries.

### **SPECIFICATIONS**

100% Vinyl Ester Resin Base

16% Styrene

5.5 lbs. per gallon

4-8 minutes for cup gel (100 gm. mass @ 77° F.)

45-60 minutes for cure to lamination (mold & ambient temperature dependent)

1.5% MEKP catalyst recommended

30-50 mils application



**Composite Technologies International**

1500 Charles A Daugherty Dr

Anniston, AL 36207

(256) 403-5629

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





**Pegasus Products, Booth 1619**

**Product:** Inground and Aboveground Vinyl Liners  
**Features:** liners are made with virgin-grade vinyl with ultraviolet inhibitors, fungicide and biocide protectors  
**Contact:** pegasus-products.com



**Pentair, Booth 2219**

**Product:** IntelliCenter Lite  
**Features:** replacement for the EasyTouch Lite system; a smaller enclosure for the breakerless power center  
**Contact:** pentair.com



**Phoenix Products Co., Booth 3219**

**Product:** Serena Spa Ice Bath Care  
**Features:** Freshen'er Up keeps ice bath water smelling fresh; the Cleaner is a gentle cleanser  
**Contact:** phoenixproductsc.com



**Poolside by CGT, Booth 3619**

**Product:** BAIA Vinyl Pool Liner Pattern  
**Features:** tip-print and embossed texture with large round medallions adorned with floral motifs  
**Contact:** poolsidebycgt.com

# SMART MONITORING, PERFECT BALANCE.

Our simple, yet powerful pH and ORP chemical feeders keep your clients' pool water balanced 24/7.

**EASY TO USE. PRICED RIGHT!**



PHILEO VP



OXEO VP

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## 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.



**Raypak, Booth 2837**

**Product:** Crosswind V  
**Features:** vertical discharge heat pump pool heater designed with a smaller footprint and lighter weight  
**Contact:** raypak.com

**RB Retail & Service Solutions, Booth 2432**

**Product:** RB EZ SHOP App  
**Features:** provides 'scan and go' shopping; syncs with discounts; can be programmed with specials  
**Contact:** rbpoolsandspa.com



**RENOLIT, Booth 1850**

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

**RenoSys, Booth 2104**

**Product:** Commercial PVC Pool Liner  
**Features:** provides a durable, watertight seal to prevent leaks; UV-resistant; reduces maintenance costs  
**Contact:** renosys.com

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Spazazz ELEV8 Hydration: Soothes muscles, boosts circulation, softens skin, and adds a fresh aroma.

Spazazz RAD18 Cleaner: Surface cleaner for plunge walls, used every 30-45 days on an empty

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Regul8, Elev8, Radi8-Experience the Cleanest, Most Hydrating, and Invigorating Plunge Yet!

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## MVP 2024

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TOTAL ALKALINITY  
FREE CHLORINE  
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Experience worry-free pool maintenance with the award winning Pool Check Xpress®. Forget carrying bottles or charts; the safe range indicators are right on the strip, the first of its kind in the world! Perfect for on-the-go testing!

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**NO LIQUIDS! NO FLOC! NO CLOUDY WATER!**

ADD DIRECTLY TO SKIMMER BASKET!



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Innovators of Water Quality Testing

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**Rico Rock, Booth 1730**

**Product:** Creative Applications Line  
**Features:** combine Rico Rock standard waterfall kits; modular water fountains are made of compact, lightweight, cast concrete; made in USA  
**Contact:** ricorock.com



**SKiM360 Products, Booth 2054**

**Product:** SKiM360 Floater and Rake  
**Features:** new Floater and Rake combo allows the product to rake leaves and debris off the bottom by simply detaching the float  
**Contact:** SKiM360products.com



**Solenis, Booth 2307**

**Product:** Poolife NST System  
**Features:** includes everything needed to oxidize, sanitize and remove algae from the pool: Poolife NST Prime Tablets, Poolife NST Purify, Poolife NST Patrol  
**Contact:** poolife.com



**SPAZZ, Booth 3125**

**Product:** Cold Plunge Treatment  
**Features:** complete, easy-to-manage solution for plunge pool care; includes ELEVB, REGUL8, and RAD8  
**Contact:** spazazz.com



**Speck Pumps — Pool Products, Booth 1531**

**Product:** BaduJet Turbo Pro System  
**Features:** designed to provide a smooth and strong swim lane  
**Contact:** usa.speck-pumps.com



**SwamCam, Booth 3648**

**Product:** SwamCam Drowning Prevention System & Pool Safety Alarm  
**Features:** child detection algorithm ensures accurate alerts; smartphone app  
**Contact:** theswamcam.com

*(Continued on page 82)*

**SAFETY VACUUM RELEASE SYSTEMS**

*Installs Easily in Minutes!*

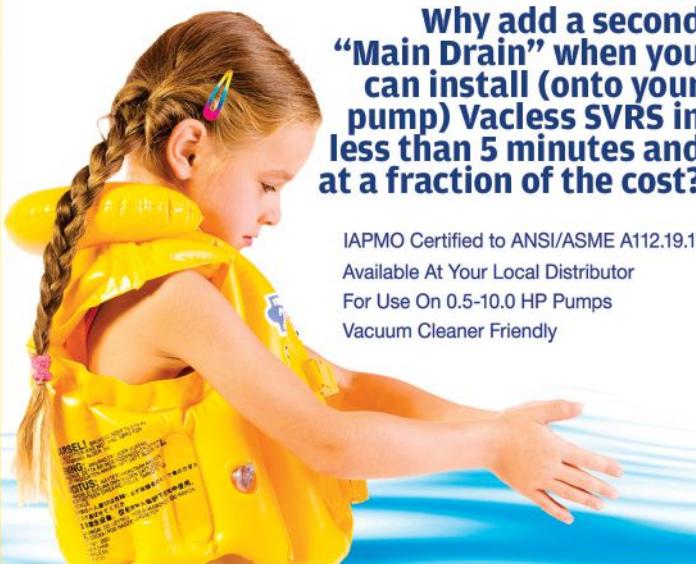
Adjustable or Electrical Installation



## Do you want to become VGB Compliant?

**Why add a second "Main Drain" when you can install (onto your pump) Vacless SVRS in less than 5 minutes and at a fraction of the cost?**

IAPMO Certified to ANSI/ASME A112.19.17  
 Available At Your Local Distributor  
 For Use On 0.5-10.0 HP Pumps  
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**Meets SVRS Requirements of Virginia Graeme Baker Act**

**VACCARE**  
 POOL + SPA SAFETY PRODUCTS  
**AR300**  
 AUTOMATIC  
**AIR RELIEF VALVE**  
 FOR POOL FILTERS

This product is designed to guard against possible serious injuries or even death due to the accidental blow offs of Pool Filters. The AR300 makes the filter run efficiently, cuts filtration time, and saves you money.

- This automatic air relief safety valve provides immediate release of entrapped air inside a pool filter.
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at

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COME WITH  
ME IF YOU WANT  
TO WIN...



# The Western Pool & Spa Show Exhibitors Marketplace

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



## Aiper Intelligent LLC, Booth 217

**Product:** Scuba N1 Ultra Robotic Pool Cleaner  
**Features:** dual-layer filtration system; capable of horizontal wall cleaning; infrared sensor system  
**Contact:** aiper.com



## Aquabella Tile, Booth 210

**Product:** Chateau - New Porcelain Series  
**Features:** new Chateau series evoke playful and stress-free tones of the French countryside  
**Contact:** aquabellatile.com



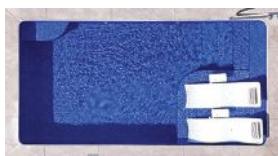
## AquaStar Pool Products, Booth 711

**Product:** FlowStar Actuator  
**Features:** universal compatibility; retrofitting effortlessly to third party valves; plug-and-play connectivity  
**Contact:** AquaStarPoolProducts.com



## Fluidra, Booth 410

**Product:** JXiQ Gas Pool & Spa Heater  
**Features:** ultra-compact and constructed with bronze headers and thicker-walled copper fin tubes  
**Contact:** polarispool.com



## Imperial Pools, Booth 2019

**Product:** Personal Pools  
**Features:** 54" wall; seven models; four sizes; four interior finishes; install inground, partially or fully raised  
**Contact:** imperialpools.com



## Industrial Test Systems, Booth 312

**Product:** Swim Check Fix Phosphate Tablets  
**Features:** formulated to remove phosphates in swimming pool water; simple and easy to use  
**Contact:** sensafe.com

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## 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**

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MARKETING, AND MORE...**

**Seminar Hours**

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

### Western Show Benefit Evening

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Food Stations, Open Bar, and Live Entertainment

Tickets: \$15

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**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

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

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**Wednesday, February 5, 2025**

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Pre-Registration. ON-SITE: \$10 Badge Fee**

#### General Show Info:

**800.787.7727**

**info@westernshow.com**



#### Exhibit Hours:

**Thursday 6:00pm - 9:00pm**

**Friday 2:00pm - 6:00pm**

**Saturday 1:00pm - 6:00pm**

#### Exhibitor Sales:

**800-746-9772**

**exhibitsales@westernshow.com**

### Western Pool & Spa Show

**February 6, 7, 8, 2025**

**Long Beach Convention Center**

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

# WesternShow.com



**Jack's Magic Products, Booth 214**

**Product:** Stain Identification Kit

**Features:** kit offers a range of treatment packs tailored to different stain types: organic, metal, or others

**Contact:** jacksmagic.com



**Natural Chemistry, Booth 224**

**Product:** Pool Perfect Max

**Features:** formulated to reduce scrubbing of scum, frequency of filter cleanings, and removes phosphates

**Contact:** naturalchemistry.com



**Pentair, Booth 101**

**Product:** IntelliCenter Lite

**Features:** replacement for the EasyTouch Lite system; a smaller enclosure for the breakerless power center

**Contact:** pentair.com



**Raypak, Booth 501**

**Product:** Crosswind V

**Features:** vertical discharge heat pump pool heater designed with a smaller footprint and lighter weight

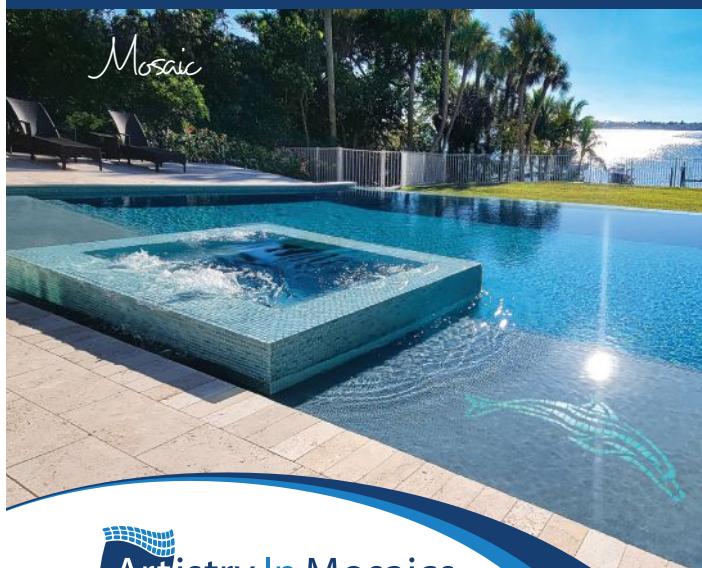
**Contact:** raypak.com

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**SKIM360 Products, Booth 335**

**Product:** SKIM360 Floater and Rake  
**Features:** new combo allows users to rake leaves and debris off the bottom by simply detaching the float  
**Contact:** SKIM360products.com



**VacDaddy, Booth 338**

**Product:** The VacDaddy 2.0.  
**Features:** variable speed power supply; shallow water adapter; vac to waste kit; VacCaddy carry bag; more  
**Contact:** thevacdaddy.com



**Vacless Systems, Booth 111**

**Product:** Pump Shut-off System/SVRS  
**Features:** alarm or siren instantly turns the pump off upon entrapment; VGB-compliant; no false tripping  
**Contact:** vacless.com



**Water Tech Corp., Booth 647**

**Product:** Precision V10  
**Features:** Shallow Water Adapter attachment enables it to better clean shallow areas like steps  
**Contact:** watertechcorp.com

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- Educate customers on the benefits of our products.
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- Collaborate with marketing to grow the brand.

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(Continued from page 74)

# The Pool & Spa Show Exhibitors Marketplace



## Thursday Pools, Booth 1324

**Product:** Goliath Fiberglass Pool  
**Features:** now in a smaller size: 14-by-29-feet, and 5-feet-8-inches deep; for compact backyards  
**Contact:** thursdaypools.com



## Waterco USA, Booth 2549

**Product:** HRVR Retro-Fit Series Fiberglass Filter  
**Features:** replacement for Pentair's Triton Series; features fishtail laterals for improved backwashing  
**Contact:** waterco.us



## Xylem/Neptune Benson, Booth 2832

**Product:** Barrier Ti Ultraviolet System  
**Features:** meets NSF-50 3-log certification for inactivation of Cryptosporidium in a single pass; variable power mode delivers the exact UV dose  
**Contact:** xylem.com



## Tara Pool & Outdoor Products, Booth 3437

**Product:** Envision AR App  
**Features:** app provides users with an accurate preview of how each liner pattern will look in the backyard  
**Contact:** tarapools.com



## VacDaddy, Booth 3928

**Product:** The VacDaddy 2.0.  
**Features:** variable speed power supply; shallow water adapter; vac to waste kit; VacCaddy carry bag; more  
**Contact:** thevacdaddy.com



## Water Tech Corp., Booth 3529

**Product:** Precision V10  
**Features:** Shallow Water Adapter attachment enables it to better clean shallow areas like steps  
**Contact:** watertechcorp.com



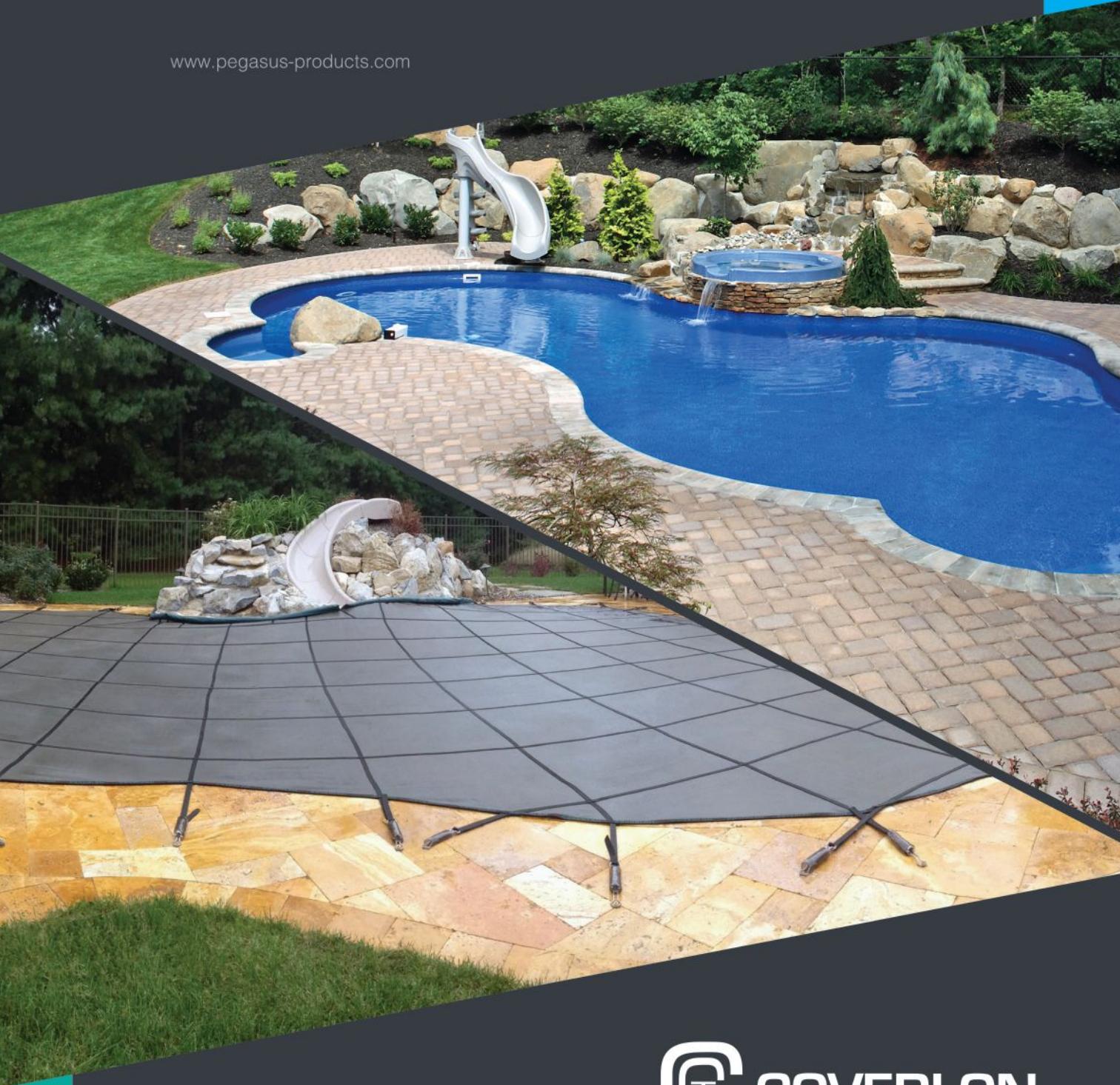
## Z Poolform, Booth 1437

**Product:** Z Poolform  
**Features:** reusable PVC forming system for pouring cantilever pool coping; interchangeable form liners create high end decorative edge details  
**Contact:** concretecounertopsolutions.com



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