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Weclome to Dallas

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attending  
PSP/Deck Expo 2021



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NOVEMBER 13-18, 2021

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SHOW  
GUIDE

# Product Showcase

Discover new technology

# Daily Schedules

Find your education



Navigate the show with ease. Search 'Pool Spa Patio' in your app store to download the official PSP/Deck Expo mobile app.

Look for this icon to ensure you have this year's version of the mobile app.




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

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



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

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International Pool | Spa | Patio Expo™, co-located  
with Deck Expo/ Informa Markets  
222 W. Las Colinas Blvd.  
Suite 450E  
Irving, Texas 75039  
[info@poolspapatio.com](mailto:info@poolspapatio.com)





## MAKE A SPLASH

The International Pool | Spa | Patio Expo, co-located with Deck Expo (**PSP/Deck Expo**) continues to be the premier event for pool, spa, patio, decking, and outdoor living professionals.

The PSP/Deck Expo actively collaborates across the entire pool, spa, backyard, and decking industries to provide participants the most comprehensive array of networking, education, and technology available. The Pool & Hot Tub Alliance (PHTA) is the official Show Sponsor, GENESIS® is the official Show Endorser, Pool and Spa News (PSN) is the official Show Publication, and the North American Decking and Railing Association (NADRA) is the Deck Expo Show Sponsor.

“*Hayward is looking forward to reconnecting with pool dealers and presenting our latest product introductions. Hayward has so many exciting innovations coming to market in 2021 we call this year our ‘Big Bang’ of new products.*”

- Jeremy Jones, director of marketing at Hayward Industries, Inc



## Welcome to Dallas

On behalf of Informa Markets, the Pool & Hot Tub Alliance (PHTA), and the North American Decking and Railing Association (NADRA) we want to welcome you to Dallas for the International Pool | Spa | Patio Expo™, co-located with Deck Expo (**PSP/Deck Expo**) 2021!

We are here for an industry reunion – one that is **LIVE** and **IN-PERSON**. And the need to connect, innovate, and grow has never been greater. You each bring a wealth of knowledge, experience, stories, and advice and we look forward to seeing you share those with your peers.

For more than 60 years, PSP/Deck Expo has provided the framework to grow your business and your own personal skills.

Throughout this entire year, you kept going. You shifted gears to take on new technology. You stayed the course as construction continued to boom. Now it's time to celebrate, recalibrate, and push forward, together, as an industry.

We hope you find immense value in the educational content, the vendors you'll meet with on the show floor, and the impactful connections you make.

If you have any questions about the event while at the show, please stop by the show office located in Room D220.

Have a great show!



Ray Giovine  
**Group Director**  
Informa Markets



Sabeena Hickman, CAE  
**President & CEO**  
Pool & Hot Tub Alliance  
(PHTA)



Michael Beaudry  
**Executive Vice President**  
North American Deck and  
Railing Association (NADRA)

## SCHEDULE-AT-A-GLANCE: PRE SHOW EDUCATION

Saturday, November 13	Sunday, November 14	Monday, November 15
PHTA Certified Service Technician (CST) Course		
PHTA Certified Hot Tub Technician (CHTT) Course		
	Pool & Spa Operator® (CPO®) Certification Course	
		PHTA   ICC Present the 2021 International Swimming Pool & Spa Code
C201: GENESIS CONSTRUCTION SCHOOL: Concrete Pools		
E211: Fluid Hydraulics for Pools & Spas		
	D231: Color Theory and Its Application	
Watershape CON 4111: Advanced Watershape Construction		
Watershape ENG 4311: Advanced Fluid Engineering		
		Watershape DGN 2211: Essential Principles of Design Workshop
		Master Deck Professional Certification - CODE
		NADRA's Deck Evaluation/ Inspection Certification



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## SCHEDULE-AT-A-GLANCE: EDUCATION & EXPO

### PSP/DECK EXPO CONFERENCE PROGRAM

#### Ballrooms C & D

Tuesday, November 16	7:30 am - 8:45 am
Wednesday, November 17	7:45 am - 10:00 am
Thursday, November 18	7:45 am - 10:30 am

### EXPO HALL (INCL. GRILL + CHILL)

Tuesday, November 16	10:30 am - 5:00 pm
Wednesday, November 17	10:30 am - 5:00 pm
Thursday, November 18	10:30 am - 2:30 pm

### REGISTRATION CUSTOMER SERVICE

#### Lobby D

Monday, November 15	8:30 am - 5:00 pm
Tuesday, November 16	7:00 am - 5:00 pm
Wednesday, November 17	7:00 am - 5:00 pm
Thursday, November 18	7:30 am - 3:00 pm

### SHOW FLOOR EDUCATION

Tuesday, November 16	10:45 am - 4:45 pm
Wednesday, November 17	10:45 am - 4:45 pm
Thursday, November 18	10:45 am - 2:30 pm

### SHOW LOCATION

Kay Bailey Hutchison Convention Center  
Halls B-C  
650 S Griffin Street  
Dallas, Texas 75202

*Schedule is subject to change. For up-to-date show information, visit [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com), or download the mobile app. Use search term 'pool spa patio.'*

### NPC's Start-Up Technician Certification Course

Tuesday, November 16 | 8:00 am - 5:00 pm

### ASA Shotcrete Nozzleman Education Course Presented by the American Shotcrete Association. (English)

Tuesday, November 16  
8:00 am - 4:00 pm

### ASA Curso de educación para el lanzador de concreto (shotcrete) Presentado por la American Shotcrete Association. (Español)

Tuesday, November 16  
8:00 am - 4:00 pm

### Quality Shotcrete – Know It When You See It (Presented by ASA)

Wednesday, November 17  
8:00 am - 4:30 pm, without exam  
8:00 am - 6:00 pm, with exam

american  
shotcrete  
association





## SCHEDULE-AT-A-GLANCE: SPECIAL EVENTS

### **PHTA 2021 International Awards of Excellence - SOLD OUT**

Monday, November 15 // 6:00 pm - 8:00 pm  
The Owner's Box at Omni Dallas

### **NEW! Keynote: "It's a Water-Full Life," with author Wallace J. Nichols, Ph.D. and Olympian Rowdy Gaines**

Tuesday, November 16 // 9:00 am - 10:20 am  
Ballroom A

### **PHTA WAVE Network Reception**

Tuesday, November 16 // 5:00 pm - 6:00 pm  
Gilley's Dallas

### **First Time Attendee Reception**

Tuesday, November 16 // 5:00 pm - 6:00 pm  
Gilley's Dallas

### **Welcome Party**

Tuesday, November 16 // 6:00 pm - 8:00 pm  
Gilley's Dallas

### **Million Dollar Pool Design Challenge Session**

Wednesday, November 17 // 1:45 pm - 2:45 pm  
Booth #2045

### **RETURNING! BBQ Bash**

Wednesday, November 17 // 5:00 pm - 6:30 pm  
Lot C (Grill + Chill Area)

### **Pool Nation Awards**

Wednesday, November 17 // 5:00 pm - 7:00 pm  
Room D170

### **GENESIS Family Reunion and Winemaker Dinner - SOLD OUT**

Wednesday, November 17 // 7:00 pm - 10:00 pm  
The Tower Club

### **Pool Prize Party**

Thursday, November 18 // 1:30 pm - 2:00 pm

Navigate the show with ease. Search 'Pool Spa Patio' in your app store to download the official PSP/Deck Expo mobile app.



Look for this icon to ensure you have this year's version of the mobile app.

## MOBILE APP SPONSOR



# Show Information

## KEY LOCATIONS

### Show Floor Education

Hayward School of Business .....	Booth #1505
Fluidra Pro Academy .....	Booth #4111
Spa Retailer Academy .....	Booth #2421
Deck Workshops .....	Booth #3411
GENESIS Solution Center .....	Booth #1345
PSP/Deck Expo Stage (formerly Commercial Education) .....	Booth #2045

### Show Floor Features

Product Showcase .....	Booth #1031
PSP/Deck+ Lounge .....	Booth #1005
VIP Lounge .....	Booth #1023

### Partner Booths

PHTA - Pool & Hot Tub Alliance/Membership .....	Booth #1645
PHTA - Pool & Hot Tub Alliance/Step Into Swim .....	Booth #1545
GENESIS® .....	Booth #1345
North American Deck & Railing Association (NADRA) .....	Booth #3623
Pool & Spa News (PSN) .....	Booth #1205

### Show Features

Aristech Cafe .....	Lobby C
Expo Hall .....	Halls B & C
Conference Rooms .....	Ballrooms B & D
Grill + Chill (outdoor vendors) .....	Lot C

### For Exhibitors

Exhibitor Services Desk .....	Booth #4156
Sales Office .....	Booth #3957

### General

Business Center/UPS .....	Inside Omni Dallas Hotel On 2nd Floor
Coat & Bag Check .....	Lobby E, Level 2
Info Counter/Registration Customer Service .....	Lobby D
Press Room (Shared with Speaker Ready Room) .....	Room D225/226
Security/First Aid Dispatch .....	Level 1 in front of C150
Show Management Office .....	Room D220
Speaker Ready Room (shared with Press Room) .....	Room D225



## NEW! Badge or Digital Badge? Your choice!

As part of our on-going sustainability efforts to reduce on-site waste generated by the show, we are pleased to introduce two options for your badge at this year's PSP/Deck Expo:

**1. Digital Badge** — Pre-register online and receive your badge digitally on your smartphone. Your badge will provide access to scan into the Expo Hall, conference sessions and special events.



**2. Traditional Badge** — Prefer a printed badge? No problem! Simply stop by registration or any of the mobile printing stations located in high-traffic areas to print your badge. Printed badges will be printed on recycled paper stock. Then, look for recycling stations at the conclusion of the show to recycle your badge.

Registration  
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## My Show Planner Tool

Create a personalized show experience with our NEW My Show Planner tool. Search for vendors, view conference sessions and events, see who is speaking, and more.

The My Show Planner tool helps you plan your show experience and organize your show-related activities. When you create an account, you can:

- Compile a must-see list of exhibitors by favoriting companies
- Build a calendar by adding show events and sessions you have registered for
- Print a map of the show floor highlighting the booths you plan to visit

Your My Show Planner account will sync with the PSP/Deck Expo mobile app. Create your My Show Planner account today!



## HIGHLIGHTS & WHAT'S NEW AT PSP/DECK EXPO 2021



### NEW! Keynote

Kick-off PSP/Deck Expo with inspiration from two icons in the aquatics industry: Dr. Wallace "J." Nichols, author of *Blue Mind*, and Rowdy Gaines, three-time Olympic gold medalist, a U.S. Olympic Hall of Fame member, and, most recently, an Olympic commentator for NBC Sports.



### Welcome Party

An attendee favorite! This networking event kicks off PSP/Deck Expo. And this year, it's at a local landmark – Gilley's Dallas! Attendees and vendors can mingle with colleagues, and enjoy food, drinks, and entertainment. It is preceded by the First Time Attendee Reception and the PHTA WAVE Network Reception, both at Gilley's Dallas.



### Million Dollar Pool Design Challenge Session

Based on a fictitious scenario, designers create an ultimate outdoor oasis with a million-dollar budget.



### RETURNING! BBQ Bash

Once the expo hall closes on Wednesday, the BBQ Bash starts, outdoors, in the Grill + Chill Area.



### NEW! Deck Education

This year, PSP/Deck Expo will feature deck-focused education in not only the pre-conference sessions but in the core conference as well.



### NEW! Grill + Chill Area

This year's expo will feature outdoor exhibits, with vendors specific to deck building, outdoor kitchens and grills, and patio furniture.



### Pool Prize Party

The Pool Prize Party will wrap up the last day of the show with tons of laughter, excitement, and giveaways.



## OUR COMMITMENT TO YOUR SAFETY



PSP/Deck Expo aims to deliver the highest levels of hygiene and safety at its event, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

The event is organized in accordance with Informa AllSecure health and safety standards. PSP/Deck Expo will feature hand sanitation units, contactless registration, enhanced cleaning, and more.

### Health & Safety Protocols

As part of our health and safety protocols, we are requiring everyone to register online prior to arriving at the show. All guests should follow CDC and local guidance regarding personal protective equipment. Face masks are recommended and will be available on-site if a guest does not have their own.

We also ask you to do your part and maintain physical distancing. We will help facilitate a 1.5-foot radial distance per person, equating to three feet between individuals, and monitor the number of people in the expo hall. Lounges, table rounds, seating areas will be arranged to ensure physical distancing.



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HYGIENE



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CIRCULATION



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REGISTRATION



CROWD DENSITY  
STANDARD (CDS)



PHYSICAL  
DISTANCING



FIRST AID

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## Our Commitment To Sustainability

We understand that our event impacts the environment and the communities we serve. Our goal is to make the event more responsible and to minimize these impacts continuously. Through our Sustainability Program, we are working to identify, understand and address areas where we can make positive changes.

Our three aims of delivering a sustainable event are:

- Social
- Economical
- Environmental

## Changes at the 2021 event

We've chosen to make a few changes to our live event experience. These are part of our approach to being a more sustainable business and our hope of enhancing customer safety and championing innovation at all of our events.

- 1 Transition to Sustainable Badges:** New this year, we are pleased to introduce digital badges as well as traditional printed badges on recycled badge stock with the option to recycle at the conclusion of the show. . And it's contactless, which supports our continued efforts to prioritize health and hygiene while also benefiting our sustainability efforts by reducing paper and plastic waste. Having a digital badge means no more standing in long lines on opening morning.
- 2 Removing Carpet:** An analysis from our sustainability team showed that carpet is one of the most significant contributors to waste at our events. The simple act of removing it would save hundreds of thousands of pounds of waste each year. This year you will not see carpet in the expo hall aisles and show floor feature areas. Exhibitors will still have the option to place flooring in their booth, but it will no longer be a requirement.
- 3 Reducing Paper Consumption:** To help further reduce the amount of paper and waste, we have gone digital with our show program and floor plan. According to the EPA, over 67 million tons of paper and paperboard was generated in the US in 2018, with over 17 million tons ending up in the landfill. By moving our show guide and floor plan to a digital format, we are helping to impact the environment in a positive way. Attendees and exhibitors can access the Digital Show Guide on our website and via the PSP/Deck Expo mobile app.

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Luxury awaits an unveiling in November.

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# Welcome Party

Tuesday, November 16  
6:00 PM - 8:00 PM

*At the iconic Gilley's Dallas*

**Included with a Super Pass or  
Tuesday Day Pass**

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November 15-17 | Las Vegas Convention Center



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TWILIGHT  
SUN

TOASTED  
MARSHMALLOW

\*Material coated colors may vary from printed samples.

## DOWNLOAD THE MOBILE APP



Navigate the show with ease.

Search '**Pool Spa Patio**' in your app store to download the PSP/Deck Expo mobile app.

And look for this icon to ensure you have this year's version of the mobile app.



**MOBILE APP SPONSOR**





# BEER CART SCHEDULE

Stop by these booths for A complimentary beverage!



## TUESDAY, NOVEMBER 16

Pivot Pool Products	Booth #1437	12:00 pm - 4:00 pm
HFS Financial	Booth #1427	12:00 pm - 4:00 pm
Lyon Financial	Booth #1935	1:00 pm - 5:00 pm
Deckorators	Booth # 3317	1:00 pm - 5:00 pm
Ledge Loungers	Booth # 3335	1:00 pm - 5:00 pm

## WEDNESDAY, NOVEMBER 17

ProValet.io	Booth #2114	12:00 pm - 4:00 pm
HFS Financial	Booth #1427	12:00 pm - 4:00 pm
Lyon Financial	Booth #1935	1:00 pm - 5:00 pm

# RAFFLE SCHEDULE



## HAYWARD @ THE WELCOME PARTY

Must be present to win // Winner announced between 7:15 pm - 7:30 pm

## FORTRESS @ THE BBQ BASH

Must be present to win // Winner announced during BBQ Bash

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ACTUAL HEIGHT COMPARISON TO PERSON AT 5'10"



# Million Dollar **POOL DESIGN** Challenge

## ABOUT

The clients and their long list of requirements are fictitious but the site, and the contest, are real. Designers have submitted their proposals for the ultimate outdoor oasis – with a million-dollar budget.

Five finalists, including one student, will present their proposals to their peers. Voting is to be held live during the presentation, and the top four winning designers will receive a cash prize.

**Wednesday, November 17 | 1:45 pm - 2:45 pm**  
**PSP/Deck Expo Stage (Booth # 2045)**

## SPONSORS



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# Welcome to Dallas

## YOUR GUIDE TO THE CITY

### Dining

Taste the unique culture of Dallas firsthand, with incredible dining options spread throughout the city. Sample the finest in chef-driven cuisine – from internationally-inspired dishes like Laotian boat noodles, ceviche, and sashimi, to Texan mainstays like tacos, steak, and barbecue. [See the guide.](#)

### Nightlife

There's something for everyone in Dallas. In the evening, enjoy a variety of spots to sip, savor, and people-watch. From rooftop bars with great views, to intimate lounges, you're sure to discover something that is just right for you - and your clients. [See the guide.](#)





## Family Activities

Bringing your family for the trip? That's great! Stay the weekend and enjoy the city.

From outdoor adventures to bigger-than-life experiences, just make sure you bring your comfy shoes for your family weekend. [See the guide.](#)

## Margarita Mile

From classic recipes to hand-crafted unique creations, there is no bottle of tequila unturned in search for the most sought-after margaritas in Dallas. [See the guide.](#)



*With a little help from VisitDallas, we've prepared several guides to help you navigate the city.*

# Thank You

## A VERY Special Thank you

We would like to extend a special thank you to our industry partners.  
Your support helps make the PSP/Deck Expo an exceptional event for everyone.

Show Sponsor

Show Publication

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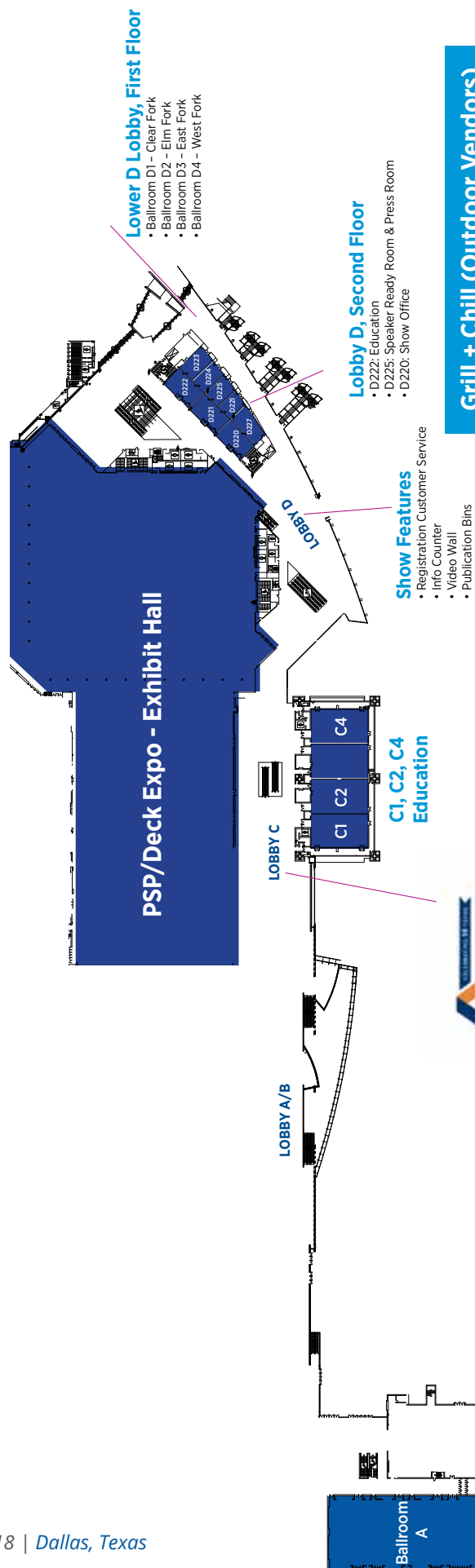
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# Facility Map



**Grill + Chill (Outdoor Vendors)**  
Open during Expo Hall Hours | Lot C

## BBQ Bash

Wednesday, November 17  
5:00 p.m. - 6:30 p.m.

Aristech Cafe

## Keynote





## My Show Planner

My Show Planner combines planning and logistics into one easy-to-use tool.

**Get the most out of your show experience with our new My Show Planner. Search for exhibitors, view conference sessions and events, see who is speaking and more.**

**Plan out your PSP/Deck Expo show experience by creating a planner account.**

**My Show Planner is mobile-friendly, and a perfect complement to your digital badge**





# Education

Whether you are new to the industry or a seasoned professional, the PSP/Deck Expo conference program features sessions for every level. Conference sessions are held in the mornings and DO NOT overlap with the expo hall hours.

CODE	SESSION TITLE	SPEAKER	TRACK	LOCATION
Tuesday, November 16				
7:30 am - 8:45 am				
TU01	B306: Elements of Litigation <i>Presented by GENESIS®</i>	<i>Skip Phillips, SWD Master, Steve Getzoff</i>	GENESIS - General Business	Clear Fork - Ballroom D1
TU02	E151: Do's and Don'ts of Engineering	<i>Terry Brannon, P.E.</i>	GENESIS - Builder	Elm Fork - Ballroom D2
TU03	D109: Design Fees - Charging for Design <i>Presented by GENESIS®</i>	<i>Jason Brownlee</i>	GENESIS - General Business	East Fork - Ballroom D3
TU04	Selling During & After A Pandemic: Coming Out Stronger	<i>Bruce Porter</i>	Retail	Ballroom C1
TU05	Saltwater Pool Troubleshooting: Beyond the Equipment	<i>Alicia Stephens</i>	Service	Ballroom C2
TU06	Deck Design for Hot Tubs	<i>Glenn Mathewson</i>	Deck Education	D222/D223/D224
TU07	Best Practices for an Optimized Service Department	<i>Mike Leone</i>	Service	Ballroom C4
TU08	C125: Fiberglass Construction	<i>Jason Hughes</i>	GENESIS - Builder	West Fork - Ballroom D4
9:00 am - 10:20 am				
KEY	It's a Water-full Life	<i>Rowdy Gaines, Wallace J. Nichols, Ph.D.</i>	Special Events	Ballroom A

## CONFERENCE Evaluations

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CODE	SESSION TITLE	SPEAKER	TRACK	LOCATION
Wednesday, November 17				
7:30 am – 9:00 am				
WE02	10 Steps to Be an Outstanding Pool and Outdoor Living Designer	<i>Mike Farley</i>	Builder/Outdoor Living	Elm Fork - Ballroom D2
WE03	Compatibility of Hydraulic Components	<i>Dave Penton, Kevin Cobabe</i>	Watershape University Service	Ballroom C1
WE04	Building Your Own Online Store	<i>Andy Tournas</i>	Retail	East Fork - Ballroom D3
WE05	How to Produce Videos for Websites, Social Media, Drip Marketing and Beyond!	<i>Pam Vinje</i>	General Business	West Fork - Ballroom D4
WE06	What Women Want From Your Business	<i>Anne Obaraski</i>	General Business	Ballroom C4
WE07	Larger Pools Equal A Larger Potential For Leaks	<i>Darren Merlob</i>	Service	Ballroom C2
WE08	Use AUTOMATION To SELL More and SATISFY More, Without More Manpower!	<i>Brett Abbott</i>	General Business	D222/D223/D224
7:30 am – 10:30 am				
WE01	D345: The Art of Landscape / Architectural Lighting and How to Paint a Lighting Portrait <i>Presented by GENESIS®</i>	<i>Jan Moyer</i>	GENESIS-Outdoor Living	Clear Fork Ballroom D1
9:15 am – 10:30 am				
WE09	D131: Identifying New Business & Design Trends <i>Presented by GENESIS®</i>	<i>Feras Irikat</i>	GENESIS-General Business	Elm Fork - Ballroom D2
WE10	How to Prepare for Existing Federal Pool Pump Regulations	<i>Carlos Gomez, Scott Petty</i>	PHTA- Service	East Fork - Ballroom D3
WE11	7 Crucial Marketing Secrets Every Pool Builder Should Know	<i>Brett Abbott</i>	General Business	D222/D223/D224
WE12	Outdoor Living - The Design Process	<i>Rick Chafey, Kurt Kraisinger</i>	Watershape University - Outdoor Living	Ballroom C1
WE13	Wood and Water: Deck Considerations at Swimming Pools	<i>Dave Peterson</i>	Watershape University - Deck	Ballroom C2
WE14	Hiring, Managing, and Leading People In Pool Service	<i>Hal Denbar, Eddie Skehan, Bryan Banta, Chad Nikkel</i>	General Business/Service	Ballroom C4
WE15	Basic Water Chemistry & Testing 101	<i>Wayne Ivusich</i>	Service	West Fork - Ballroom D4

CODE	SESSION TITLE	SPEAKER	TRACK	LOCATION
Thursday, November 18				
7:30 am – 9:00 am				
TH01	C225: Quality Shotcrete Placement for Pool Contractors	<i>Charles Hanskat, SWD Master</i>	PHTA - Builder	Clear Fork - Ballroom D1
TH02	B331: Job Costing for Profit Versus Existence <i>Presented by GENESIS®</i>	<i>Brian Van Bower</i>	GENESIS - General Business	Elm Fork - Ballroom D2
TH03	How to Find, Recruit, Attract, Hire, Motivate and Retain Great Talent	<i>George Hedley</i>	General Business	West Fork - Ballroom D4
TH04	D111: Small Space Design <i>Presented by GENESIS®</i>	<i>Kate Wiseman</i>	GENESIS-BUILDER	East Fork - Ballroom D3
TH05	Electricity, Bonding and Controls for Service Professionals	<i>Paolo Benedetti</i>	Watershape University - Service	Ballroom C1
TH06	How Google Has Changed Since COVID and What To Expect for 2021 Online	<i>Joseph Christoforo</i>	General Business	D222/D223/ D224
TH07	Successfully Integrating Pools & Water Features into the Landscape	<i>Randy Tumber</i>	Outdoor Living	Ballroom C2
TH08	5 Keys to a Lasting Positive Sales Attitude	<i>Mario Rossetti</i>	General Business	Ballroom C4
9:15 am – 10:30 am				
TH09	Hidden Design - The Importance of Designing Things You Can't See	<i>Ben Lasseter, Mike Nantz</i>	Watershape University - Builder	Ballroom C1
TH10	Swimming Pool Structural Failures: How to Avoid Them and How to Fix Them	<i>Rob Holmer</i>	Builder	Ballroom C2
TH11	Pro-Active Systems & Strategies To Achieve Construction Project & Field Production Results	<i>George Hedley</i>	General Business	West Fork - Ballroom D4
TH12	Finding Leaks - Turn Headaches into Profits	<i>Brad Madison, Lance Anderson</i>	Service	Clear Fork - Ballroom D1
TH13	Making Time Count (Time Management for People Who Don't Think They Need Time Management)	<i>Mario Rossetti</i>	General Business	Ballroom C4
TH14	Should I use Borates in Pools?	<i>Bob Lowry</i>	Service	East Fork - Ballroom D3
TH15	Take your Retail Game to the Next Level: Top 10 Retail Pitfalls to Avoid	<i>Ted Lawrence</i>	Retail	Elm Fork - Ballroom D2



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## GENESIS SOLUTION CENTER | BOOTH #1345

Tuesday, November 16			Speaker(s)
11:00 am - 12:00 pm	G1	D235: The Impact of Color on Your Brand	Feras Irikat
12:30 pm - 1:30 pm	G2	D325: Mind Reading Your Clients	Kate Wiseman
2:00 pm - 3:00 pm	G3	D215: Intro to Pool Photography	Jimi Smith
3:30 pm - 4:30 pm	G4	C410: Interview with a Master	Andy Kaner, Brian VanBower
Wednesday, November 17			Speaker(s)
11:00 am - 12:30 pm	G5	D415: Designer Dialogues: How I Deal with Client Changes: Power Panel	Feras Irikat, Paul John Boulifard, Kirk Bianchi, Jason Brownlee, Kate Wiseman
1:00 pm - 2:00 pm	G6	C310: Interview with a Master	Skip Phillips, Kate Wiseman
2:30 pm - 3:30 pm	G7	Small Group Discussion	Terry Brannon, Jan Moyer
3:45 pm - 4:45 pm	G8	Small Group Discussion	Paul John Boulifard, Jason Brownlee
Thursday, November 18			Speaker(s)
11:00 am - 12:00 pm	G9	Small Group Discussion	Kate Wiseman

**GENESIS Solution Center**  
Presented By



**GENESIS®**  
EDUCATE. CERTIFY. CONNECT.

## PSP/DECK EXPO STAGE | BOOTH #2045

### Tuesday, November 16

### Speaker(s)

12:30 pm - 1:30 pm	C1	C352: Splash Pad Construction	<i>Terry Brannon</i>
2:00 pm - 3:00 pm	C2	E312: Understanding Water Current	<i>Terry Brannon, Peter Davidson, Philip deTournillion</i>

### Wednesday, November 17

### Speaker(s)

11:15 am - 12:15 pm	C3	Exposing Dangerous Drains - Renovation of a Commercial Pool	<i>Lea Frederick, Bill Drakeley</i>
12:30 pm - 1:30 pm	C4	Stay Current in Pools: The Activities of the Recreational Water Quality Committee (RWQC) - A PHTA Resource	<i>Ken Gregory, Rich Gallo, Terry Arko</i>
1:45 pm - 2:45 pm	C5	Million Dollar Pool Challenge Session	<i>Mike Farley, Reid Schindler</i>

### Thursday, November 18

### Speaker(s)

11:30 am - 12:30 pm	C7	The "Ins and Outs" of Chlorine Delivery Systems	<i>Karllee Barton</i>
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PSP/Deck Expo Stage

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## HAYWARD SCHOOL OF BUSINESS | BOOTH #1505

Tuesday, November 16			Speaker(s)
11:00 am - 12:00 pm	B1	PHTA Apprenticeship Program For the Service Industry. Powered for You!	Sabeena Hickman, Seth Ewing
12:30 pm - 1:30 pm	B2	Advanced Oxidation Process	Kurt Duhamel
2:00 pm - 3:00 pm	B3	BUSINESS 2231: Create a Culture of Accountability	George Frederick
3:30 pm - 4:30 pm	B4	Enhancing Your Digital Footprint	Bruce Porter
Wednesday, November 17			Speaker(s)
11:00 am - 12:00 pm	B5	How Adding Fiberglass Pools to your Offering Adds Profit to your Projects	Lesa Kidd, Kris Wiseman
12:30 pm - 1:30 pm	B6	How to Get More and Better Leads Online	Bruce Porter
2:00 pm - 3:00 pm	B7	In-Floor Cleaning Systems	Kurt Duhamel
3:30 pm - 4:30 pm	B8	BUSINESS 2342: Managing High Lead Volume	Lea Frederick
Thursday, November 18			Speaker(s)
11:00 am - 12:00 pm	B9	SERVICE 2311: Automating a Service Dept.	Julie Kazdin
12:30 pm - 1:30 pm	B10	How to Create & Execute a Growth Plan	Shan Johnson

**Hayward School of Business**  
Presented By



# SPA RETAILER ACADEMY | BOOTH #2421

**Tuesday, November 16**

**Speaker(s)**

**Presented By**

11:45 am - 12:30 pm

**S1**

**The 3 Critical Aspects of a Tried and True Ad Plan to Grow Your Retail Business**

*Jake Ricks*

**bullfrog**  
spas

1:45 pm - 2:30 pm

**S2**

**From Search to Sold - 100% Digitally**

*Nate Tall*

**Podium**

**Wednesday, November 17**

**Speaker(s)**

**Presented By**

11:45 am - 12:30 pm

**S4**

**Hot Water Chemistry: The Differences That Make a Difference**

*Alicia Stephens*

**Biolab**  
A KIK Consumer Products Company

1:45 pm - 2:30 pm

**S5**

**The Strategy Behind Experiential Marketing**

*Bruce Porter*

**SWAT**  
MARKETING SOLUTIONS, INC.

3:15 pm - 4:15 pm

**S6**

**The New Way to Sell Custom Hot Tubs**

*Dan McManus*

**LOU**  
powered by Evosus®

**Spa Retailer Academy**

Presented By

**bullfrog**  
spas

## FLUIDRA PRO ACADEMY | BOOTH #4111

Tuesday, November 16			Speaker(s)
11:00 am - 12:30 pm	F1	Jandy Variable Speed Pumps Installation, Programming and the New Dedicated Purpose Pool Pump Regulations with Hands-on Instruction	Rocco Russo
1:00 pm - 2:30 pm	F2	Next Level Connection Tips and Trick for Web Based Automation for the Pool & Spa Industry	Kevin Poe
3:00 pm - 4:30 pm	F3	Introduction to ION Pool Care Software	Frank Silas
Wednesday, November 17			Speaker(s)
11:00 am - 12:30 pm	F4	Introduction to ProEdge Build Software	Jim Quitugua
1:00 pm - 2:30 pm	F5	Introduction to Fluidra Pro App	Sruti Ghatuari
3:00 pm - 4:30 pm	F6	Jandy Variable Speed Pumps Installation, Programming and the New Dedicated Purpose Pool Pump Regulations with Hands-on Instruction	Rocco Russo
Thursday, November 18			Speaker(s)
11:00 am - 12:30 pm	F7	Next Level Connection Tips and Trick for Web Based Automation for the Pool & Spa Industry	Kevin Poe

**Fluidra Pro Academy**

Presented By

**FLUIDRA**



# DECK WORKSHOPS | BOOTH # 3411

All Deck Workshop courses will be taught by Mike Guertin

## Tuesday, November 16

10:45 am - 11:30 am	D1	Picture-Perfect Baluster Layout
11:30 am - 12:15 pm	D2	Leak-proof Ledger Flashing
1:00 pm - 1:45 pm	D3	Deck Ledger Attachment: Codes and Installation Practices
1:45 pm - 2:30 pm	D4	Challenging Deck Ledger Installations - and Solutions
3:15 pm - 4:00 pm	D5	Deck Lateral Load Reinforcement
4:00 pm - 4:45 pm	D6	Sizing Wood Deck Joists and Critical Installation Details

## Wednesday, November 17

10:45 am - 11:30 am	D7	Picture-Perfect Baluster Layout
11:30 am - 12:15 pm	D8	Deck Guardrail Post to Frame Connections
1:00 pm - 1:45 pm	D9	Deck Ledger Attachment: Codes and Installation Practices
1:45 pm - 2:30 pm	D10	Challenging Deck Ledger Installations - and Solutions
3:15 pm - 4:00 pm	D11	Leak-Proof Ledger Flashing
4:00 pm - 4:45 pm	D12	Sizing and Designing Wood Deck Beams

## Thursday, November 18

10:45 am - 11:30 am	D13	Deck Lateral Load Reinforcement
11:30 am - 12:15 pm	D14	Deck Guardrail Post to Frame Connections
1:00 pm - 1:45 pm	D15	Sizing and Designing Wood Deck Beams
1:45 pm - 2:30 pm	D16	Sizing Wood Deck Joists and Critical Installation Details

**Deck Workshop**  
Lead Sponsor

**THINK**  
**WOOD®**

**Deck Workshop**  
Contributing Sponsors



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

## SIMPSON STRONG-TIE | BOOTH # 3429

*All Simpson Strong-Tie courses will be taught by Rachel Holland, Billy Viars, and Scott Fischer*

### Tuesday, November 16

11:45 am - 12:30 pm	ST1	Footings, Post Bases and Post to Beam
1:30 pm - 2:15 pm	ST2	Ledgers
2:30 pm - 3:15 pm	ST3	Lateral Connections
3:30 pm - 4:15 pm	ST4	Railings and Stairs

### Wednesday, November 17

11:00 am - 11:45 am	ST5	Footings, Post Bases and Post to Beam
1:30 pm - 2:15 pm	ST6	Resisting Rot, Decay and Corrosion
2:30 pm - 3:15 pm	ST7	Ledgers
3:30 pm - 4:15 pm	ST8	Lateral Connections

### Thursday, November 18

11:00 am - 11:45 am	ST9	Railings and Stairs
12:30 pm - 1:15 pm	ST10	Resisting Rot, Decay and Corrosion
1:30 pm - 2:15 pm	ST11	Ask a Deck Expert

**Simpson Strong-Tie**  
Lead Sponsor



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We have one purpose—enhance your performance. Help you create stronger connections. Maximize your speed with every drive. For lasting beauty and greater strength in every deck project, SPAX Engineered Fasteners are crafted in the USA and tested under the toughest conditions.

Visit SPAX at booth 3327 at the 2021 Deck Expo.



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# Product Showcase

## Best New Product



### Product

Hayward Universal HC Series  
Dual-Fuel Technology Gas  
Pool Heater

### By

Hayward

### Category

Best New Product -  
Equipment Pad

Entry ID: 16

### Description

Universal HC Series dual-fuel technology gas heaters are engineered for easy in-field conversion between NG and LP. This small footprint heater with zero wall clearance can operate directly against walls to fit even the most compact equipment pads. With a no-kneel reversible top panel that easily swaps plumbing from right to left, it's made for easy installations and service convenience.



### Product

AVIA

### By

Raypak, Inc.

### Category

Best New Product -  
Equipment Pad

Entry ID: 23

### Description

AVIA is the first and only pool and spa heater with a built-in advanced Wi-Fi Enabled Control System! No need for a separate control panel to manage your pool heater and pool environment — AVIA does it ALL. Our next gen pool and spa heater is built with Intelligent Insight, Smart Controls, and Self-Protection Technology. Managing your pool heater has never been easier or smarter.



### Product

The Attendant

### By

Poolside Tech

### Category

Best New Product -  
Equipment Pad

Entry ID: 20

### Description

The Attendant is designed to improve all aspects of the pool ownership experience. Our cloud based automation system is continually monitoring your equipment, water quality and temperature to determine the most energy efficient way to have your poolside oasis ready when you are.



# Product Showcase

## Best New Product



**Product**  
CamerEye

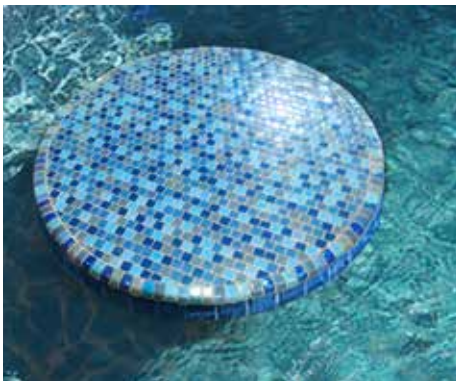
**By**  
CamerEye

**Category**  
Best New Product -  
Outdoor Living

**Entry ID: 27**

### Description

CamerEye is providing faster distress detection with the first Artificial Intelligence Pool Smart Fence and overhead camera safety system. Pool owners can MONITOR their pool 24/7 from anywhere, DETECT humans around the pool and distress and near-drowning behavior, and receive an ALERT within a few seconds of distress being detected. When response time is critical, CamerEye makes the difference.



**Product**  
Modular Glass Tabletop

**By**  
Meridian Tile

**Category**  
Best New Product -  
Pool Construction

**Entry ID: 14**

### Description

Our Modular Tile Tabletops save hours of labor on installation. Easily shipped and installed.



**Product**  
BCone Pool Alarm

**By**  
Lifebuoy

**Category**  
Best New Product -  
Pool Construction

**Entry ID: 33**

### Description

The BCone pool alarm integrates intelligence, versatility, and functionality into a topnotch pool safety solution. Based on advanced sensors and a complex algorithm, BCone provides maximum protection for children and pets with minimum user effort. Highly sophisticated yet simple to operate, the system can be installed and operated in a matter of minutes.





# Product Showcase

## Best New Product



**Product**  
Porcelain Paver

**By**  
QDI Surfaces

**Category**  
Best New Product -  
Pool Construction

**Entry ID: 35**

### Description

The LIMS Collection is inspired by authentic limestone features, fashioned with rich textures to bring out a realistic stone effect. This impressive, large format tile offers a clean consistent look which provides excellent outdoor coverage. Made in Italy. Impervious Porcelain is resistant to stains, scratches, chemicals, extreme temperatures and UV exposure.



### Description

The waterproof, Bluetooth ColorQ 2x PRO 7 pool and spa photometer directly measures Free Chlorine (DPD), Total Chlorine (DPD), Bromine (DPD), pH, Alkalinity, Calcium Hardness and Cyanuric Acid directly on a digital display. The ColorQ 2x eliminates the need to visually determine slight color variations using an innovative dual-optic design. Perfect for on-site testing.



### Description

The All New Retro R10 replacement LED light is the universal solution for retro fit applications.

Purpose-built to attach to any 10", regardless of the condition with R10's dynamic cam-lock system.

The R10 Series features innovative technology to support the ease of installation, the UL listed quick connect plug system attaches directly to the existing cable for rapid light replacement.



**Product**  
ColorQ 2x PRO 7 Kit

**By**  
LaMotte Company

**Category**  
Best New Product -  
Service Industry

**Entry ID: 11**



**Product**  
Retro R10

**By**  
Spa Electrics Inc

**Category**  
Best New Product -  
Service Industry

**Entry ID: 17**



# Product Showcase

## Best New Product



**Product**  
PureWhite Pro® HO

**By**  
J&J Electronics

**Category**  
Best New Product -  
Service Industry

**Entry ID: 13**

### Description

J&J Electronics is brightening the way with the new PureWhite® Pro HO lamp, available in Warm and Cool White LED. Featuring the brightest commercial grade LED with high lumen output equivalent to 500W incandescent lamps; which allows for direct replacement with Warm White LED. Convert more commercial incandescent pool lamps to LED for increased energy savings and reduced maintenance costs.



**Product**  
Ultimate Pool Tools  
3X17/Hyperpole

**By**  
Ultimate Pool Tools

**Category**  
Best New Product -  
Service Industry

**Entry ID: 21**

### Description

The 3X17/HyperPole features an extended length of 17 ft. and a collapsed length of 82.25". The pole is made of pure 3K Carbon Fiber weave, has a stainless steel tool end HyperDrain/Fill fitting, mass air transfer grip, and two right angle compression speed clamps that allow for rapid length selection.

- No predetermined set points of its extension
- Reduces user fatigue while increasing productivity



**Product**  
Multitouch  
Communication  
Automation

**By**  
Multitouch Leads

**Category**  
Best New Product -  
Service Industry

**Entry ID: 31**

### Description

Want to increase your conversion rates? Easily reach your customers on any device with Communication Automation by MultiTouch.

Communication Options:

- 1) Personalized Email
- 2) Personalized SMS
- 3) Instant Personalized Voicemail
- 4) Personalized Direct Mail
- 5) Display Ad Re-Targeting to increase.
- 6) Instant behavior based sales notifications.



# Product Showcase

## Best New Product



### Product

New Pool eXact®  
EZ Photometer

### By

Industrial Test Systems, inc

### Category

Best New Product -  
Service Industry

Entry ID: 32

### Description

For pool owners and pool professionals who desire an economical way of testing pool water. The new Pool eXact® EZ with Bluetooth® technology delivers 11 pool water parameters with lab-quality results! All tests with the NEW Pool eXact® EZ with Bluetooth® use our patented eXact® Strips, a quick and easy reagent system for analysis.



### Product

Ariel by Solar Breeze

### By

Ariel by Pivot-Solar Breeze

### Category

Best New Product -  
Service Industry

Entry ID: 10

### Description

Ariel by Solar-Breeze is the latest evolution of pool robot to come from Pivot-Solar Breeze. Ariel produces clean pools by combining the force of solar-power and sensor technology to elegantly explore a pool's surface while collecting debris. The robotic surface cleaner captures pesky debris, as small as 200 microns in size, before they have the chance to decay and sink to the bottom.



### Product

Swim Series S150

### By

Bullfrog Spas

### Category

Best New Product -  
Spa Related

Entry ID: 26

### Description

The all-new Swim Series by Bullfrog Spas introduces a fun, low-impact swimming experience, an attractive and functional design, and best in its class therapy with the patented JetPak Therapy System, all packaged together with the legendary Bullfrog Spas quality.





# Product Showcase

## Best New Product



**Product**  
CCW25 AOP  
Spa System

**By**  
Clear Comfort

**Category**  
Best New Product -  
Spa Related

**Entry ID: 22**

### Description

Today's Best AOP™ now fits perfectly in your spa, swim spa & lifestyle. Clear Comfort's CCW25 AOP spa sanitation system delivers the best water that protects you & your spa. The CCW25 brings non-corrosive water care that minimizes chlorine, bromine & other toxic chemicals to healthier levels & provides spa water that looks as good as it feels with freedom from chemical handling after every use.



# Product Showcase

## Best In Show



**Product**  
COSMY THE BOT

**By**  
BWT / AQUATRON

**Category**  
Best New Product -  
Equipment Pad

**Entry ID: 15**

### Description

Cosmy opens the path to a whole new world, where efficiency meets style and elegance, where size gives way precision and intelligence. The result: a high-performance robotic pool cleaner and a light-weight, extremely elegant and customisable design that you are going to love!

Cosmy is fully customisable: cover and sides can be customised in moments, there are 8 colours to choose from.



**Product**  
Chlorine Genie

**By**  
Chlorine Genie

**Category**  
Best New Product -  
Equipment Pad

**Entry ID: 29**

### Description

No Chlorine? No Problem! Chlorine Genie™ produces chlorine using a patented technology that combines an electrolytic cell submerged in salty, brine-softened water, reverse osmosis, and a descaling system built right into the unit! No need to put salt in your pool. Instead, imagine water without the harsh chemicals, toxic additives, or dangerous irritants! Your clients will love Chlorine Genie™.



**Product**  
PRO300SG2 Decking  
System, PRO250G2  
Subfloor System

**By**  
Simpson Strong-Tie

**Category**  
Best New Product -  
Outdoor Living

**Entry ID: 12**

### Description

Quik Drive® Cordless Auto-Feed Screw Driving Systems are equipped with a powerful DeWalt cordless brushless driver motor an extension for ergonomic stand-up driving. Combined with Simpson Strong-Tie low-torque fasteners, these systems deliver more screws faster per battery charge. Systems include: Quik Drive auto-feed attachment, Driver motor, Battery charger, 2 Lithium-Ion batteries, Soft case.



# Product Showcase

## Best In Show



**Product**  
Aqua Comb

**By**  
Aqua Comb / Mi-Way, Inc.

**Category**  
Best in Show -  
Outdoor Living

**Entry ID: 30**

### Description

Aqua Combs come in styles to clean pool, spa, swim spa & hot tub cartridge filters. It is designed to clean filters in 3-5 minutes using less time & water. Aqua Comb attaches to a garden hose & opens the filter pleats, letting the comb & water spray remove the built-up debris. Aqua Combs are the only cleaning device that removes desert dust & concrete fines! Aqua Combs are 100% made in the USA!



**Product**  
Diamond Series 30"  
Fire and Water Bowl

**By**  
Outdoor Fire Concepts

**Category**  
Best in Show -  
Outdoor Living

**Entry ID: 34**

### Description

Top of the Line Fire and Water and Fire ONLY bowls. Made from 16 gauge metal (Copper or Stainless Steel) with authentic hammered finish and silica/ceramic clear coat making it impervious to oxidation or weathering of any kind



**Product**  
The Aquabar

**By**  
The Aquabar

**Category**  
Best in Show -  
Outdoor Living

**Entry ID: 24**

### Description

This is a floating bar. Equipped with 6 bottle compartments, 12 shot glasses, 8 drink holders, an umbrella for UV protection and a tether on the bottom to anchor this for longevity. Made in America, manufactured in South Carolina we use the most durable product on the market, Expanded Polypropylene (EPP). This allows for durability, longevity, and its design is eye catching.

THE AQUABAR



# Product Showcase

## Best In Show



**Product**  
AVONITE®  
Bacteriostatic Solid  
Surface for 'Outdoor  
Living' Market

**By**  
Aristech Surfaces LLC

**Category**  
Best in Show -  
Outdoor Living

**Entry ID: 41**

### Description

AVONITE® solid surface is exceptionally versatile and can be produced to the optimized size for your project. Found on horizontal and vertical applications, this solid surface boasts high chemical resistance and unique ability to repair/refinish, making it the preferred choice for longevity in the commercial 'outdoor living' market.



**Product**  
Custom Engraved  
Depth Marker

**By**  
Metro Transit  
Sandblasting

**Category**  
Best in Show -  
Pool Construction

**Entry ID: 9**

### Description

Custom engraved depth marker and no diving markers



**Product**  
The Sapphire Stuff

**By**  
Jack's Magic Products

**Category**  
Best in Show -  
Service Industry

**Entry ID: 18**

### Description

The Sapphire Stuff produces super clear water combining a powerful flocculant, clarifier, sequestering agent, & chelating agent in one product. It helps prevent scaling & scum line buildup in pools (and spas) and removes particulate matter that can cause staining and discoloration. When used as a flocculant, The Sapphire Stuff costs just a fraction of the leading flocculants, with superb results.



# Product Showcase

## Best In Show



**Product**  
Custom Engraved  
Depth Marker

**By**  
Metro Transit  
Sandblasting

**Category**  
Best in Show -  
Pool Construction

**Entry ID: 9**

### Description

Custom engraved depth marker and no diving markers



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**Product**  
AVONITE® FLEX  
Solid Surface

**By**  
Aristech Surfaces LLC

**Category**  
Best in Show -  
Spa Related

**Entry ID: 19**

### Description

Aristech Surfaces has developed a patent-pending, professional-grade material in AVONITE® Flex. Featuring the characteristics and qualities you've grown to expect, complimented by the matte surface finish, tactile feel and subtlety of luxury. A highly-engineered surface with unparalleled characteristics and softness you'll want to feel, soon available for the spa market. Luxury Awaits...



# We Build Professionals

The world has changed... And so have we.

We have expanded to deliver you education every day, in every way.



**In person events**



**Mentoring**



**Virtual events**



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**Podcasts**



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**POOL &  
HOT TUB**  
ALLIANCE

# Guide

TO THE INTERNATIONAL POOL | SPA | PATIO /  
DECK EXPO

»»» **November 13-18, 2021**  
**Dallas, Texas**





# We cannot wait to see you!

**It has been two years since our industry last came together in-person** for the PSP / Deck Expo, and the Pool & Hot Tub Alliance could not be more excited to welcome you to Dallas.

This year's event will prove to be one of the strongest events you will ever experience and will include a rich lineup of cutting-edge education and special events that will allow us to celebrate our industry, be inspired by our keynote speakers, discuss challenges and opportunities at the CEO Forum, and build new relationships through various networking events. Not to mention the fact that you will be able to access the leading professionals in the pool and hot tub industry live and in-person!

**Please plan to stop by and visit your national association at our Booth #1645 to learn more about the latest and greatest programs** we have developed to propel your company to the next level, to include safety, mentoring, leadership training, and so much more!

PHTA is here to build professionals and your company! We continue to advance our mission every day and look forward to seeing you, in person, November 13-18, 2021!

See you in Dallas,



Sabeena S. Hickman  
President & CEO







## Schedule-At-A-Glance





Saturday, November 13

### 8:00 a.m. – 5:00 p.m. — PRE-CONFERENCE WORKSHOPS

- Certified Hot Tub Technician Course
- Certified Maintenance Specialist Course
- Certified Service Technician Course
- Concrete Pools (C201) 
- Fluid Hydraulics for Pools and Spas (E211) 

Sunday, November 14

### 8:00 a.m. – 5:00 p.m. — PRE-CONFERENCE WORKSHOPS

- Certified Hot Tub Technician Course
- Certified Service Technician Course
- Concrete Pools (C201) 
- Fluid Hydraulics for Pools and Spas (E211) 
- Color Theory and Its Application (D231) 
- Certified Pool and Spa Operator Course 

### 6:00 p.m. – 10:00 p.m. — PHTA Board of Directors Dinner\*




Monday, November 15

### 8:00 a.m. – 2:00 p.m. — PHTA Board of Directors Meeting

8:00 a.m. – 3:00 p.m. — International Swimming Pool & Spa Code 2021

*Continued next column*

### 8:00 a.m. – 5:00 p.m. — PRE-CONFERENCE WORKSHOPS

- Certified Service Technician Course
- Concrete Pools (C201) 
- Color Theory and Its Application (D231) 
- Certified Pool and Spa Operator Course 

### 2:00 p.m. – 3:15 p.m. — PHTA Builders Council Meeting

### 3:30 p.m. – 5:00 p.m.





- Texas Pool and Spa Coalition Meeting
- PHTA Education Committee Meeting

### 6:00 p.m. – 8:00 p.m. — Awards of Excellence Reception

Tuesday, November 16


### 7:30 a.m. – 8:45 a.m. — PHTA Council / Committee Leadership Meeting\*

### 7:30 a.m. – 8:45 a.m. — CONCURRENT SESSIONS

- Elements of Litigation (B306) 
- Do's and Don'ts of Engineering (E151) 
- Design Fees – Charging for Design (D109) 
- Fiberglass Construction (C125) 

### 9:00 a.m. – 10:20 a.m. — Keynote Address featuring Rowdy Gaines and Wallace J. Nichols

### 11:00 a.m. – Noon

- The Impact of Color on Your Brand (D235) 
- PHTA Apprenticeship Program For the Service Industry. Powered for You!

### 10:30 a.m. – 5:00 p.m. — Exhibits



\*invitation only | schedule is subject to change.

Download the mobile app! Use search term "pool spa patio"

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## Tuesday, November 16 (Continued)



**11:00 a.m. - 4:30 p.m. — GENESIS® Solution Center**

**12:30 p.m. - 1:30 p.m.**


- Splash Pad Construction (C352) 
- Mind Reading Your Clients (D325) 

**1:00 p.m. - 2:30 p.m. — PHTA Commercial Council Meeting**

**2:00 p.m. - 3:00 p.m.**

- Understanding Water Current (E312) 
- Intro to Pool Photography (D215) 

**3:30 p.m. - 4:30 p.m.**

- Interview with a Master (C310) 

**5:00 p.m. - 6:00 p.m. — PHTA WAVE Reception at Gilley's\***


**6:00 p.m. - 8:00 p.m. — EXPO Welcome Party at Gilley's**

**8:00 p.m. - 9:30 p.m. — PHTA Leadership Reception\***

## Wednesday, November 17


**7:30 a.m. - 9:00 a.m. — PHTA Manufacturer Agents Council**

**7:30 a.m. - 10:30 a.m.**

- The Art of Landscape / Architectural Lighting and How to Paint a Lighting Portrait (D345) 

**8:30 a.m. - 10:00 a.m. — International Hot Tub Association (IHTA) Meeting\***

**9:15 a.m. - 10:30 a.m. — CONCURRENT SESSIONS**


- Identifying New Business & Design Trends (D131) 
- How to Prepare for Existing Federal Pool Pump Regulations

**9:15 a.m. - 10:30 a.m. — PHTA Manufacturers Council Meeting**

**10:30 a.m. - 5:00 p.m. — Exhibits**

**11:00 a.m. - 4:45 p.m. — GENESIS® Solution Center**

**11:00 a.m. - 12:30 p.m.**


- Designer Dialogues: How I Deal With Client Changes (D415) 

**Noon - 2:30 p.m. — PHTA CEO Forum\***

**12:30 p.m. - 1:30 p.m.**

- Stay Current in Pools: The Activities of the Recreational Water Quality Committee (RWQC) - A PHTA Resource

**1:00 p.m. - 2:00 p.m.**

- Interview with a Master (C310) 

**1:00 p.m. - 2:30 p.m.**

**• PHTA WAVE Steering Committee Meeting**

**• PHTA Service Council Meeting**

**3:00 p.m. - 5:00 p.m. — PHTA Chapter Forum\***




**5:00 p.m. - 6:00 p.m. — California Pool & Spa Association Meeting**

**5:00 p.m. - 6:30 p.m. — BBQ Bash**

**7:00 p.m. - 10:00 p.m. — GENESIS® Family Reunion & Winemaker Dinner\***

## Thursday, November 18

**7:30 a.m. - 9:00 a.m. — CONCURRENT SESSIONS**

- Quality Shotcrete Placement for Pool Contractors (C225) 
- Job Costing for Profit Versus Existence (B331) 
- Small Space Design (D111) 

**7:30 a.m. - 9:00 a.m.**

**• PHTA Fiberglass Pool Manufacturers Council**

**• PHTA Membership Committee Meeting**

**9:15 a.m. - 10:30 a.m. — PHTA Retail Council Meeting**

**10:30 a.m. - 2:30 p.m. — Exhibits**

**11:00 a.m. - 1:30 p.m. — GENESIS® Solution Center**

\*invitation only | schedule is subject to change.





# Events & Features

## PHTA Awards of Excellence Reception

**November 15 | 6:00 p.m. - 8:00 p.m.**

Join PHTA to celebrate the best of the best in the pool and hot tub industry.

PHTA Awards of Excellence Reception will be held at the Owner's Box at the Omni Dallas and will honor the recipients of the 2021 International Awards of Excellence, one of the largest, most well-renowned design competitions in the pool and hot tub industry.



Additionally, we will recognize the recipients of the Builder of the Year, the Retailer of the Year, the Service Professional of the Year, and the Young Professional of the Year.

Please plan to join us for this exciting event. Registration is free, but space is limited, so be sure to sign up in advance! Sign up at [poolspapatio.com](http://poolspapatio.com) when you register for PSP/Deck Expo.

## Keynote Session

**November 16, 2021 | 9:00 a.m. - 10:20 a.m.**

Join us for a once-in-a-lifetime experience to hear from not one, but two aquatics industry icons. Wallace J. Nichols, author of *Blue Mind*, and PHTA's Rowdy Gaines, an American former competitive swimmer, U.S. Olympic Hall of Fame member,



Wallace J. Nichols

3-time Olympic gold medalist, and member of the International Swimming Hall of Fame, will inspire you during this special keynote session.

The session will conclude with a Q & A from the audience.

Immediately following the Keynote, attendees will head over to the Expo Floor for the Show Opening.



Rowdy Gaines

## WAVE Young Professionals Networking Reception

**November 16 | 5:00 p.m. - 6:00 p.m.**

Join us at Gilley's Dallas to network and socialize with other young professionals in the pool, spa, and outdoor living industries.

Admission includes networking in a fun atmosphere, early access to the Welcome Party, and select appetizers and alcoholic and non-alcoholic beverages.



Open to all industry professionals under 40. Admission is free for members of PHTA, but registration is required, as space is limited. Reserve your ticket when registering for PSP/Deck Expo. Transportation will be provided from the host hotel, Omni Dallas. For additional information, email [wave@phta.org](mailto:wave@phta.org).

Sponsored by



## Leadership Reception\*

**November 16 | 8:00 p.m. - 9:30 p.m.**

New this year, the PHTA Leadership Reception is our way of thanking our volunteers for the commitment and service they provided the association in 2021. We couldn't have done it without you.



## CEO Forum\*

**November 17, 2021 | Noon – 2:30 p.m.**

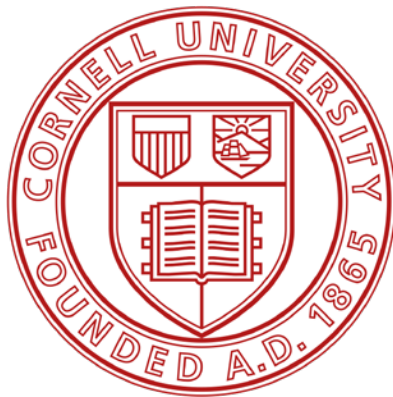
Change is unavoidable and today's leaders need to know how to effectively manage in a changing environment. As a company executive, how do you prepare for leading in an uncertain world?

On Wednesday, November 17, PHTA is hosting a CEO Forum. This dynamic session is led by Cornell University faculty, and will cover the forces shaping our environment and options in how to successfully deal with a volatile, uncertain, complex, and

ambiguous environment (VUCA). Attendees will discuss:

- What are the forces driving VUCA in the world and how will this impact the pool and hot tub industry?
- What are the implications of VUCA and how will it impact your company?
- What is the most appropriate leadership style to survive and thrive in this world?

\*invitation only



### CEO FORUM SCHEDULE

Noon – 12:30	Welcome and Networking Lunch
12:30 – 1:15 p.m.	Lecture by Cornell University faculty
1:15 – 1:45 p.m.	Round Table Discussions
1:45 – 2:30 p.m.	Presentations

Register by November 1. Space is limited and priority is given to PHTA members and limited to 75. There is no additional charge for this event.

### PHTA Resource Center

Like all of us, you've probably spent time on a website trying to find something you KNOW is there...only to exit the page frustrated. PHTA hears you. We've created an online resource center to help you find what you need when you need it. Whether it's research or toolkits, logos or resources, our resource center not only has it...but you'll be able to easily find it.

### Mentor Program

In early 2022, PHTA will launch a mentor program in which an experienced PHTA member (the mentor) will work with a PHTA member in good standing (the mentee) who desires additional professional knowledge, expertise, or guidance. The program is designed to connect members at different levels of their career, creating mutually beneficial relationships to enhance the participants' professional and personal development.

**NEW!**

## Introducing the Pool Maintenance and Service Technician Apprenticeship Program

The new Pool Maintenance and Service Technician Apprenticeship Program™ is a nationwide program, registered by the U.S. Department of Labor (USDOL), that provides a career path for individuals interested in our industry. Through this program, individuals will learn the skills and competencies needed to have a successful career in the pool and hot tub industry while employers recruit, build, and retain a highly skilled workforce.

If you are having trouble finding employees, are challenged by high turnover, or have difficulty training staff with relevant skills, you are the ideal candidate for this program. Visit booth #1645 to learn more and to sign up.



**GENESIS®**  
EDUCATE. CERTIFY. CONNECT.

## GENESIS®: Elevate Your Knowledge & Grow Your Business

GENESIS® offers a structured pathway to help ensure you have the most comprehensive training available based on your job function.

Through the mentoring process, the mentor will guide, support, answer questions, and share experiences and known opportunities with the mentee.

## Step Into Swim

Step Into Swim™ is an initiative of the Pool & Hot Tub Alliance committed to safe swim education and drowning prevention. By investing in the next generation of swimmers through learn-to-swim programming, the Step Into Swim™ initiative instills confidence, empowers long-term participation in water activities, touts the positive benefits of water play, and advocates for safe practices. Since its inception in 2012, Step Into Swim™ has played a role in reducing drowning fatalities and has gifted swim lessons to more than 280,000 children with support from community organizations, partners, industry advocates, members and more. **Stop by the Step Into Swim™ booth (#1545) to meet 3-time Olympic gold medalist Rowdy Gaines, who also oversees the initiative, to learn more about the program that is making waves.**



## PHTA Safety Program

The PHTA Safety and Health Program will assist management and non-supervisory employees in controlling hazards and risks which will minimize employee and customer injuries,

damage to customer's property, and damage or destruction of property. The program covers the information you need to know on OSHA and MSDS responsibilities.

## myPHTA Online Community

Earlier this year, PHTA launched our new online community – a place that empowers our members to build and expand their networks. Communities are more important than ever, in all aspects of our lives...and myPHTA lets you connect with your peers about the things that are important to you and your business. At myPHTA we'll celebrate victories and troubleshoot challenges. We look forward to connecting with you. Visit [my.PHTA.org](http://my.PHTA.org) to get started today.

**NEW!**

## PHTA Standards Update

PHTA's standards team has been busy this year! The following new standards are undergoing the ANSI approval process:

- **PHTA-10** on elevated pools is currently under ANSI Public Review
- **PHTA-2** on public pool and spa operations and maintenance is currently under PHTA Standard Writing Committee (SWC) ballot

**NEW!**

Additionally, the following standards are being revised:

- **PHTA-15** on residential pool energy efficiency
- **PHTA-1** on public pool and spa design, construction, and installation

There are 4 different GENESIS® pathways:

### BUSINESS

Need to brush up on your business acumen? GENESIS® business programs offer lessons on topics including proven operating plans, sales and marketing tips, project management strategies, company valuation tricks, design and construction agreement, profitability, customer buying trends, etc.



### CONSTRUCTION

Build better pools and spas with programs that take you from layout and forming to excavation. This



category includes our 3-day construction schools that cover all the construction best practices in depth. Gain insight on site evaluations, pool renovations, concrete science, and more.

### DESIGN

Ready to take your design skills to a new level? GENESIS® offers courses in everything from basic drawing and computer modeling to advanced water feature design.



### ENGINEERING

Learn the elements of hydraulics, soils, foundations, electrical connections, controls, and mechanical design. By examining these



important considerations, you will be able to communicate them effectively – creating confidence and building trust from your customers.

**Sign up today for the pre-conference courses or visit the GENESIS® Solution Center in the exhibit hall Booth 1345. See the conference schedule on page 3 for classes and times.**



# PHTA STRATEGIC PARTNERS



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**POOL &  
HOT TUB**  
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 **Claffey Pools**

**Come see us at  
PSP/DeckExpo,  
Booth #1645**

# IT MAKES SENSE TO BE A MEMBER OF PHTA

- **Certifications**
- **Advocacy**
- **PHTA ANSI Standards**
- **Virtual Schools through GENESIS® & PHTA**
- **Consumer Awareness**
- **Discounts and Affinity Partners**
- **Engage through councils, committees and chapters of PHTA!**

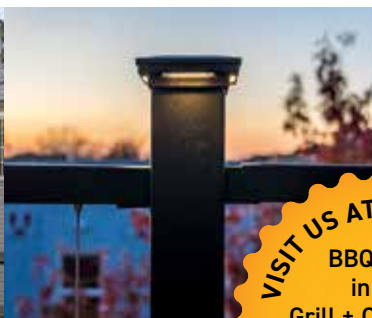
## Join

for as  
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**Find us at [Phta.org](http://Phta.org) to learn more!**

Pool & Hot Tub Alliance  
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703-838-0083 | [phta@phta.org](mailto:phta@phta.org)





VISIT US AT DECK EXPO!

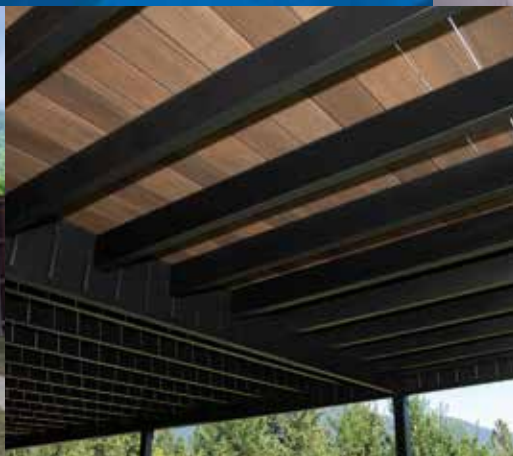
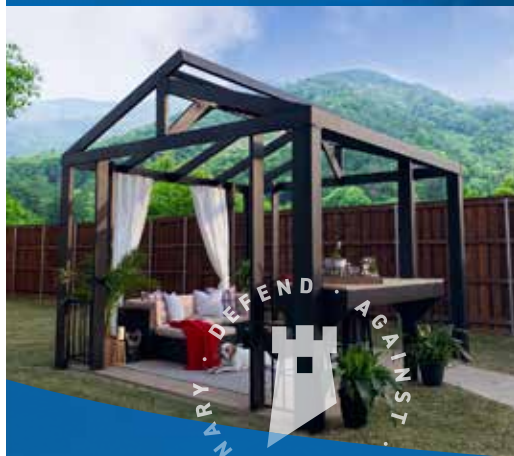
BBQ Bash  
in the  
Grill + Chill Area:  
Booth# 111-115

Deck Pavilion:  
Booth# 3931



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EXPAND YOUR NETWORK.

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New in 2021

# Keynote

## *It's a Water-Full Life*

*Featuring*  
**Wallace J. Nichols**  
and **Rowdy Gaines**



Dr. Wallace J. Nichols,  
author of Blue Mind



Rowdy Gaines,  
Olympic Gold Medalist

**Leading a “Water-full” life has both mental and physical benefits. And these speakers will demonstrate how our connection to water can have a magnificent impact on our lives, health, and careers.**



Tuesday, November 16  
9:00 a.m. – 10:20 a.m.



Immediately followed  
by the Grand Opening  
of the Expo Hall

**Sponsors:**



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HOT TUB  
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*Admission to the Keynote is included  
with a Super Pass, Expo Pass, or  
Tuesday Day Pass.*





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# POOL & SPA PROFESSIONAL

## BACKYARD SOLUTIONS FOR THE BUILDER, RETAIL AND SERVICE PROFESSIONAL.

Pool & Spa Professional is the Official Digital Media Brand for the International Pool | Spa | Patio Expo™. The site features the latest news, products and practices that the backyard professional needs. This information comes in a wide variety of content from op-eds to videos to a comprehensive newsletter emailed weekly to subscribers. It brings together industry professionals, manufacturers and distributors into a robust, interactive community. There is material for every step of your backyard projects: planning, building, maintaining, retail and more. The value stretches beyond pools and spas to cover a wide range of residential projects from hardscapes to outdoor kitchens, and more!



### NEWS

- Industry Updates
- Association Releases
- Weekly Newsletter

### PRODUCTS

- Pool and Spa
- Construction Materials
- Equipment
- Chemicals and Upkeep

### EVENTS

- Coverage and Highlights
- Videos
- Webinars

### EXPERTS

- Op-Eds
- Best Practices
- Advice and Guidance



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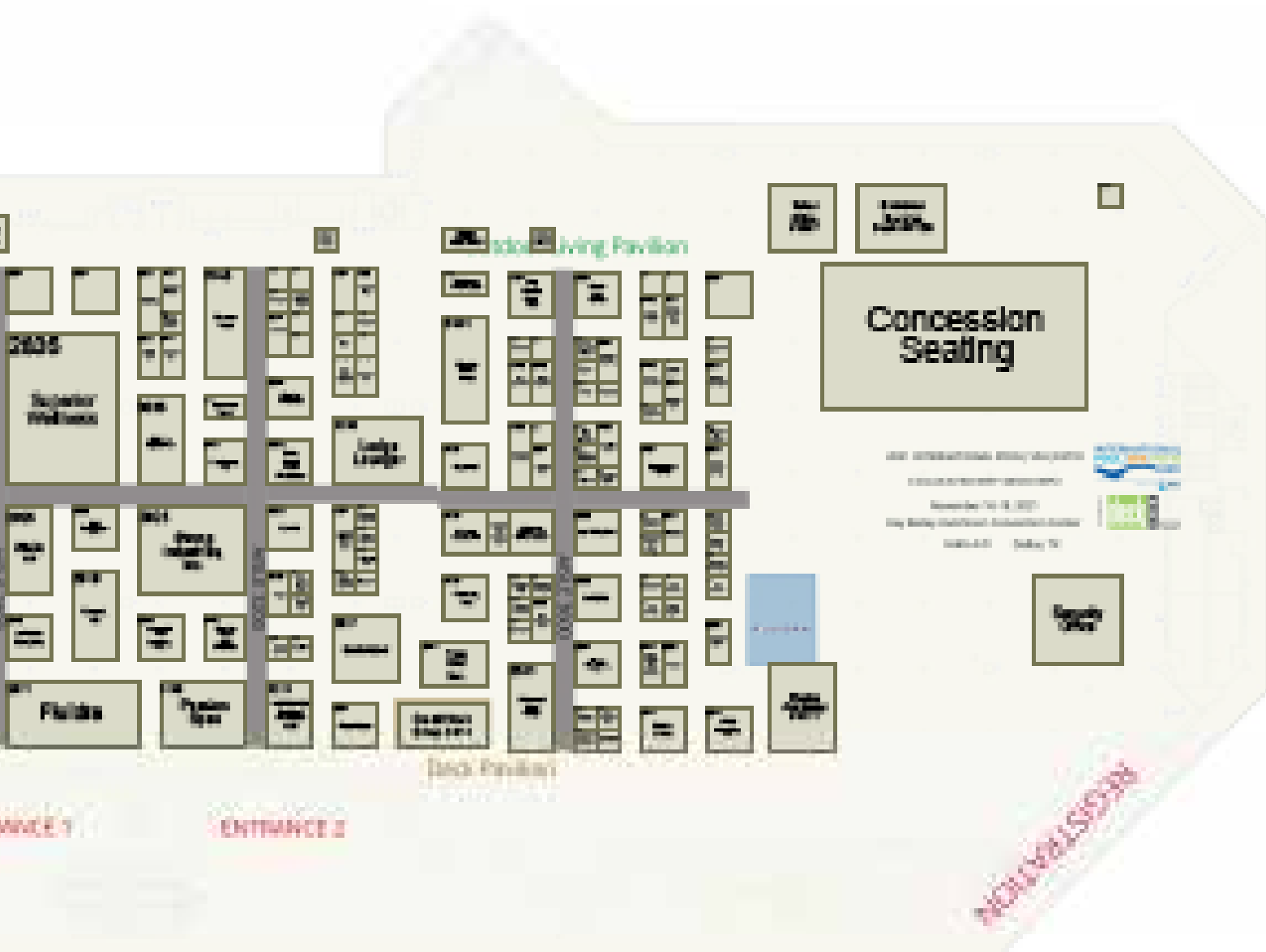
**ITSSSENSAFE**

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# Floor Plan







## HOURS

Tuesday, November 16

10:30 am - 5:00 pm

Wednesday, November 17

10:30 am - 5:00 pm

Thursday, November 18

10:30 am - 2:30 pm

# Where inspiration meets action

The Expo Hall is THE place for pool, spa, patio, decking, and outdoor living professionals to discover and source the latest products and services while further Developing professional and technical skills.

- Connect directly with manufacturers and suppliers
- Learn about the latest innovations and technologies driving the industry
- Attend educational sessions and experience live product demonstrations
- Purchase the products and services you need for your business





### View

**100s of Vendors** — The volume and variety of vendors at the PSP/Deck Expo allows you to gather product information, see the newest product and services available, and source new suppliers.



### View

**Show Floor Education** — The education on the show floor offers seminars for commercial operators and residential professionals. Free to attendees, seating is available on a first-come, first-serve basis.



**Million Dollar Pool Design Challenge** — Based on a fictitious scenario, designers create an ultimate outdoor oasis with a million-dollar budget.

A panel will be picking 5 finalists to send to this year's event. All finalists' presentations will be demonstrated on-site on the show floor.

Wednesday, November 17  
1:45 pm - 2:45 pm  
PSP/Deck Expo Stage



### View

**Product Showcase**  
Visit the product showcase to discover the latest innovations and technology in the market all in one place.

Plot out the PSP/Deck Expo vendors you want to chat with by creating a planner account.



Show Floor  
Features  
and Special  
Events

Pool Prize  
Party




























Grill + Chill  
Area






















BBQ Bash

Pavilions





# Exhibitor Listings

























8STREME.....	2151	
ACID MAGIC.....	1711	
ADORN, HANDI PIER, NATURAL CONCRETE PRODUCTS, ZIPUP CEILINGS & UNDERDECK .....	3717	
AFCO INDUSTRIES, INC.....	3811	
AGS STAINLESS INC.....	3525	
ALTENLOH, BRINCK & CO. US, INC. / SPAX.....	3327	
ALTTOGLASS USA .....	2449	
AMBOOO .....	3816	
AMCS INC. ....	1927	
AMERICAN SEALANTS INC (ASI).....	1851	
AMERICAN SHOTCRETE ASSOCIATION .....	1953	
AM-FINN SAUNA & STEAM .....	1105	
ANDERSON MANUFACTURING CO. INC.....	1834	
AQUA COMB / MI-WAY, INC.....	2220	
AQUA CREEK PRODUCTS LLC.....	2039	
AQUA LEISURE INDUSTRIES, INC.....	2217	
AQUA MAGAZINE.....	1111	
AQUA TECHNICS POOLS.....	1335	
AQUABELLA TILE.....	2029	
AQUABOND INC .....	1338	
AQUASALT, LLC .....	1813	
AQUASTAR POOL PRODUCTS, INC. ....	2317	
AQUATHERM INDUSTRIES, INC. ....	2013	
AQUATIC ACCESS, INC. ....	2022	
AQUATIC GLAZING INTERNATIONAL.....	1823	
ARISTECH SURFACES LLC .....	2323	
ARTESIAN SPAS.....	2411	
ARTISTIC PAVER MFG. ....	2211	
ARTISTRY IN MOSAICS .....	1861	
BARRIER REEF POOLS LLC .....	2121	
BASECRETE TECHNOLOGIES LLC .....	1641	
BD (BEYOND DECKING) ENGINEERING.....	3523	
BEAUTY AND BEYOND .....	3822	
BESTPURE (USA) INC.....	2542	
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