



**Expo: Nov 15-17**  
**Education: Nov 12-17**

Las Vegas Convention Center  
Las Vegas, Nevada



## PSP/DECK EXPO 2022

# Digital Show GUIDE

EDITION #1 | August 2022

INTERNATIONAL  
POOL | SPA | PATIO  
EXPO



CO-LOCATED WITH

deck EXPO



### Registration Now Open

Save with Early Bird Pricing (through Sept 14)

### Your Top 10 Reasons to Attend

### Learn from Industry Experts

See who is speaking at the event

**LEE BRICE**

FEATURING

**PAT GREEN**

CONCERT PRESENTED BY  
**HERITAGE**  
POOL SUPPLY GROUP

**NOV 15, 2022**  
DOORS OPEN 7PM

**HOUSE OF BLUES**  
LAS VEGAS

# Dive in AND DECK OUT

The International Pool | Spa | Patio Expo, co-located with Deck Expo (**PSP/Deck Expo**) is the only comprehensive, far-reaching, and industry-connected event.

There's a lot to look forward to this year, as the show is celebrating its 65th anniversary in 2022. PSP/Deck Expo was originally founded in 1957 as an event focused on pools and spas. It grew over time, including a co-location with Deck Expo in 2020.

Today, 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.

From the Expo Hall to hands-on demos and an extensive educational program, you can get everything you need to strengthen your business, all in one place. PSP/Deck Expo is where products are launched and ideas are born - a must-attend event for every business seeking success in 2023.

With the assistance of our advisory board, we have developed a well-rounded conference program - there's more than 100 education opportunities during the week! You can explore thousands of products and services on the show floor, attend free sessions in the educational centers, watch live product demonstrations, and more.

This Digital Show Guide provides you with an overview of what is happening at PSP/Deck Expo 2022. Use it as a planning tool to help you get the most out of your visit.

So **Dive In** to the experience - and **Deck Out** with the best networking, education, and technology to propel your pool-building business forward.



## About us

Jilin Test Bio-Electron Co., Ltd. is an enterprise focusing on the field of fast testing for healthy life. Our water testing products have a wide range of applications, covering environmental protection, disinfection, medical, food, aquariums, swimming pools, industrial water and other fields.

### POOL & SPA TEST STRIPS

It is quick and accurate to test pool/spa/hot tub water with our product. Test multiple important chemical elements value in the water within just 15 seconds.



Enjoy your every swim and bath!

### PORTABLE WATER QUALITY ANALYZER

- SMART
- SIMPLE
- AFFORDABLE
- MULTIFUNCTIONAL

Jilin Test Bio-Electron Co., Ltd.

Find us at <http://www.tstcheck.com/>

Contact: +8613644304067

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Visit us at booth#7567



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REGISTRATION SPONSORED BY



## Badges are Back!

Prefer a printed badge? They're back in 2022! Simply stop by registration or any of the mobile printing stations located in high-traffic areas to print your badge. Badges will be printed on recycled paper stock. Please look for recycling stations at the conclusion of the show to recycle your badge.



## 65 Years Strong

The show is celebrating its 65th anniversary in 2022. PSP/Deck Expo was originally founded in 1957 as an event focused on pools and spas. It grew over time, including a co-location with Deck Expo in 2020.



Today, 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. With an unparalleled educational experience and actionable insights for in-depth discussions with your peers, this event is second to none.



# SHOW INFORMATION

PSP/Deck Expo continues to be the premier event for pool, spa, patio, decking, and outdoor living professionals.

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.



## Registration

All attendees are required to register and obtain an official show badge.

Select from conference packages or an expo hall pass. Don't forget to add on special events!

Registration discounts are available for active PHTA, NADRA, & NPC members and students.

Register by September 14, 2022 to receive early bird pricing.

## CONFERENCE SUPER PASS *Best Value!*

**Includes:** All PSP/Deck Expo Education Sessions, Show Floor Education, Admission to the Expo Hall, Keynote: CEO Panel, Welcome Party, and BBQ Bash

	Early Bird / Regular
PHTA/NADRA Member	\$230 / \$270
Non-Member	\$290 / \$325
Manufacturer/Wholesaler	\$515 / \$590

## EXPO HALL PASS *Prioritize the Products*

**Includes:** Show Floor Education, Admission to the Expo Hall, Keynote: CEO Panel, and BBQ Bash

	Early Bird / Regular
Regular Pass	\$65 / \$85
Manufacturer/Wholesaler	\$300 / \$350

## DAY PASS *Make the Most of Your Time*

**Includes:** Admission to sessions and special events for the day selected and Expo Hall.

	Early Bird / Regular
PHTA/NADRA Member	\$145 / \$165
Non-Member	\$170 / \$190

## DECK EDUCATION *New for Deck Pros!*

**Includes:** All Sessions in the Deck Track\*, Welcome Party, Admission to the Expo Hall, Show Floor Education, Keynote: CEO Panel, and BBQ Bash.

	Early Bird / Regular
PHTA/NADRA Member	\$125 / \$145
Non-Member	\$155 / \$165

- \* The Multi-Types of Railing Requirements for Multifamily & Other R2 Dwellings (TU06)
- Stop Losing Money Before the Job Even Starts: How to Fix Your Estimates (WE08)
- Solving the Biggest Marketing Challenge Facing the Deck & Patio Construction Industry - Unconverted Leads (TH08)

# SHOW INFORMATION

## My Show Planner

### PLANNING AND LOGISTICS IN 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.

## Expo Hall Hours

- Tuesday, November 15 10:30 am - 5:00 pm
- Wednesday, November 16 10:30 am - 5:00 pm
- Thursday, November 17 10:30 am - 2:30 pm

## Education Session Hours

- Tuesday, November 15 7:30 am - 8:45 am
- Wednesday, November 16 8:45 am - 11:00 am
- Thursday, November 17 7:30 am - 10:30 am



## Hotel

### SAVE ON YOUR HOTEL

In partnership with onPeak, we've secured discounted rates at a variety of hotels in Las Vegas. onPeak is the only hotel provider endorsed by the PSP/Deck Expo, and we encourage you to book through them for the best selection and price.

## BOOK HOTEL

### Hotels in the block include:

- Embassy Suites by Hilton Convention Center Las Vegas
- Encore at Wynn Las Vegas
- Hilton Grand Vacations on Paradise (Convention Center)
- Las Vegas Marriott
- SAHARA Las Vegas
- SpringHill Suites by Marriott Las Vegas Convention Center
- Westgate Las Vegas Resort & Casino
- Wynn Las Vegas

## Show Location

Las Vegas Convention Center (West Hall)  
3150 Paradise Road  
Las Vegas, Nevada 89109



ACCESS MY  
SHOW PLANNER

To access, click the icon above,  
or visit [www.poolspapatio.com](http://www.poolspapatio.com)  
and select "My Show Planner" in  
the upper right corner

# HIGHLIGHTS & WHAT'S NEW

*More information on Special Events can be found on page 13*



## Keynote: CEO Panel

Kick-off PSP/Deck Expo with inspiration from leaders at top manufacturing companies with a CEO Panel on opening morning. This is a phenomenal opportunity to hear about current trends and expectations for the future of our industry.



## NEW! Breakfast of Champions Powered by PHTA

A new relationship- and idea-building event that connects industry subject matter experts with a group of peers for a deep dive into solutions around a specific topic.



## BBQ Bash

We'll fire up the grill, and attendees can kick up their feet and enjoy a chill area while networking with industry professionals. Attendees can enjoy refreshments and devour the goodies being roasted, grilled, poached, and more.



## Welcome Party

The Welcome Party is a networking event on the first evening of the show. Happening on Tuesday, November 15, attendees and vendors can mingle with colleagues, and enjoy food, drinks, and entertainment with a spectacular view from the third floor outdoor terrace at the Las Vegas Convention Center.



## Grill + Chill

This year's Expo will feature outdoor exhibits in a prominent location just outside the main doors. Vendors are specific to deck building, outdoor kitchens and grills, and patio furniture. Vendors are even invited to grill or serve a treat of their choice!



## Various Special Events from Exhibitors and Partners

- Pool Nation Awards™
- PHTA International Awards of Excellence
- PHTA WAVE Network Reception
- Heritage Pool Supply Group Benefit Concert
- GENESIS® Family Reunion and Winemaker Dinner

# GAIN NEW INSIGHTS THROUGH EDUCATION

**PSP/Deck Expo** is where thought-leaders come together to deliver the highest standard of education.

Whether you are new to the industry or a seasoned professional, there are classes and courses for everyone! And with more than 100 education sessions during the week to select from, you're sure to return home with the latest and greatest knowledge to help your business succeed.

Paired with everything else the show can offer, attending **PSP/Deck Expo** gives you an opportunity to have a competitive edge in your industry. The latest insights, tools, and technology will be right at your fingertips.



# EDUCATION GLOSSARY

## Pre-Show Education

**NOVEMBER 12-14**

PSP/Deck Expo is the event for leading industry education and the most sought-after association certifications. Courses are available from our partners at PHTA, GENESIS®, NADRA, and Watershape University.

*Most Pre-Show Education courses include a Super Pass or an Expo Pass.*

## Specialty Education

**NOVEMBER 15-16**

These association-led courses will help you stay at the forefront of the industry. Courses are available from the American Shotcrete Association (ASA) and National Plasterers Council (NPC).

*All Specialty Courses & Certification courses include a Super Pass.*

## Education Sessions

**NOVEMBER 15-17**

With 45+ sessions and a wide variety of education tracks to choose from, our conference program can be tailored to meet your specific needs!

*Education Sessions are included with a Super Pass, or a Day Pass (on Tuesday, Wednesday, or Thursday).*

## Show Floor Education

**NOVEMBER 15-17**

From general business and marketing classes, to hands-on deck education and live demos, the show floor is packed with a large selection of education.

*Show Floor Education is included in all registration types: Super Pass, Expo Pass, and Day Pass.*

*The Show Floor Education schedule is debuting in the next issue of the Digital Show Preview!*

PRE-CONFERENCE SCHEDULE

Saturday November 12	Sunday November 13	Monday November 14
PHTA Certified Service Technician (CST) Course		
PHTA Certified Maintenance Specialist (CMS) 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		
	D180: Drawing for Professionals	
	D271: Architectural Styles	
	D211: Elements of Design	
	D265: Master Designer Methods: Kirk Bianchi, Crafting the Outdoor Space as a Living Art Form	
		NADRA's Deck Evaluation/ Inspection Certification
Watershape University C3611: Essential Plaster Workshop		
Watershape University C4112: Advanced Watershape Construction - Wellness		
		Watershape University B1611: Business Administration Essentials
		Watershape University C3341: Essential Plumbing Workshop
		Watershape University W208: Vanishing and Slot-Edge Design, Engineering & Construction

**PHTA 2022 International Awards of Excellence**  
MONDAY, NOVEMBER 14 // 5:30 PM - 7:00 PM  
Brahms Ballroom at Encore at Wynn Las Vegas  
Honoring the recipients of the 2022 International Awards of Excellence, one of the largest, most well-renowned design competitions in the industry. *Free to attend, but registration required.*

**NEW! Keynote: CEO Panel**  
TUESDAY, NOVEMBER 15 // 9:00 AM - 10:30 AM  
Ballroom, 3rd Level  
Meet a panel of CEOs from leading manufacturers to discuss the state of the industry. A phenomenal opportunity to hear about trends and expectations for the future of our industry. *Admission is included with a Super Pass, Expo Pass, or Tuesday Day Pass.*

**PHTA WAVE Network Reception**  
TUESDAY, NOVEMBER 15 // 4:30 PM - 5:30 PM  
Convention Center: Third Floor Terrace  
Network and socialize with other young professionals in the industry. *Free to attend, but registration required.*

**First Time Attendee Reception**  
TUESDAY, NOVEMBER 15 // 4:30 PM - 5:30 PM  
Convention Center: Third Floor Terrace  
Connect with fellow first-time attendees for a networking reception designed just for you. *Free to attend, but registration required.*

**Welcome Party**  
TUESDAY, NOVEMBER 15 // 5:00 PM - 7:00 PM  
Convention Center: Third Floor Terrace  
An attendee favorite! Start your night at the Welcome Party - mingle, grab food and drinks, and enjoy some entertainment. *Admission is included with a Super Pass or Tuesday Day Pass. Tickets may be purchased separately for \$45/each through September 14 and \$55/each thereafter.*

**Heritage Pool Supply Group Benefit Concert**  
TUESDAY, NOVEMBER 15 // 7:00 PM - 11:00 PM  
House of Blues at Mandalay Bay  
Pat Green and Lee Brice will play exclusively for PSP/Deck Expo attendees and exhibitors. This Heritage Cares Foundation event benefits Swim Across America and Step Into Swim. Join the Heritage Pool Supply Group at the House of Blues for an amazing night of entertainment, fun, and fundraising. *Free to attend, but registration required.*

**Breakfast of Champions Powered by PHTA**  
WEDNESDAY, NOVEMBER 16 // 7:00 AM - 8:30 AM  
Room W322-327 at the Convention Center  
A new relationship- and idea-building event that connects industry subject matter experts with a group of peers for a deep dive into solutions around a specific topic.  
*\$25 for members, \$50 for non-members.*

**Million Dollar Pool Design Challenge Session**  
WEDNESDAY, NOVEMBER 16 // 1:30 PM - 2:15 PM  
Show Floor Education Session  
Five finalists will present their renderings to their peers. Voting is to be held live, and the top designers will receive a cash prize.  
*Admission is included with all registration types.*

**BBQ Bash**  
WEDNESDAY, NOVEMBER 16 // 5:00 PM - 6:30 PM  
Grill + Chill Area  
We'll fire up the grill, and attendees can kick up their feet and enjoy a chill area and network, enjoy refreshments, and devour the goodies being roasted, grilled, poached, and more.  
*Admission is included with all registration types.*

**Pool Nation Awards™**  
WEDNESDAY, NOVEMBER 16 // 6:30 PM -9:30 PM  
Room W322-327 at the Convention Center  
Recognizing companies, products, and individuals in various categories in the pool industry and are chosen by leading Pool Pros in the industry.  
*\$75/ticket; registration required.*

**GENESIS® Family Reunion and Winemaker Dinner**  
WEDNESDAY, NOVEMBER 16 // 7:00 PM - 10:00 PM  
Celebrity Cars Las Vegas  
Take this special opportunity to reconnect with the ever-expanding GENESIS® family, including fellow GENESIS® students, instructors, sponsors, and industry professionals. You won't want to miss this! *\$195/ticket*

# 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

## What you'll see at the 2022 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 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.
- 2 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.

LEARN HOW YOU CAN HELP >

# Welcome Party

**TUESDAY, NOVEMBER 15**  
5:00 pm - 7:00 pm

On the Terrace of the Las Vegas Convention Center  
Included with a Super Pass or Tuesday Day Pass

## Hydrate. Caffeinate. Celebrate.

Stop by and fuel up before heading out for the evening. Enjoy complimentary food and drinks while networking with your peers. See skyline views of the Las Vegas Strip and pre-game for the evening.





# IT MAKES SENSE TO BE A MEMBER OF PHTA

**New!**

Design & Build Certification Pathways  
Apprenticeship Program for Service Technicians  
Resource Library  
On-Demand Education  
Safety Tools  
Mentor Program  
MyPHTA Online Community

**Join**  
for as little as  
**\$50**  
a month!

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

Pool & Hot Tub Alliance  
2111 Eisenhower Ave. | Ste 500 | Alexandria, VA 22314 | 703-838-0083 | [phta@phta.org](mailto:phta@phta.org)



## SCHEDULE AT A GLANCE

Schedule as of June 6, 2022. Subject to change.

### Monday, November 14

8:00 a.m. - 2:00 p.m. - PHTA Board of Directors Meeting  
8:00 a.m. - 3:00 p.m. - ISPSC  
8:00 a.m. - 5:00 p.m. - GENESIS® C201: Construction School, Concrete Pools  
8:00 a.m. - 5:00 p.m. - GENESIS® D271: Architectural Styles  
8:00 a.m. - 5:00 p.m. - GENESIS® D180: Drawing for Professionals  
8:00 a.m. - 5:00 p.m. - GENESIS® D265: Master Design Methods  
8:00 a.m. - 5:00 p.m. - GENESIS® D211: Elements of Design  
8:00 a.m. - 5:00 p.m. - PHTA Certified Pool & Spa Maintenance Specialist (CMS)  
8:00 a.m. - 5:00 p.m. - PHTA Certified Service Technician (CST)  
8:00 a.m. - 5:00 p.m. - PHTA Certified Pool Operator (CPO)  
3:00 p.m. - 5:00 p.m. - PHTA Standards Meeting  
5:30 p.m. - 7:00 p.m. - Awards of Excellence

### Tuesday, November 15

7:30 a.m. - 8:30 a.m. - PHTA All Council/Committee Leadership Meeting  
8:30 a.m. - 12:00 p.m. - PHTA Certification Testing (Session 1 of 2)  
9:00 a.m. - 10:20 a.m. - Keynote  
10:45 a.m. - 12:00 p.m. - PHTA Fiberglass Pool Manufacturer Council Meeting  
1:00 p.m. - 4:30 p.m. - PHTA Certification Testing (Session 2 of 2)  
3:30 p.m. - 5:00 p.m. - PHTA Membership Committee Meeting  
5:00 p.m. - 6:30 p.m. - PHTA WAVE Reception  
5:00 p.m. - 6:30 p.m. - PSP Welcome Party  
5:30 p.m. - 6:30 p.m. - PSP First Time Attendee Reception  
8:30 p.m. - 9:30 p.m. - PHTA Leadership Reception (Invite Only)

### Wednesday, November 16

7:00 a.m. - 8:30 a.m. - Breakfast With Champions  
7:30 a.m. - 8:30 a.m. - PHTA Builders Council Meeting  
8:30 a.m. - 9:15 a.m. - CPSA Board Meeting  
9:15 a.m. - 10:30 a.m. - Int'l Hot Tub Association (IHTA) Meeting  
10:45 a.m. - 12:00 p.m. - PHTA Service Council Meeting  
1:00 p.m. - 2:30 p.m. - PHTA WAVE Steering Committee Meeting  
2:00 p.m. - 3:00 p.m. - PHTA Retail Council Meeting  
3:00 p.m. - 5:00 p.m. - PHTA Chapter Forum Meeting  
5:00 p.m. - 6:00 p.m. - Manufacturer Agents Council (Networking)  
7:00 p.m. - 10:00 p.m. - GENESIS® Family Reunion & Winemaker Dinner  
6:30 p.m. - Charity Concert Sponsored by Heritage  
7:30 a.m. - 8:30 a.m. - PHTA Manufacturer Agents Council  
7:30 a.m. - 8:30 a.m. - PHTA Education Committee Meeting  
9:00 a.m. - 10:15 a.m. - PHTA Commercial Council Meeting

### Thursday, November 17

7:30 a.m. - 8:30 a.m. - PHTA Education Committee Meeting  
9:00 a.m. - 10:15 a.m. - PHTA Commercial Council Meeting

### GENESIS® Solution Center PHTA Demo Zone

Tuesday, November 15: 10:30 a.m. - 5 p.m.  
Wednesday, November 16: 10:30 a.m. - 5 p.m.  
Thursday, November 17: 10:30 a.m. - 2:30 p.m.

# WHY ATTEND?

1

## Vendors

The volume and variety of vendors at the PSP/Deck Expo allows attendees to gather product information, see the newest products and services available, and source new suppliers.

2

## Education

Thought leaders will present the latest trends, discuss current challenges the industry faces, and share best practices for improving your business. You can stay up-to-date on where the industry is heading.

3

## Networking

Business is not just what you know, but who you know. At PSP/Deck Expo, you have the opportunity to meet with other professionals. You can see old friends, make new business connections, and exchange ideas with your peers.

4

## Collaboration With Everyone

PSP/Deck Expo is the only event that actively collaborates across the entire industry to bring you the most comprehensive array of education and technology.

5

## All The Segments

Bring together the entire project team. PSP/Deck Expo unites all segments: builder, retail, service, residential, outdoor living, and more.

6

## A Way To Support The Industry

The PSP Expo is sponsored by PHTA. GENESIS® is the show endorser, and NADRA is the Deck Expo sponsor.

As a participant, a portion of your registration fee is directed to these associations to support important educational programs, standards development, and advocacy efforts that benefit the pool, spa, and decking industries.

7

## Get Ready For Next Year

Let's close out 2022 and kick off the buying cycle for 2023.

8

## Be The First To Experience New Products And Tech

Remember all of the "2022 Products of the Year" listicles? Many of them made their debut at last year's event. PSP/Deck Expo is the best place for a front-row seat to the technology of tomorrow.

9

## An Industry Update, From Industry Experts

New in 2022! Join us at the Keynote: CEO Panel. We'll meet a panel of CEOs from leading manufacturers to discuss the state of the industry. Hear about current trends and expectations for the future. Leaders from Hayward Holdings, Jacuzzi Group Worldwide, Big Green Egg, Heritage Division/SRS, and Deckorators are scheduled.

10

## Find Solutions For Your Challenges

Gain insights on upcoming trends and techniques that you can immediately apply to help your business succeed.

# A VERY SPECIAL THANK YOU

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

SHOW SPONSOR



SHOW PUBLICATION



SHOW ENDORSER



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ASSOCIATION SPONSORS



MEDIA PARTNERS



#1 CONCERT AT THE 2022  
INTERNATIONAL POOL | SPA | PATIO EXPO™



FEATURING



LIVE AT



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TICKETS ARE LIMITED  
SO RESERVE NOW

**NOV 15, 2022** | **DOORS OPEN 7 PM**

ALL ATTENDEES ARE WELCOME TO JOIN US FOR A FREE NIGHT OF FUN TO SUPPORT  
THE INDUSTRY AND SHOW GRATITUDE TO OUR CUSTOMER AND SUPPLIER PARTNERS

HERITAGE CARES

PROCEEDS BENEFIT



CONCERT PRESENTED BY



BUILDING THE MOST POSITIVE  
FORCE IN THE INDUSTRY





# We Build Professionals

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

## PHTA Certified Pool Builder & Design Professional Pathway

We are setting the standards of excellence for professional builders and service professionals. The PHTA Certified Pool Builder & Design Professional Pathway, powered by GENESIS®, is an education and certification career pathway designed to build on your foundation of knowledge so that you can become a Certified Master Pool Builder & Design Professional.



[genesis.phta.org/certification](https://genesis.phta.org/certification)



## Pre-conference sessions increase the number of CEUs you earn!

**GENESIS® C201: Construction School, Concrete Pools**  
24 Hours | 2.4 IACET CEUs | 24 PHTA CEUs  
DBPR/CILB-FL #0612786 – 24 hours  
Sat/Sun/Mon - November 12-14, 2022 – 8 a.m. - 5 p.m.

**D271: Architectural Styles**  
16 Hours | 1.6 IACET CEUs | 16 PHTA CEUs  
Sun/Mon - November 13-14, 2022 – 8 a.m. - 5 p.m.

**D180: Drawing for Professionals**  
16 Hours | 1.6 IACET CEUs | 16 PHTA CEUs  
Sun/Mon - November 13-14, 2022 – 8 a.m. - 5 p.m.

**D211: Elements of Design**  
16 hours | 1.6 IACET CEUs | 16 PHTA CEUs  
Sun/Mon - November 13-14, 2022 – 8 a.m. - 5 p.m.

**D265: Master Designer Methods: Kirk Bianchi, Crafting the Outdoor Space as a Living Art Form**  
16 Hours | 1.6 IACET CEUs | 16 PHTA CEUs  
Sun/Mon - November 13-14, 2022 – 8 a.m. - 5 p.m.

**Pool & Spa Operator® (CPO®) Certification Course**  
16 Hours | 1.6 IACET CEUs | 16 PHTA CEUs  
Sun/Mon - November 13-14, 2022 – 8 a.m. - 5 p.m.

**PHTA Certified Maintenance Specialist (CMS) Course**  
HOURS/CEUS: 20 hours | 20 PHTA CEUs  
Sat/Sun/Mon - November 12-14, 2022 – 8 a.m. - 5 p.m.  
8 a.m. – Noon (Mon)

**PHTA Certified Hot Tub Technician (CHTT) Course**  
HOURS/CEUS: 16 hours | 16 PHTA CEUs  
Sun/Mon - November 13-14, 2022 – 8 a.m. - 5 p.m.

**PHTA Certified Service Technician (CST) Course**  
HOURS/CEUS: 24 hours | 24 PHTA CEUs  
Sat/Sun/Mon - November 12-14, 2022 – 8 a.m. - 5 p.m.

**PHTA | ICC PRESENT THE 2021 INTERNATIONAL SWIMMING POOL & SPA CODE**  
HOURS/CEUS: 6 hours | 0.6 CEUs  
Mon - November 14, 2022 – 8 a.m. - 3 p.m.

### Strategic Partners

FLUIDRA

HAYWARD

LOU  
powered by Evosus

LYON FINANCIAL

MCC  
MERCHANT COST CONSULTING

PENTAIR

Raypak  
A Rheem Company

WatkinsWellness  
Feel good. Live well.

# EDUCATION SCHEDULE

## CONFERENCE

Tuesday, November 15

7:30 am – 8:45 am

**BUS** **RTL** **TU01: If We Could Turn Back Time: 25 Lessons That We Have Learned**  
Speakers: Matt Gohlke, Nick Day

**BLD** **WU** **TU02: Watershape University: Steel Reinforcement for Shotcrete Applications**  
Speakers: Bill Drakeley

**BUS** **TU03: Use AUTOMATION To SELL More and SATISFY More, WITHOUT More Manpower!**  
Speaker: Brett Abbott

**PHTA** **RTL** **TU04: Retail Panel & Roundtable Discussion**  
Speakers: PHTA Retail Council Members

**BLD** **RTL** **SRVC** **TU05: Water Balance 101**  
Speaker: Christopher Golden

**DECK** **TU06: The Multi-Types of Railing Requirements for Multifamily & Other R2 Dwellings**  
Speaker: David Mullins

**SRVC** **TU07: Comprehensive Swimming Pool Inspections with Leak Detection**  
Speaker: Darren Merlob

**GEN** **OUL** **TU08: D323: Outdoor Kitchen Design**  
Speaker: Jason Brownlee

**BLD** **GEN** **TU09: C205: Pool Tile: The Good, the Bad, and the Ugly**  
Speaker: Greg Andrews

9:00 am – 10:30 am

**SPCL** **Keynote: CEO Panel**  
Moderator: Manuel “Manny” Perez de la Mesa  
Panelists:

- Rick Roetken, President, North America, Hayward Holdings
- Dave Jackson; CEO, Jacuzzi Group Worldwide
- Ardy Arani; CEO & Managing Director, Big Green Egg
- Matt McDermott; President, Heritage Division/SRS
- Landon Tarvin; Vice President, Deckorators

Education Track Key		
<b>BLD</b>	Builder	<b>DES</b> Design
<b>BUS</b>	Business	<b>GEN</b> GENESIS
<b>COM</b>	Commercial	<b>OUL</b> Outdoor Living
<b>DECK</b>	Deck	<b>PHTA</b> PHTA
		<b>RTL</b> Retail
		<b>SRVC</b> Service
		<b>WU</b> Watershape University
		<b>SPCL</b> Special Event

# New in 2022!



## KEYNOTE: CEO PANEL

TUESDAY, NOVEMBER 15  
9:00 am - 10:30 am

Join us to hear lessons learned and future expectations from multiple industry CEOs. Learn about new trends and expectations from consumers, what they believe is important to success, and where they are heading in the years to come.

Leaders from these companies are scheduled to appear:

- Hayward Holdings
- Jacuzzi Group Worldwide
- Big Green Egg
- Heritage Division/SRS
- Deckorators

Immediately followed by the grand opening of the Expo Hall  
Admission included with all registration types.



# EDUCATION SCHEDULE

## CONFERENCE

Wednesday, November 16

7:00 am – 8:30 am

**SPCL** Breakfast of Champions  
Powered by PHTA

8:45 am - 9:45 am

**WU** **BLD** **WE01: Geotechnical Loads and the Unified Soil Classification System**  
Speaker: Dave Peterson

**GEN** **BLD** **DES** **WE02: D415: Designer Dialogues; How to Choose to Work with the Architectural Styles and Timeline Design**  
Speakers: Feras Irikat, Paul John Boulifard, Kate Wiseman, Jason Brownlee, Andy Kaner

**OUL** **WE03: Outdoor Kitchens Reward the Lifestyles of the Owners**  
Speaker: Michael Gotowala

**BUS** **WE04: Post Pandemic Business Awareness**  
Speaker: Juliet Phelps

**RTL** **WE05: “I Will Just Get it Online:” Strategies to Keep Your Customers on Your Doorstep**  
Speaker: Anne Obarski

**SRVC** **WE06: Finding Leaks - Turn Headaches into Profits**  
Speakers: Brad Madison, Lance Anderson

**SRVC** **WE07: Maximizing Efficiency: The Role of Specialty Chemicals in Pool Care**  
Speaker: Alicia Stephens

**DECK** **WE08: Stop Losing Money Before the Job Even Starts: How to Fix your Estimates**  
Speaker: Chris Breen

**GEN** **BLD** **WE09: C230: Shotcrete Science (Part 1)**  
Speakers: Terry Brannon, Rocky Wisely

Wednesday, November 16

10:00 am – 11:00 am

**BUS** **WE10: Builders, Bloopers and Blunders - Common Construction Defects in Swimming Pools**  
Speaker: Scott Cohen

**GEN** **BLD** **WE11: C230: Shotcrete Science (Part 2)**  
Speakers: Terry Brannon, Rocky Wisely

**WU** **BUS** **WE12: Impressive Construction Proposals**  
Speaker: Michael Nantz

**BUS** **WE13: 10 Secrets to A Successful Digital Marketing Strategy**  
Speaker: Bruce Porter

**RTL** **WE14: Service TOUCHPOINTS: 9 Critical Points of Contact That Impact Customer Loyalty**  
Speaker: Anne Obarski

**WU** **SRVC** **WE15: Equipment Pads Built for Ease of Service**  
Speaker: David Penton

**SRVC** **WE16: How to do More Service with Reduced Staff**  
Speaker: Mike Leone

**SRVC** **WE17: Staining, Scaling & Discoloration: Identification, Prevention & Removal**  
Speakers: Jim Sturick, Jana Auringer



Education Track Key					
<b>BLD</b>	Builder	<b>DES</b>	Design	<b>RTL</b>	Retail
<b>BUS</b>	Business	<b>GEN</b>	GENESIS	<b>SRVC</b>	Service
<b>COM</b>	Commercial	<b>OUL</b>	Outdoor Living	<b>WU</b>	Watershape University
<b>DECK</b>	Deck	<b>PHTA</b>	PHTA	<b>SPCL</b>	Special Event

# EDUCATION SCHEDULE

## CONFERENCE

Thursday, November 17

7:30 am - 9:00 am

**GEN** **BLD** TH01: C415: Dampproofing Panel (Part 1)

Speaker: Terry Brannon

**BUS** TH02: Instagram Shops, Facebook, Tik Tok, Pinterest and More! Understanding Your Expanded Social Commerce 2022 Ad Options!

Speaker: Pam Vinje

**SRVC** TH03: Myths of Water Chemistry and Testing

Speaker: Christopher Golden

**BUS** TH04: Building Your Lean Projects for Profitable Results

Speaker: Brad Humphrey

**SRVC** TH05: Hiring, Managing, and Leading in Pool Service

Speakers: Hal Denbar, Bryan Banta, Harry Geller, Chad Nikkel

**BUS** TH06: Fast Friends - Quickly Bond With Your Clients to Discover What They Really Want

Speaker: Scott Cohen

**PHTA** **BLD** TH07: VGBA Application and Field Inspections

Speakers: Steve Barnes, Steve Getzoff

**DECK** TH08: Solving the Biggest Marketing Challenge Facing the Deck & Patio Construction Industry - Unconverted Leads

Speaker: April Edwards

Thursday, November 17

9:15 am - 10:30 am

**BUS** **WU** TH09: Preventing Litigation

Speakers: Bill Drakeley, Paolo Benedetti

**GEN** **OUL** TH10: D423: Outdoor Living: How to Create Beautiful and Comfortable Outdoor Rooms

Speaker: Kate Wiseman

**GEN** **BUS** TH11: D237: How Innovative Creativity Can Profit Your Business

Speaker: Feras Irikat

**BUS** TH12: Find, Hire, Train and Retain Self-Motivated Workers

Speaker: Brad Humphrey

**SRVC** TH13: Pool Inspections - "The Why, Who, How & When"

Speaker: Peter Muehlbronner

**BLD** **DES** TH14: How to Design with Elevations From Too Flat to Too Steep

Speaker: Mike Farley

**SRVC** TH15: Consolidation of the Pool Service Industry - From the Experts

Speakers: Augusto Titarelli, Justin Kuperberg, Fraser Ramseyer, Lucas Dorrell, Wendy Parker, Gary Crayton

**GEN** **BLD** TH16: C415: Dampproofing Panel (Part 2)

Speaker: Terry Brannon

### Education Track Key

<b>BLD</b> Builder	<b>DES</b> Design	<b>RTL</b> Retail
<b>BUS</b> Business	<b>GEN</b> GENESIS	<b>SRVC</b> Service
<b>COM</b> Commercial	<b>OUL</b> Outdoor Living	<b>WU</b> Watershape University
<b>DECK</b> Deck	<b>PHTA</b> PHTA	<b>SPCL</b> Special Event

# EDUCATION SCHEDULE

SHOW FLOOR



## PSP/Deck Expo Stage | Booth 7173

Tuesday, November 15			
Time	Code	Session Name	Speakers
11:30 am- 12:15 pm	E1	Introducing the New PHTA/ICC-2 Standard for Public Pool and Spa Operations and Maintenance	Dennis Berkshire, Joe Laurino, Jody O’Grady, Ken Gregory, Justin Wiley, Steve Barnes, John Weber
12:30 pm - 1:15 pm	E2	Why Not Me? How I Went From 5 Startups to 5 Multi-Million Dollar Businesses and Why You Can Do it Too	Lance Bachmann
1:30 pm - 2:15 pm	E3	Watershape University White Papers on Key Issues	Dave Peterson, Bill Drakeley
Wednesday, November 16			
11:30 am - 12:15 pm	E6	Let’s Clear the Air - Air Quality for Indoor Swimming Venues	Jody O’Grady, John Weber, Jim Egan
1:30 pm - 2:30 pm	E8	Million Dollar Pool Design Challenge	Mike Farley, Reid Schindler
3:45 pm - 4:30 pm	E10	Service Session	TBA

*More of the Show Floor Education schedule is debuting in the next issue of the Digital Show Preview!*

*View the video!*



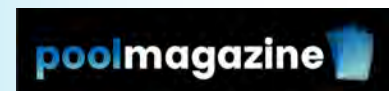
*Click to Watch!*



**The Million Dollar Pool Design Challenge** offers pool designers the opportunity to create a mock outdoor living area, with a minimum \$1 million budget. For the first time, designers can win a top prize of \$10,000 thanks to Lead Sponsor, Riverflow Pumps by Current Systems.

*See the finalists and vote for the winner in Session E8 - Wednesday, November 16 from 1:30 p.m. to 2:30 p.m.*

**Additional Sponsors**



**Lead Sponsor**

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To access, click the icon to the left, or visit [www.poolspatio.com](http://www.poolspatio.com) and select "My Show Planner" in the upper right corner.

# PRE-CONFERENCE EDUCATION: PHTA

## CERTIFIED SERVICE TECHNICIAN® (CST®) COURSE

SATURDAY, NOVEMBER 12- MONDAY, NOVEMBER 14  
\$1,399 Member / \$1,899 Non-Member (Early Bird)  
Includes Super Pass

The Service Technician Course (CST) provides 24-hours of education for service technicians looking to elevate their knowledge. The course reviews common problems regarding pool finishes and examines potential solutions. Students will explore circulation, filtration, hydraulics, and electricity, culminating in a well-rounded understanding of potential problems and solutions.

*Speaker: Trevor Sherwood*

## PHTA CERTIFIED MAINTENANCE SPECIALIST® (CMS®) COURSE

SATURDAY, NOVEMBER 12 - MONDAY, NOVEMBER 14  
\$1,199 Member / \$1,699 Non-Member (Early Bird)  
Includes Super Pass

The Maintenance Specialist Course (CMS) provides students a breakdown of the required education to safely and adequately maintain a water vessel. Students will examine multiple modules, including chemistry, calculations, water quality, structures and finishes, circulation, heaters, controls, filtration, and electrical components. *Speaker: Kevin Tucker*

## CERTIFIED POOL & SPA OPERATOR® (CPO®) CERTIFICATION COURSE

SUNDAY, NOVEMBER 13 - MONDAY, NOVEMBER 14  
\$525 Member / \$625 Non-Member (Early Bird)  
Includes Super Pass

The Pool & Spa Operator® (CPO®) Certification is the world's leading verifiable pool and spa training credential for aquatic facility maintenance personnel, health officials, retailers, property owners, and other professionals. CPO® certification provides individuals with the basic knowledge, techniques, and skills of pool and spa operations. *Speaker: Connie Sue Centrella*

## PHTA CERTIFIED HOT TUB TECHNICIAN® (CHTT®) COURSE

SUNDAY, NOVEMBER 13 - MONDAY, NOVEMBER 14  
\$999 Member / \$1,499 Non-Member (Early Bird)  
Includes Super Pass

The Hot Tub Technician (CHTT) Course provides students with a range of practical knowledge on servicing and troubleshooting factory-built hot tubs, regardless of brand. Industry experts will provide hands-on experience regarding hot tub chemistry, and examine electrical systems, circulation, and filtration while learning tips and tricks for basic repairs to interior surfaces.

*Speaker: John Schaedler*

## PHTA | ICC PRESENT THE 2021 INTERNATIONAL SWIMMING POOL & SPA CODE

MONDAY, NOVEMBER 14  
\$299 Member / \$399 Non-Member (Early Bird)

The ISPSC is a comprehensive pool and spa code concentrating on all aspects of pool and spa design and construction. The code addresses quality, safety, energy, and conservation and built upon national consensus, the code is ANSI/APSP approved standards. Student builders will examine the benefits of adopting the code. Officials are provided an explanation of the code and the practices the code is built on. *Speaker: Ken Gregory*

# PRE-CONFERENCE EDUCATION: GENESIS® CONSTRUCTION AND DESIGN SCHOOLS

## C201: GENESIS® CONSTRUCTION SCHOOL: CONCRETE POOLS

SATURDAY, NOVEMBER 12 - MONDAY, NOVEMBER 14  
\$2,090 Member / \$2,590 Non-Member (Early Bird)  
Includes Super Pass

This comprehensive construction school is the only program that satisfies the education requirement to sit for CBP exam. Attendees spend three days with a team of expert faculty learning all of the necessary disciplines for building a structurally sound water vessel. Topics covered include site analysis, introductory fluid engineering, geotechnical and structural engineering that includes a review of difficult sites, shotcrete, waterproofing, tile, interior finishes, coping, and concrete decking. *Speakers: Terry Brannon, Travis Bozick, Tom Dankel, Randy Dukes, Rocky Wisely, Greg Andrews*

## D180: DRAWING FOR PROFESSIONALS

SUNDAY, NOVEMBER 13 - MONDAY, NOVEMBER 14  
\$1,790 Member / \$2,290 Non-Member (Early Bird)  
Includes Super Pass

In our business, drawing is a tool you must have to communicate with your clients effectively. In this course, we'll teach you fundamental sketching, drawing, and drafting skills, along with how to read and layout plans. No previous drawing experience is needed. D180 is a required course to become a Certified Expert Pool Builder & Design Professional. *Speaker: Andy Kaner*

## D271: ARCHITECTURAL STYLES

SUNDAY, NOVEMBER 13 - MONDAY, NOVEMBER 14  
\$1,790 Member / \$2,290 Non-Member (Early Bird)  
Includes Super Pass

Understanding architectural styles will enable you to coordinate details and relate the water elements back to the surrounding environment in an appropriate way. When the pool is designed to match the home's architecture, the effect can be breathtaking and add value to the property. D271 is a required course to become a Certified Expert Pool Builder & Design Professional. *Speaker: Paul John Boulifard*

## D211: ELEMENTS OF DESIGN

SUNDAY, NOVEMBER 13 - MONDAY, NOVEMBER 14  
\$1,790 Member / \$2,290 Non-Member (Early Bird)  
Includes Super Pass

This course is an introduction to the fundamentals of good design and will teach you how to lay out the different improvements in your projects (e.g. pool, spa, patio, etc). We will break the fundamentals down into two categories: the Elements of Design and the Principles of Design. Once you have a good grasp of the fundamentals, you will learn how to apply them. D211 is a required course to become a Certified Expert Pool Builder & Design Professional. *Speaker: Jason Brownlee*

## D265: MASTER DESIGNER METHODS: KIRK BIANCHI, CRAFTING THE OUTDOOR SPACE AS A LIVING ART FORM

SUNDAY, NOVEMBER 13 - MONDAY, NOVEMBER 14  
\$1,790 Member / \$2,290 Non-Member (Early Bird)  
Includes Super Pass

The pool is but a mirror, reflecting that which you wish to accentuate beyond it. As part of the new GENESIS® Master Designer Methods series, Bianchi will retrain your thinking of water vessel design. "The pool is often built first in the sequence of outdoor improvements. For the best integration, however, it should actually be designed last."

Bianchi's method will require students to rethink their design approach, with a landscape-based process that considers the functionality of the entire space first. The course lecture and projects will focus on sightlines, living spaces, traffic flow, spatial considerations, and more. D265 is a required course to become a Certified Master Pool Builder & Design Professional. *Speaker: Kirk Bianchi*



# JOIN NADRA!

Are you a member yet?

## THE COMMUNITY YOU WANT TO BE A PART OF!



### Education

NADRA provides 3 types of classes: In-Person, Live ZOOM Webinars, and Pre-recorded On-Demand. (1) Free deck-specific course is offered monthly to current members of NADRA.



### National+ Deck Competition

NADRA recognizes and promotes excellence in the outdoor living & decking industry. Each year we celebrate and honor outstanding successes in the industry at a prestigious Industry Awards presentation & celebration. The 2022 National+ Deck Competition will be opening late summer for entries!



### Code Development

NADRA has a very active and strong code committee. We are represented at all ICC hearings and have a common-sense approach to code.



The mission of the North American Deck and Railing Association (NADRA) is to provide a unified source for the professional development, promotion, growth, and sustenance of the Deck and Railing building industry in North America so that members can exceed the expectations of their customers.

### NADRA'S DECK EVALUATION/INSPECTION CERTIFICATION

MONDAY, NOVEMBER 14

Members: Education Only - No Manual: \$259 / Education + Certification: \$289 | Includes Deck Education Pass  
Non-Members: Education Only - No Manual: \$339 / Education + Certification: \$739 | Includes Deck Education Pass

This program will allow the industry professional the opportunity to employ the ability to safely evaluate a deck. After the Deck Evaluation Class, the individual will understand how to analyze the following deck components, issues, and more: Stairs, footings and posts, joists, joist connections, girders, ledger connections, deck boards, handrail assemblies and guards, recognize proper and improper fasteners, assess hardware or material corrosion, and review of the safety standards of all (decks, stairs, guards) structures.

### FOR EVERYONE

#### NEW THIS YEAR!

When you take a NADRA pre-conference course, you automatically get a complimentary Deck Education pass! It includes:

- All Sessions in the *Deck Track*\*
- Welcome Party
- Admission to the Expo Hall
- Show Floor Education
- Keynote: CEO Panel
- BBQ Bash
- \* *The Multi-Types of Railing Requirements for Multifamily & Other R2 Dwellings (TU06)*
- *Stop Losing Money Before the Job Even Starts: How to Fix Your Estimates (WE08)*
- *Solving the Biggest Marketing Challenge Facing the Deck & Patio Construction Industry - Unconverted Leads (TH08)*

### FOR NON-MEMBERS

#### Better value option available:

Consider joining NADRA today for discounted member price with manual included. [Click here to see how to join.](#) \*If you join today, you may continue with registration at the discounted member rate.



Info@NADRA.org

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NADRA.ORG

# ADDITIONAL EDUCATION: ASA & NPC



**ASA SHOTCRETE NOZZLEMAN  
EDUCATION COURSE PRESENTED BY THE  
AMERICAN SHOTCRETE ASSOCIATION**  
**TUESDAY, NOVEMBER 15 | 8:00 A.M. - 4:00 P.M.**  
\$395 (Early Bird) | Includes Super Pass

This course is designed for shotcrete nozzlelemen, individuals involved with the inspection of shotcrete, and anyone interested in learning about the principles and practices that must be known and understood for a nozzleman to satisfy his role in the quality application of the shotcrete process.

ASA Nozzleman Education Courses present an overview on placement technique, finishing, curing, testing, equipment and safety as it relates to the nozzleman and the shotcrete process. This course also helps to prepare individuals for participation in the ACI Nozzleman Certification program. ACI required work experience, written exam, performance exam and other program criteria will be discussed. *Speaker: Charles Hanskat*

**QUALITY SHOTCRETE - KNOW IT WHEN  
YOU SEE IT (PRESENTED BY ASA) - WITH  
OR WITHOUT EXAM**  
**WEDNESDAY, NOVEMBER 16**

- **WITHOUT EXAM: 8:00 AM - 4:00 PM**
- **WITH EXAM: 8:00 AM - 6:00 PM**

\$625 with Exam; \$405 without Exam (Early Bird)  
Includes Super Pass

Pool Builders, though you may have used shotcrete contractors for years on your projects do you know what to look for to confirm you're getting the best quality for your money? Though shotcrete is a placement method for concrete the process has fundamentally different equipment, material selection, crew responsibilities, application techniques, testing, curing and protection that need to be considered for producing high-quality and durable shotcrete you as a pool contractor and the owner expect.

*Please Note:* Those individuals pursuing ACI Shotcrete Inspector Certification may take the required 90-minute written exam at the conclusion of this seminar.  
*Speaker: Charles Hanskat*



**NPC'S START-UP TECHNICIAN  
CERTIFICATION COURSE**

**TUESDAY, NOVEMBER 16**  
\$440/Members, \$635 Non Members (Early Bird)  
Includes Super Pass

This 8-hour program will certify an individual in the National Plasterers Council industry method of properly starting up the water chemistry and care of a newly surfaced swimming pool and/or spa.

The course will cover six primary areas:

1. Basics of Plastering Materials & Applications
2. Basics of Pool Water Chemistry
3. Review of Various Test Kits & Testing Methods
4. General Start-up Procedures & Timeline
5. Understanding the Langelier Saturation Index
6. Identification of Common Problems & Solutions

The course will conclude with a sixty (60) minute written test (80% is required to pass). Certification is valid for three (3) years. Each attendee will receive a Course Workbook, NPC Technical Manual, IPPSA Basic Training Manual, and laminated Pool Start-up Card.  
*Speaker: Kent Westfall*



# ADDITIONAL EDUCATION: WATERSHAPE UNIVERSITY

Watershape University is founded on the premise that a "TEAM" always wins over individual achievement. We believe principled leadership, honesty and integrity, a supportive culture, and altruism will result in personal growth and professional gain for the entire WU TEAM of students, faculty, and corporate partners.

**WATERSHAPE UNIVERSITY C3611:  
ESSENTIAL PLASTER WORKSHOP**  
**SATURDAY, NOVEMBER 12 - SUNDAY, NOVEMBER 13**  
\$1,400 (Early Bird) | Includes Super Pass

This class defines and resolves frustrating disconnects that have long existed between pool builders, plaster applicators, and service technicians. By combining these three disciplines and the key phases they encompass, students completing this class will fully understand concrete pool expectations in terms of a finished application, successful start-up, and satisfying project goals and intentions. *Speakers: Jon Temple, Eric Knight, Bill Drakely*

**WATERSHAPE UNIVERSITY C2711:  
MAJOR RENOVATIONS WORKSHOP**  
**SATURDAY, NOVEMBER 12 - SUNDAY, NOVEMBER 13**  
\$1,400 (Early Bird) | Includes Super Pass

As existing pools age and ownership turns over to a new generation, major renovations have become a larger and larger part of the watershape construction market. This in-depth, two-day major renovation design course is formatted with a series of targeted lectures supporting an interactive renovation design project.  
*Speakers: Rick Chafey, Paolo Benedetti*

**WATERSHAPE UNIVERSITY C4112:  
ADVANCED WATERSHAPE  
CONSTRUCTION - WELLNESS**  
**SATURDAY, NOVEMBER 12 - SUNDAY, NOVEMBER 13**  
\$1,400 (Early Bird) | Includes Super Pass

Wellness is a broad term that encompasses everything from diet and exercise to mindfulness and physical therapy. As the watershaping industry embraces this healthy trend and growing market it is with little guidance on the underlying principles and risk in the design and construction phases. There is tremendous potential for our industry to become the leaders in this emerging space. Instructors will list several wellness elements and explain the physiology, design, construction and operation thereof. *Speakers: Wallace J. Nichols, Dave Peterson*

**WATERSHAPE UNIVERSITY W208:  
VANISHING AND SLOT EDGE DESIGN,  
ENGINEERING & CONSTRUCTION**  
**MONDAY, NOVEMBER 14**  
\$900 (Early Bird) | Includes Super Pass

This focused eight-hour program deconstructs the artistry of the edge and exposes the technical challenges with solutions that include everything from reinforcing steel to new fluid engineering analysis tools. Students are expected to have a smartphone or tablet to access the analysis tools. *Speaker: Dave Peterson*

**WATERSHAPE UNIVERSITY C3341:  
ESSENTIAL PLUMBING WORKSHOP**  
**MONDAY, NOVEMBER 14**  
\$900 (Early Bird) | Includes Super Pass

This course not only teaches the basics for how to evaluate the plumbing system required for specific system being installed, but it also dives deeper into the specific means and methods necessary to install these elements in order to ensure the long term success of the project. *Speakers: Dave Penton, Kevin Cobabe*

**WATERSHAPE UNIVERSITY B1611:  
BUSINESS ADMINISTRATION ESSENTIALS**  
**MONDAY, NOVEMBER 14**  
\$900 (Early Bird) | Includes Super Pass

Operating a construction, service, and/or retail business can be a rewarding experience but it also comes with great responsibility and potential liability. Quality watershaping firms need to be on top of their games in both their external client-facing efforts, and also internally on corporate / personnel-facing operations. This 8-hour lecture introduces student to a broad range of important management topics and provides tools to help them apply basic best practices to their business.  
*Speakers: Julie Kazdin, Chris Volk*



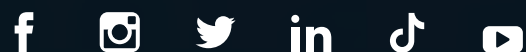
# SUPERIOR WELLNESS

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Open during Expo Hall Hours

*Located in the plaza, just outside the doors of the convention center*

PLUS! Come by the BBQ Bash

**Wednesday, November 16 | 5:00 pm - 6:30 pm**

# THE EXPO HALL

## Hours

Tuesday, November 15  
10:30 am - 5:00 pm

Wednesday, November 16  
10:30 am - 5:00 pm

Thursday, November 17  
10:30 am - 2:30 pm

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

Where inspiration meets action



View

### 100S OF VENDORS

The volume and variety of vendors at PSP/Deck Expo allows you to gather product information, see the newest products 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 16 // 1:30 PM - 2:15 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.





## 6 Ways Pool and Spa Pros Can Beat the Labor Shortage

*The worker shortage has hit the industry hard. But savvy pros are using incentives, training and fun to woo newer employees—and retain existing ones.*

By: Gary Thill

*EDITOR'S NOTE: This article first appeared in Pool & Spa Professional, the official media brand of the International Pool | Spa | Patio Expo™, co-located with Deck Expo.*

As pool and spa pros try to capitalize on the ongoing demand produced from people wanting to make their backyards into home getaways, they continue to be stymied by another major trend—the labor shortage.

The problem is so bad for Myles Berger that the owner/operator of Hot Tub Central must sub in at the warehouse to receive new hot tub shipments because he can't find forklift operators. "It's pretty much working seven days a week to get things done," Berger said. "But if I'm not in the showroom, it's one less salesperson, so it definitely impacts sales as well."

That scenario is playing out nationwide, according to the multiple interviews with Pool & Spa Professional, which is especially worrying as demand shows signs of waning. But savvy pros are finding ways to find the workers they need—and cash in on the opportunity at hand.

For example, Marty Spears, sales manager for Van Dorn Pools & Spas, continues to find enough workers to meet the ongoing demand he sees in the Baltimore area. At the same time, he's maintained a core group of employees. One group has been with the family-owned firm for 20 to 30 years. While the "newer" group has been there for 3 to 10 years.

Here's a look at six different methods Spears has found to attract new employees and retain existing ones:



Photo Credit: Alamy

**1. Provide a clear incentive and pathway for workers to advance.** When employees see the possibility for more income and opportunity, they're more likely to stay long term. "We like to make them part of the process in terms of doing training and providing incentives to move into sales, which can help them out financially," Spears said. "It's better to come at more as this is a place to learn and grow."

**2. Emphasize the "non-corporate" family atmosphere.** Spears says he tries to make new employees feel like part of the extended family of his third generation-owned business. That means taking an interest in employees beyond the workplace. "We want you to enjoy yourself and talk to us about what your interests and needs are," he said. "But at the same time encourage integrity and becoming part of a family team."

**3. Invest in employees.** In short, Spears said that means providing ample training opportunities. Spears relies on vendors for much of his training and covers costs of travel and logistics. He also makes sure employees know that he's available for training. "I'll do whatever I can in a normal workday to train," he said. "But if you're willing to stay a few hours after work, I'm available. I tell them, 'Sure it's an investment in the company, but it's also an investment in yourself.'"

**4. Encourage employees to invest in themselves.** There's a plethora of online training available post-COVID. And some manufacturers have entire suites of online training modules. Spears urges his employees to take advantage of those resources. "You've got to walk a fine line between micromanaging and being overbearing versus encouraging people to give it their all," he said.

**5. Get employees to use the products.** To be the best salespeople—and throw in a bit of fun—Spears encourages workers to try out hot tubs after work hours. He even joins them in the water and turns it into a training opportunity. "It's a little off the wall, but I just say, 'We're going to talk about sales, but as we do so, we're also going to be using the hot tub,'" he said. "You want them to feel the benefits first-hand while you're talking about it."

**6. Use existing employees to recruit new ones.** This strategy works best when employees enjoy their jobs enough that they'll tell family and friends about it. But employers can also prime the pump by choosing employees who best model their ideal. "If you start by asking employees you really admire or have a lot of integrity, you kind of already know anyone they're going to refer to you is going to have that same level of professionalism and work ethic," he said.

### Author bio:

Gary Thill is a nationally recognized independent writer, editor with an extensive writing and editing background in the residential and commercial construction sectors. He produced the Remodeling Big50 for five years, served as editor of the Replacement Contractor e-newsletter for five years and has contributed regularly to Remodeling and other construction-focused publications for several decades. Thill lives and works in Portland, Oregon.

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