

2027 CONFERENCE AT A GLANCE

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LEGEND

C CERTIFICATION

B BUSINESS SESSION

★ ROOKIE TO
ALL-STAR
(BEGINNER)

S SPECIALTY SESSION

T TECHNICAL SESSION

PRE-REGISTRATION IS REQUIRED FOR ALL CLASSES. THIS INCLUDES THE TECH PASS.

SUNDAY | JAN. 24

8:00 AM – 5:00 PM

- C** GENESIS® C201: CONSTRUCTION SCHOOL: Concrete Pools (3 Days) Day 1
- S** GENESIS® D231: Color Theory and Its Application (2 Days) Day 1
- S** GENESIS® E211: Fluid Hydraulics for Pools and Spas (2 Days) Day 1
- C** ★ PHTA: Certified Hot Tub Technician (3 Days) Day 1
- C** ★ PHTA: Certified Maintenance Specialist (3 Days) Day 1
- C** PHTA: Certified Service Technician (3 Days) Day 1
- S** Watershape University B2121: Essential Residential Pool Inspections (2 Days) Day 1
- C** Watershape University C2111: Essential Pool Construction (3 Days) Day 1
- S** Watershape University C2711: Essential Major Renovations Workshop (2 Days) Day 1

8:30 AM – 5:00 PM

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

MONDAY | JAN. 25

8:00 AM – 5:00 PM

- C** GENESIS® C201: CONSTRUCTION SCHOOL: Concrete Pools (3 Days) Day 2
- S** GENESIS® D231: Color Theory and Its Application (2 Days) Day 2
- S** GENESIS® D250: How to Convert Design and Style into Sales
- S** GENESIS® E211: Fluid Hydraulics for Pools and Spas (2 Days) Day 2

MONDAY, 8:00 AM – 5:00 PM CONT.

- C** National Plasterers Council (NPC) Pool Start Up Certification
- C** ★ PHTA: Certified Hot Tub Technician (3 Days) Day 2
- C** ★ PHTA: Certified Maintenance Specialist (3 Days) Day 2
- C** PHTA: Certified Service Technician (3 Days) Day 2
- S** PHTA: The Pool & Hot Tub Business Playbook
- C** SPANISH: National Plasterers Council (NPC) Pool Start Up Certification
- S** Watershape University B1611: Essential Business Administration
- S** Watershape University B2121: Essential Residential Pool Inspections (2 Days) Day 2
- C** Watershape University C2111: Essential Pool Construction (3 Days) Day 2
- S** Watershape University C2241: Quality Shotcrete for Pools - Know it, Demand it
- S** Watershape University C2711: Essential Major Renovations Workshop (2 Days) Day 2

8:30 AM – 5:00 PM

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

10:00 AM – 4:00 PM

- S** Sales Fundamentals For The Pool & Spa Professional
- S** ★ **Women in the Industry Workshop** | Breakthrough Leadership

1:00 PM – 4:15 PM

- T** ★ Fundamentals of Pool Water Chemistry & Practical Water Management
- T** Vinyl Liners: Tips and Techniques for the Perfect Fit

COURSES ARE AVAILABLE IN THE MORNING AND AFTERNOON

1:30 PM – 3:00 PM

- T** Chemical Automation Training
- T** ★ CSI: Do I Have Scale or Calcium Crystals in My Pool?
- T** ★ Efficient Installation & Operation of Small Footprint Gas Pool Heaters
- T** Make Your Salt System Work for You
- B** Planning Your Business Exit: Succession, Family Dynamics & Maximizing Value
- B** Rethinking Health Benefits in 2027 and Beyond: Costs, Retention & Smarter Decisions
- T** Sanitation and Oxidization
- B** Sell More Pools/Spas and Backyard Projects in 2027
- T** ★ SPANISH: Química de Piscinas y Spas 101: Fundamentos Técnicos para el Control del Agua

TUESDAY | JAN. 26

8:00 AM – 12:00 PM

- C** National Plasterers Council (NPC) Start-Up Recertification and Exam
- C** ★ PHTA: Certified Hot Tub Technician (3 Days) Day 3
- C** ★ PHTA: Certified Maintenance Specialists (3 Days) Day 3

8:00 AM – 5:00 PM

- C** GENESIS® C201: CONSTRUCTION SCHOOL: Concrete Pools (3 Days) Day 3
- C** PHTA: Certified Service Technician (3 Days) Day 3
- C** Watershape University C2111: Essential Pool Construction (3 Days) Day 3

8:30 AM – 11:45 AM

- S** ★ Adult & Child First-Aid/CPR/AED (Red Cross Certification)
- T** ★ Basic Electricity for Pool and Spa Technicians

9:00 AM – 10:30 AM

- B** AI in the Pool Industry: From Conversations to Automations
- B** Are You Making a Profit?
- T** Beyond the Test Strip: Where Chemistry Meets Technology
- T** Breaking the Habit: Rethinking Stabilizer (CYA) in Modern Pool Care
- B** Building a Foundation for Growth with Systems and Processes that Scale

- T** ★ Designing with Sand: Creating Unique Water Shapes, Textures, and Outdoor Living Experiences
- T** ★ Fading Fiberglass: The Chemistry Behind Chalking and How to Stop It
- T** Finding Leaks – Turn Headaches into Profits
- B** From Quote to Contract: Financing Strategies That Drive Sales
- T** ★ GENESIS® C188: Damp-proofing: 3 Key and Important Steps That Are Commonly Overlooked
- T** GENESIS® C325: Built for the Northeast: Freeze-Thaw, Groundwater, and Structural Decisions That Make or Break Pools
- T** Hydraulics For Service Professionals (Pool Pad Efficiencies)
- T** JANDY: Next Generation Automation
- B** Legal Issues Related to Temporary & Seasonal Employees of Pool/Spa Companies
- T** Mastering the Four Failure Zones: Base, Joint, Drainage, and Surface in Concrete and Fiberglass Pool Hardscapes
- B** Pool Horizons: Why Swimming Pools Matter
- T** SPANISH: Filtracion para los Profesionales de la Piscina
- T** ★ Vinyl Liners Expert Panel (Measuring & Installs)

11:00 AM – 12:00 PM

- S** ★ Salt System Troubleshooting

11:30 AM – 1:30 PM

- S** ★ Portable Spa Control Diagnostic 101

12:30 PM – 1:30 PM

- S** ★ Leak Detection: Under the Deck - Pinpointing Underground Plumbing Leaks

12:30 PM – 5:00 PM

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

1:30 PM – 3:00 PM

- T** ★ Commercial Pool Lifts & ADA Compliance
- B** ★ Cybercriminals Are Out to Get You. Here's How to Protect Your Data and Your Brand
- T** GENESIS® C416: Lessons from the Field: Project Profiles in High-End Residential Pool Construction and Field Notes That Protect Quality

- T** GENESIS® D318: Design That Feels: Color, Materials, and Storytelling in High-Impact Aquatic Spaces
- T** Hayward OmniX: The Next Generation of Smart Pool Equipment & Automation
- B** Is Your Pool or Spa Business Sale-Ready? How to Maximize Value Before You Ever Talk to a Buyer.
- T** ★ Myth vs. Method: Overcoming Bad Internet Advice in Pool Care
- B** PHTA: The Retail Store Is the Classroom: Turning Water Tests, Displays, and Staff Conversations Into Higher-Value Sales
- T** Pool Tile Installation Systems for Success
- T** ★ Poolside Tech: The Future of Pool Automation - Installation and Programming with The Attendant
- T** SPANISH: Sistema de Automatización - Pentair IntelliCenter
- B** The Current State of the Backyard Pool Industry
- T** Watershape University C3951: Construction defects
- T** ★ What the Heck is the LSI? (And How to Stop Fighting the Water)
- B** Why Your Team Doesn't Work Like You and What to Do About It

2:00 PM – 3:30 PM

- S** Gas Heater Preventive Maintenance

3:00 PM – 4:00 PM

- S** Leak Detection: Under the Deck - Pinpointing Underground Plumbing Leaks

WEDNESDAY | JAN. 27

8:30 AM - 11:45 AM

- S** ★ Adult & Child First-Aid/CPR/AED (Red Cross Certification)

9:00 AM – 10:30 AM

- T** A Chlorine Pyramid: A New Way to Look at Water Balance
- T** A-B Measuring for Safety Covers: How to Prevent Multiple Trips!
- B** Brand Power: How to Measure It, Build It, and Use It to Charge More
- T** Changes in the NEC Article 680 for 2023, 2026, and Potential 2029 Changes
- B** Games People Play: Interactive Training to Build Better Sales Skills

- T** GENESIS® C234: Plaster and Start-Up Chemistry: Protecting Surface Quality from Day One
- T** ★ Pentair IntelliCenter - Precision Control & Smart Integration
- B** PHTA: From Job Posting to Career Pathway: Apprenticeships, Job Boards, and Workforce Programs That Actually Build Talent
- B** Pool Inspections for Real Estate: Seeing What Others Miss
- T** ★ Proper Techniques for Prepping a Pool Shell for Plastering
- B** So, You Started a Pool Service Company... Now What?

- T** SPANISH: Hayward OmniX: La Nueva Generación de Equipos Inteligentes y Automatización para Piscinas
- T** ★ SPANISH: Qué Diablos es el ISL? (Y Cómo Dejar de Pelear con el Agua)

- T** ★ Swimming Pool Leak Detections and Repairs by Region
- T** ★ Troubleshooting & Simple Repairs for Fiberglass Shells
- T** Watershape University C2451: Handing it Over: Startups, Punch lists & Projects
- B** What to Automate with AI and What to Keep Human

9:00 AM – 1:00 PM

- C** GENESIS®/PHTA Certified Builder Professional Exam
- C** PHTA Certification Exams: CST, CMS & CHTT

11:00 AM – 12:00 PM

- S** ★ Salt System Troubleshooting

11:30 AM – 1:30 PM

- S** ★ Portable Spa Control Diagnostic 101

12:30 PM – 1:30 PM

- S** Leak Detection: Non-Invasive Static Testing & Trenchless Pipe Repair

1:00 PM – 4:15 PM

- T** SPANISH: Introducción a la Hidráulica Avanzada. (Introduction to Advanced Hydraulics)

1:30 PM – 3:00 PM

- T** AI and Digital Water Chemistry: Smarter, Faster, More Accurate Water Balance
- T** ★ Beyond the Generator: Mastering Water Chemistry in Saltwater Pools
- B** Effective Team Building Skills for Small Businesses
- T** GENESIS® C350: Making the Break Into Commercial Pool Building: What Builders Need to Know Before They Bid
- T** GENESIS® S230: The Service Department Operating System: Routes, Diagnostics, Callbacks, and Margin Control
- T** ★ How To Prevent Algae Without Using Algaecides (The Pro's Guide)
- B** PHTA WAVE: Beyond the Stereotypes: What Younger Professionals Need to Stay, Grow, and Lead
- B** PHTA: Training That Actually Sticks: Building a Company Learning System for Technicians, Retail Staff, and Managers
- T** Raypak: Automating the Pad Without Traditional Automation
- T** SPANISH: Electricidad para los Profesionales de la Piscina
- B** Strategies to Win in a Challenging Economy
- B** The \$10,000,000 Marketing Mindset: How to Grow Beyond You
- T** ★ Trade-Off Modeling of Durability, Cleanability & Filtration Efficiency in Filter Cartridge Design
- T** Understanding Surface Stains: Identification, Removal & Prevention
- T** Watershape University C2240: Pool Shotcrete Inspection and Quality Application

2:00 PM – 3:30 PM

- S** Gas Heater Preventive Maintenance

3:00 PM – 4:00 PM

- S** Leak Detection: Non-Invasive Static Testing & Trenchless Pipe Repair

THURSDAY | JAN. 29

8:30 AM - 10:00 AM

- B** AI Search Is Changing: How Pool & Spa Dealers Can Stay Visible
- B** Beyond the Build: Strategies to Maximize Margins in Pool Building
- T** ★ Chemistry on Autopilot: Consistently exceptional water, regardless of who treats it
- T** Cracking the Code on Algae: Science, Resistance, and Smart Solutions
- T** Electrical Bonding & Grounding for Pool and Spa Professionals
- T** ★ Filtration Sizing and Safety
- B** From Nice-to-Have to Must-Have: Winning the Pool Heater Conversation
- T** GENESIS® E381: Engineering the Renovation: When Existing Pools Need More Than a Facelift
- B** PHTA: Building Service Teams That Stay: Workforce, Retention, and Employee Development in the Pool & Hot Tub Industry
- T** Proper Inground Spa Jet Hydraulic Design in a Variable Speed World.
- T** ★ SPANISH: Cómo Prevenir las Algas Sin Usar Alguicidas (La Guía del Profesional)
- T** Sustainable Commercial Aquatic Operations: How to Do More Using Fewer Resources

The Pool & Hot Tub Alliance (PHTA) has approved all short-format Technical & Business sessions/workshops, PHTA Certification courses, and GENESIS® full-day courses for CEU hours. For questions about other course eligibility, contact PHTA at service@phta.org.

EDUCATION CANCELLATION POLICY: Paid Business, Technical, Specialty, Certification, Pre-Conference Genesis®, and Watershape University Education sessions must be canceled by January 15, 2027. Requests for refunds must be submitted in writing via email to info@thepoolspashow.com on or before this date. A cancellation fee will be charged. Full details can be found at www.ThePoolSpaShow.com.

GET YOUR TEAM READY FOR THE 2027 POOL & SPA SHOW

USE THIS WORKSHEET
TO HELP PLAN
EVERYONE'S SCHEDULE!



View the full Education Conference Schedule online at www.ThePoolSpaShow.com or download a PDF version. Pre-registration is required for ALL classes. This includes the TECH Pass.

NAME: _____

DATE	TIME	SESSION	TYPE (TECH, BUS, CERT, SPEC)

NAME: _____

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