2027 CONFERENCE AT A GLANCE

View full course descriptions and register online at **ThePoolSpaShow.com**

thePOOL&SPAshow
Powered by the Northeast Spa & Pool Association

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 Automatizacion - 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. 28

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: _____

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