

2023 CONFERENCE AT A GLANCE

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

LEGEND

C CERTIFICATION **S** SPECIALTY SESSION **B** BUSINESS SESSION **T** TECHNICAL SESSION ★ ROOKIE TO ALL-STAR (BEGINNER)

Pre-registration is required for ALL classes. This includes the TECH Pass. Arrive at the Show knowing the exact courses you and your team will be attending. Make your plans now! Full course descriptions can be viewed at thepoolspashow.com.

SUNDAY | JAN. 22

8:00 AM - 5:00 PM

- C** GENESIS C201: Construction School Concrete Pools (Certified Builder Professional) - 3 Days (Day 1)
- S** GENESIS: D265 Master Designer Methods: Kirk Bianchi, Crafting the Outdoor Space as a Living Art Form - 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 | E4311 Advanced Fluid Engineering Workshop - 2 Days (Day 1)
- C** PHTA | Certified Pool Operator – 2 Days (Day 1)

1:00 PM - 5:00 PM

- ★ **S** OSHA 10-hour General Industry Training includes 2 hrs. Pool Industry Focus (Watershape University) – 2-Days (Day 1)

MONDAY | JAN. 23

8:00 AM - 5:00 PM

- S** Comprehensive Water Chemistry for Residential Pools
- C** GENESIS C201: Construction School Concrete Pools (CBP) – 3 Days (Day 2)
- S** GENESIS: D265 Master Designer Methods: Kirk Bianchi, Crafting the Outdoor Space as a Living Art Form - 2 Days (Day 2)

- C** National Plasterers Council (NPC) Pool Start Up Certification

- ★ **S** OSHA 10-hour General Industry Training includes 2 hrs. Pool Industry focus (Watershape University) – 2 Days (Day 2)

- C** PHTA | Certified Hot Tub Technician (Day 2)

- ★ **C** PHTA | Certified Maintenance Specialist (Day 2)

- C** PHTA | Certified Service Technician (Day 2)

- S** Watershape University | E4311 Advanced Fluid Engineering Workshop- 2 Days (Day 2)

8:30 AM - 1:00 PM

- S** A Pro's Guide to Above-Ground Pool Assembly & Liner Installation
- S** Pool Inspections and the Real Estate Market: New Opportunities

8:30 AM - 5:00 PM

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

9:00 AM - 4:00 PM

- S** PHTA/ICC Present the 2021 International Swimming Pool & Spa Code
- S** Women in the Industry Leadership Development: Staying Afloat Together

COURSES ARE AVAILABLE IN THE MORNING AND AFTERNOON

9:00 AM - 5:00 PM

S Training for New Trainers: How to Develop, Design, & Deliver Your In-house Education

★ **S** What's Next? Creating Certainty in an Uncertain World

12:30 PM - 5:00 PM

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

S Pool Opening Essentials

1:30 PM - 3:00 PM

B A Dive Into Digital Marketing

T ANSI/PHTA Standards: Guiding You to Better Water Chemistry (RWQC/PHTA University)

B Don't Kill Your Golden Goose - Protect & Perpetuate Your Business

T Hydraulics & Circulation System Basics

T SPANISH – Pentair: Automation Systems (including IntelliCenters & EasyTouch)

5:00 PM - 6:00 PM

S **PHTA Wave Event:** Young Pool & Hot Tub Professionals Thriving in an Unknown Future

TUESDAY | JAN. 24

8:00 AM - 12:00 PM

★ **C** PHTA | Certified Maintenance Specialist (Day 3)

C PHTA Certified Hot Tub Technician (Day 3)

8:00 AM - 5:00 PM

C GENESIS C201: Construction School Concrete Pools (CBP) – (Day 3)

C PHTA | Certified Service Technician (Day 3)

8:30 AM - 11:45 AM

B Are You a Positive Energizer? Make the Connection between Positivity and Profit and Watch Your Business Soar!

B Delivering Service That Makes the Competition Weep

T Gas Fired Heaters: Everything You Need to Know

8:30 AM - 1:00 PM

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

9:00 AM - 10:30 AM

★ **T** Be Ready for Anything: The Proactive Way to Open Pools in the Spring

B Detailed Overview of Employee Handbook & Importance of Job Description

B Developing Leaders from Within

T Fluidra: Supplemental Sanitizing with AOP Systems

B GPS Marketing: Setting Your 'In-Store Stage' to Drive Your Sales

T HVAC & Indoor Pools (Watershape University)

★ **T** Leak Detection Basics

B Marketing Renovation Sales (Watershape University)

★ **T** Recreational Water Balance

★ **T** Salt Chlorine Generators for the Beginner

T Small Space Design & Construction (GENESIS D111)

★ **T** SPANISH – Basic Hydraulics & Circulation Systems

T SPANISH – Profiling Outstanding Projects, Start to Finish (Watershape University)

★ **T** Upselling the Benefits of Solar Energy Heating for Pools

11:00 AM - 2:00 PM

S Tile & Coping: Glass Tile Installation & Waterproofing **Hands-On Workshop**

1:00 PM - 4:15 PM

B Confronting 2023's Critical Issues: Strategies & Tactics for Getting Work, Retaining Employees and Keeping Profits

★ **T** Pool Water Chemistry Basics for Service Techs

1:30 PM - 3:00 PM

- T** Artistry of Vanishing Edge Design & Details (Watershape University)
- T** Bonding & Grounding
- B** Creating The Delivery of Exceptional Business Experiences
- T** CYA Smart: A Movement Toward Better, Healthier Water
- T** Everything You Didn't Realize You Wanted to Know about Algae
- T** Hayward: Supplemental Sanitizing with AOP Systems
- B** Independent Contractor or Employee: Classifying Your Workers
- T** Techniques for Prepping a Pool Shell for Plastering
- T** Pumps/Motors & DOE Compliancy
- T** Safety Cover Measuring
- B** Scale Your Company for Continued Growth: Proven Tactics That Work
- B** So You Want to Be a Master Salesperson

★ **T** SPANISH – How (& Why) Standardizing Pool Chemistry Should Be a Top Priority in the Pool Service Business

- T** SPANISH – In-depth Pool Heating Overview
- T** Stains on Your Finishes & Solutions So You Get Paid
- B** Understanding Your Contract: How to Protect Your Company in a Changing Environment (PHTA University)

2:30 PM - 4:00 PM

- S** Heaters **Hands On Workshop**

WEDNESDAY | JAN. 25

8:30 AM - 11:45 AM

- T** Electricity for the Pool & Spa Service Professional
- B** Introduction to HR Fundamentals
- T** SPANISH – Advanced Hydraulics for Builders/Service Techs
- B** Team Up for Success: How a Culture Can Cure Your Staff Needs

8:30 AM - 1:00 PM

- ★ **S** Pool Opening Essentials (ENCORE)

9:00 AM - 10:30 AM

- T** Advanced Water Chemistry: Keeping Your Pool Water Safe
- T** ANSI/PHTA/ICC-10: Reduce the Risk of Mold & Structural Design in Elevated Pools (PHTA University)
- T** Changes to NEC 680
- T** Comprehensive Swimming Pool Inspections with Leak Detection
- B** Don't Believe Everything You Think
- ★ **T** Energy-Efficient Pool Heating: Solar, Heat Pumps & Hybrid Systems
- T** In-Depth Pool Heating Overview
- B** Job Costing for Profit Versus Existence (GENESIS B311)
- T** Pentair: Automated & Alternative Sanitization
- ★ **T** SPANISH – Pumps/Motors & DOE Compliancy
- T** Specialized Solutions for Smarter, More Efficient Pool Care
- T** Splash Pad Development & Design (PHTA University)
- B** The Power of Effective Communications
- B** The Upshift Manifesto - Thriving in the Post Pandemic Marketplace
- B** Trading in Today's World & How it Affects Short Term & Long Term Planning
- T** Vinylology 101: The More You Know the More You Sell
- T** Water Balance from a Cause & Effect Perspective

9:00 AM - 1:00 PM

- C** PHTA Certification Exam Day

11:00 AM - 2:00 PM

- S** Tile & Coping: Glass Tile Installation & Waterproofing **Hands-On Workshop**

1:00 PM - 4:15 PM

- T** In-ground Pool Vinyl Liners: Getting the Perfect Fit Every Time
- ★ **B** Video Tips & Tricks on How to Create Stellar Videos and Use for Every Stage of the Buyer's Journey

1:30 PM - 3:00 PM

- T** Advanced Pool Electrical Safety for Builders & Service Technicians
- T** ClearComfort AOP Systems: Are They for Me?
- ★ **T** Electronic (Spa) Control Packs: From Then to Now
- B** Employment & Best Practices to Avoid Lawsuits & Business Risk
- ★ **T** How (and Why) Standardizing Pool Chemistry Should be a Top Priority in a Pool Service Business
- B** How to Successfully Use TikTok, Instagram, and Pinterest to Grow Your Business
- T** Hydraulics for Pool Service Professionals (Intermediate)
- T** Maintaining the Water in Salt-Chlorine Generator Pools – The Case for Borates
- ★ **T** Managing Expectations: What Your Homeowner Needs to Know About Vinyl Liner Warranties
- B** Optimize Staff & Inventory in Your Service Department
- T** Pool Chlorine Mysteries: Where is All My Chlorine Going?

- T** Saltwater Pool Troubleshooting: Beyond the Equipment

- ★ **T** SPANISH – Fluidra: Supplemental Sanitizing with AOP Systems

- B** Structured Sales Process (Watershape University)

2:30 PM - 4:00 PM

- S** Heaters **Hands On Workshop**

THURSDAY | JAN. 26

8:30 AM - 10:00 AM

- T** Advanced Measuring Techniques for All Pools
- T** Interior Cementitious Finishes: Setting Realistic Expectations
- T** Proper Inground Spa Jet Design in a Variable Speed World
- B** Recognizing (and Profiting from!) Residential Pool Fails
- ★ **T** SPANISH – Be Ready for Anything: the Proactive Way to Open Pools in the Spring
- T** System Level Hydraulic Design for Pools & Spas
- B** The 2023 “Everything Google” Playbook for Builders, Service Companies and Retailers
- B** The Who, What, and Why Around Today's Acquisition Surge
- T** What's THAT on the Pool Surface

All educational sessions have been approved for credit by the PHTA for their Certification Programs
EDUCATION CANCELLATION POLICY: Request for refunds must be received in writing by email at
info@thepoolspashow.com on or before January 8, 2023.

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GET YOUR TEAM READY FOR THE 2023 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)