

SOLVED! WATER
CHEMISTRY MYSTERIES

REVIEWS. REVIEWS.
REVIEWS.

THE DETAILS OF VANISHING
EDGE CONSTRUCTION

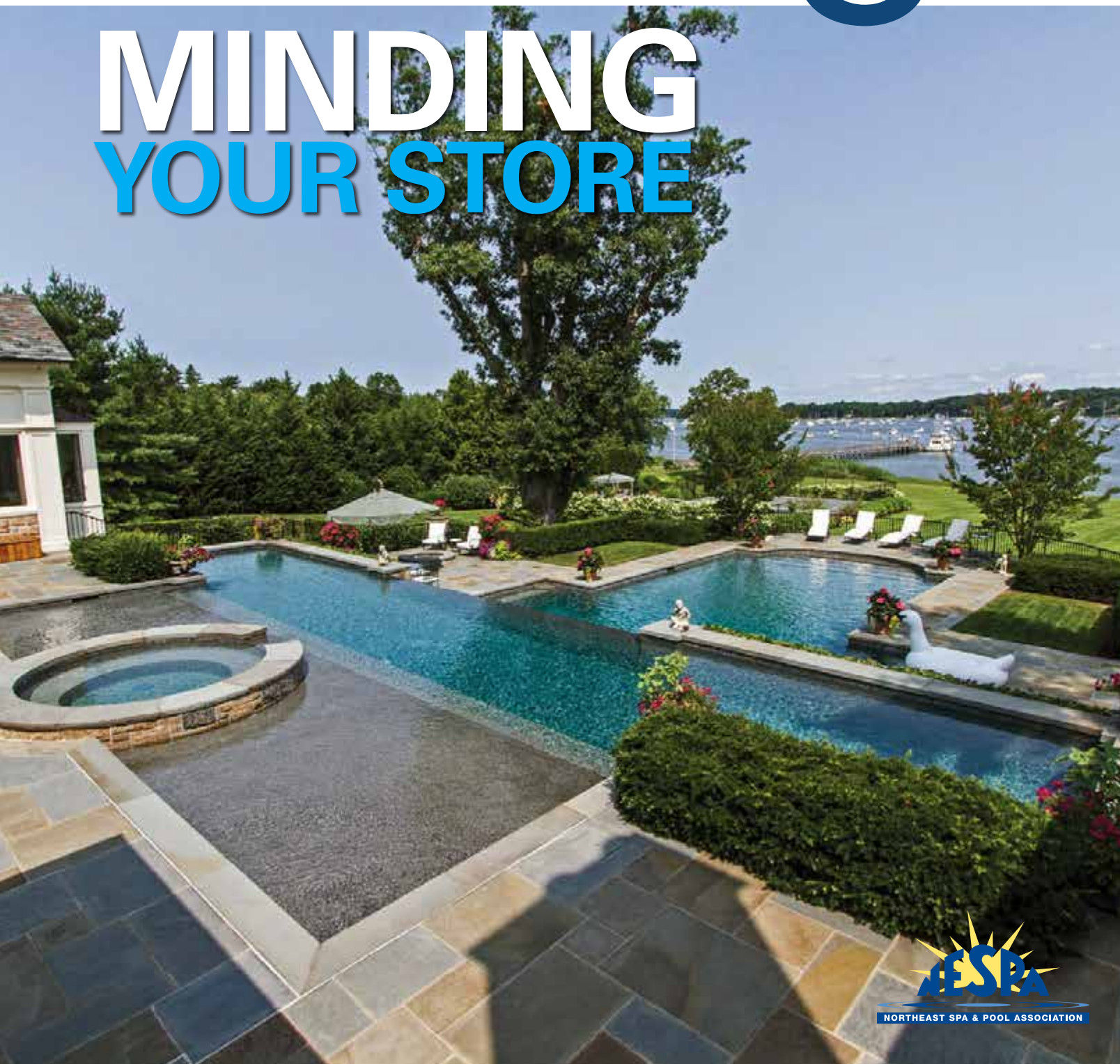
the Edge

2015 FIRST QUARTER \$16

THE QUARTERLY PUBLICATION OF THE NORTHEAST SPA & POOL ASSOCIATION

www.nespapool.org

MINDING YOUR STORE



NORTHEAST SPA & POOL ASSOCIATION

Everything for a pool or spa except the water and the worries®

Since **1955** our original catalog has grown to an extensive full color product and parts guide, mobile app, and website.



Original catalog



In **2015** we are celebrating
60 years and 3 generations
providing our customers with
the parts and products they
need when they need them.

Come celebrate with us at
The Pool & Spa Show
Atlantic City, NJ
January 27th - 29th, 2015
Booth # 3219



BEL~AQUA®
pool supply, inc.

Bel-Aqua Pool Supply, Inc. | 914-235-2200 | sales@bel-aqua.com | bel-aqua.com

AT ZODIAC WE GROW OUR PARTNER BENEFITS SO YOU CAN GROW YOUR BUSINESS



We are invested in our dealers' success. That's why we offer groundbreaking programs and exclusive services – like Tiered Rebates, Zodiac & Polaris® Days Events, new Trade Series Exclusive Products, and our all new Technical Training Program – to help you grow your business. Because we know that when you win, we all win. Find out more about how we can succeed together. Visit www.ZodiacPremium.com.

©2014 Zodiac Pool Systems, Inc. All rights reserved. ZODIAC® is a registered trademark of Zodiac International, S.A.S.U, used under license. All other trademarks referenced herein are property of their respective owners. AD6209



ZODIAC®
a better life®

**THEY BUILT THE
GOLDEN GATE
BRIDGE WITH IT.**

**WE BUILD POOL
COVERS WITH IT.**

**VISIT US
AT ZODIAC
BOOTH
#2437**

Cover-Pools is offering automatic pool covers with stainless steel cable – the same high strength cable used to build suspension bridges. It is more durable than rope – never stretching, breaking or gaining slack. And backed by a seven year warranty, this steel cable is built to last. That means never having to fix misaligned pool cover ropes again. Less adjustments saves you time and money. So stop wasting your time making service calls and start using Cover-Pools' steel cable system. For more information call us today 800-447-2838.

www.coverpools.com/steelcable

COVER  POOLS®



ZODIAC

Highly Efficient.

Intelligent technology.

X94 Professional

Built with the same Raypak Professional Series high performance DNA.



Same digital control logic used on all Raypak pool products



Easily nested, multi-unit installation.



94%

EFFICIENCY



BUILT FOR
HIGH-TRAFFIC
COMMERCIAL
PROPERTIES



SALT-RESISTANT
FOR COASTAL
LOCATIONS



CONSTRUCTED
WITH HEAVY-DUTY
MATERIALS

3

YEAR
WARRANTY

Standard Features:

- Model 410 @399,000BTU input
- Stainless Steel heat exchanger ASME certified.
- Pre-wired flow switch and T&P gauge, 50 state ASME compliant
- Industry leading diagnostic digital control-assembled in the U.S.A. Multi-unit functionality, pump and 3-way valve control.
- Flexible 4" venting options - PVC, CPVC, Polypropylene, Stainless Steel.
- Direct vent capable - ducted combustion air.
- 3 year parts and labor limited warranty (see warranty for details).

We build heaters. We always have. The impulse to move forward, to be more efficient, to be the first is established deep in our genes – not only when it comes to heating your pool, but also, especially, with new ideas. So it is normal for us to go in new directions. Raypak is synonymous with gas heaters. It has been since 1947 – and right from the very first product. The X94 design utilizes our 17 years of high efficiency boiler design knowledge and the very latest in technological advances. We invite you to take a closer look at our newest addition to the Professional line of heating products. Designed for commercial pool applications, simple to install and operate like a residential heater.

Professional • 84 Professional • X94 Professional

Raypak.com
805.278.5300



The Pool and Spa Heating ExpertsSM



quality

safety

safety covers

vinyl liners

strength

trust



19 Readington Road Branchburg, NJ 08876
Phone: 908.707.1122 | Fax: 908.707.1575

the Edge contents

volume 9, no. 1

visit www.nespa.org

features

UPSELLING at the Counter 11

If seven months out of the year you sold an add-on item with a \$6.50 profit to 15 people per day, you would increase your annual gross profit by approximately \$20,000. Do the same with three items and you will increase your gross profit by \$60,000. *by Corinne S. Kraft*

Seven Strategies for Retailers in Turbulent Times 15

The pool and hot tub retail sector is under massive attack on many fronts. The path forward for industry professionals is not about working harder or tweaking existing strategies. Retailers must radically redesign their business strategies, proactively differentiate product and service offerings and dramatically improve the rate at which they deliver exceptional in-store experiences. *by Dennis Gray*

Finding Your Niche and Branding It 19

There's a lot of noise in today's retail world – noise from online offers to non-stop television campaigns, from coupons everywhere (even on your smartphone) to blue light specials in the store. What can you do to climb above all the clutter and solidify your brand? *by GiGi Carder*

7 Characteristics of the Highly Successful Pool and Spa Company 22

Four years of research on more than 700 small business owners reveals the answers: There are seven characteristics associated with highly successful small business, and they are not earth shattering or surprising. *by David B. Riley*

Small Retail Businesses Don't Die, They Just Fade Away! 25

If 100 businesses opened on January 1, only five would be left to celebrate their fifth anniversaries. Of the five remaining, two or three would continue to the 10-year mark. What happened? *by Tom Shay*

Why Should I Pay You? 28

Employers are rethinking compensation in today's workplace. *by Jay Forte*

Online Reviews Can Make or Break You 30

In a world where you're being judged by your online reputation, it's more important than ever to take control of it. *by Aimee Duffy*

Service Award Winner 33

Knowledgeable staff key to top service at Spring & Summer Activities.

4 Water Chemistry Mysteries Solved 43

Get the full picture before you begin to work on addressing your customers' needs. *by John Puetz*

It's All in the Details 47

With unique one-of-a-kind projects, there are certain obstacles to overcome. These obstacles are a learning experience and opportunity for mastery, equipping us with the tools to move toward bigger and better things. *by Jeffrey Boucher*

Urge to Cut Pool Energy Use Spells Opportunity 51

Whether they are driven by environmental concerns, the desire to save money or both, a growing number of swimming pool owners want to cut energy use. That demand spells opportunity for forward-thinking swimming pool professionals – both service professionals and builders – who understand the basics of how and where energy is wasted. *by Steve Gutai*



departments

The President's Message 9

Project Focus: Haven Pools 36

Index of Advertisers 54

On our cover: Built by Haven Pools, Huntington, New York, this magnificent Oyster Bay, New York, pool and spa captured the Judges' Best of Competition award in NESPA's 2014 Outstanding Achievement Awards competition in October 2014.

Read *The Edge* online at

www.naylornetwork.com/nsp-nxt



© Northeast Spa & Pool Association. All rights reserved and all commercial use of the contents prohibited except when expressly authorized, in writing, by the association.



Coming Soon:

The Biggest Thing to Happen to
Pools Since the Last Biggest Thing.

LOOP-LOC is about to set the trend
again with innovative new pool products
that you've just got to see to believe!

Booth #3019
The Pool & Spa Show, Atlantic City
January 27-29, 2015



©LOOP-LOC 2015. Made in the USA.



looploc.com • 1-800-LOC-LOOP

Volume 9, No. 1

The Edge is published for the
Northeast Spa & Pool Association
6B South Gold Drive
Hamilton, New Jersey 08691
(609) 689-9111, fax: (609) 689-9110
www.nespapool.org

2015 Editorial Board

Ron Derven
Editor

John C. Migliaccio, CBP, CPO
President NESPA

Frank Borelle
Vice President NESPA

Irene Insignares, CBP, CPO
Treasurer NESPA

Ronald Falcioni, CPO
Secretary, NESPA

John C. Romano, CBP, CSP
National Director Region I

The Edge Staff

Lawrence Caniglia, JD, CAE
Executive Director

Paulette Pitrak, MS, CSP
Deputy Executive Director

Kelly McKelvey
Director of Communications
& Marketing

Trish McCormick
Show Manager

Pat Cava, CPO
Director of Education

Alcide Guzman
Information Services Manager

Beverly Burt
Show Administrator

B.J. Hann
Programs Coordinator

Published by

NAYLOR
ASSOCIATION SOLUTIONS

5950 NW 1st Place
Gainesville, Florida 32607
(352) 332-1252, (800) 369-6220
fax: (352) 331-3525
www.naylor.com

Publisher: Tracy Tompkins

Editor: Leslee Masters

Project Manager:
Brittany Thompson

Publication Director:
Brian Hoover

Research: Lauren Branin

Advertising Sales:
Maria Antonation, Brian Hoover,
Nicole Hudson, John O'Neil
Beth Palmer, Margaux Tomac

Layout and Design:
Surendra Gupta

PUBLISHED JANUARY 2015/
NSP-Q0115/5354



It's SHOW TIME!

by John C. Migliaccio

AS OUR SHOW opens for its 34th year, we are proud to officially be The Pool & Spa Show powered by the Northeast Spa & Pool Association. At last year's opening we announced our new show name, and this year we are eager to continue to deliver on the promise of being *the* industry's leading pool and spa show.

What has made this show a success year after year is that it is made by pool and spa people for pool and spa people. This has really given us an edge when it comes to developing our education program and bringing the industry together on the show floor each year.

What that means is our show is different than the rest because it is created for the industry by the industry. We know what's happening now and what's around the corner because we deal with it every day in our businesses. We are proud to power the industry's top show and we are excited to see what the next 30 years holds. It's because of this that we are known not just in the Northeast, but around the country and beyond as the industry's must-attend show.

This year's Education Conference offers more than 80 seminars, all designed with the pool and spa professional in mind. We've created a university where you can bring your entire staff to get prepared for the upcoming season and beyond. Whether you are looking to elevate the skills of a recent hire or take a seasoned veteran's (or even your own) skills to the next level, The Pool & Spa Show has what you are looking for. Plus, don't forget that you're more than a pool and spa pro, you're a business person. Make sure to take advantage of the business seminars on marketing, financial and employee management.

While you are walking the show and meeting with the top companies in our industry, don't forget to stop by the Northeast Spa & Pool Association's booth (in aisle 4100). Get the latest news on codes and regulations impacting the industry. Find out about upcoming training and education programs. We're here to help! ■

John C. Migliaccio, CPO, CBP, is the 2014-15 president of the Northeast Spa & Pool Association.



INTRODUCING

The Power of Three: Simple. Soft. Clear.



For more information,
call **1-800-859-SWIM (7946)**
or visit softsoak.com

The Soft Soak® TRIO™ spa care kit is exactly what the majority of your hot tub customers want and have been looking for – a simple, pre-measured system that delivers softer, clearer water for three months of stress-free enjoyment.

TRIO also delivers three things dealers want – solid profit, repeat business and the ability to work with almost any sanitization method.


TRIO™
the feel good spa system

Come see us at BOOTH 2727 during the Atlantic City Show!

from the makers of



UPSELLING

Preparation is Key to Success

by Corinne S. Kraft

at the
Counter



Beth Cronin, Valley Pool & Spa, Greensburg, PA.



Kiona Trifanoff, Valley Pool & Spa, N. Versailles, PA.

IF SEVEN MONTHS out of the year you sold an add-on item with a \$6.50 profit to 15 people per day, you would increase your annual gross profit by approximately \$20,000. Do the same with three items and you will increase your gross profit by \$60,000. You can clearly see the remarkable effect that a little extra work and effort can have on the growth of your business.

Every shopper in your store is an opportunity to increase your sales. Imagine these statistics during your busiest days when you have lines of people in your store. Don't fall prey to believing that you're too busy and there is not enough time. There is always time to sell add-on items at the cash register, even in May and June when the lines are out the door. In fact, this is one of the best times to make additional sales because the customers are shopping and excited about their pools and outdoor fun.

UPSELLING, NOT A RANDOM PLAN

Upselling at the counter to increase sales is not about randomly suggesting

products to your customers. Planning and preparation are required if you want to be successful with a streamlined method that also enhances customer service. To keep your staff focused and not overwhelm them, start the program by selecting 10 or 12 upsell items with a retail price of under \$15, along with their related lead items. Selecting merchandise that pool owners don't typically know they need and that directly relates to what they are buying makes sense, makes suggestion selling easy and produces better results. Shoppers make a special trip to your store to buy necessities such as chlorine, a filter cartridge or an o-ring. Your salespeople should be able to routinely upsell to each of those items. Respectively, a related add-on

item is a weekly enzyme, filter cleaner and o-ring lube.

SCHEDULE TRAINING

After selecting the products for the program, it is important to schedule a few training sessions. Product knowledge and expertise are why consumers shop at your store rather than online or at your competitor's store. For their presentations to flow naturally, all salespeople, regardless of age or experience, need to plan what they will say to convince their customer to purchase the add-on item in 30 seconds or less so the lines continue to move during the busy season.

Prior to the product presentation, the salesperson should choose a simple

and comfortable opening question or statement, such as, “You need this filter cleaner to clean your new cartridge every six weeks.” While saying the lead-in statement, the action of putting the product on the counter, giving ownership to the customer, is equally important.

Each salesperson should write their pitch in their own words to ensure they are comfortable with the presentation. Writing the sales pitch ensures it is easy and thorough, that all of the product’s benefits are included and that

the presentation can be done in less than 30 seconds. And it provides a script to practice. Review what your salespeople write and help them adjust it to be most effective.

Each sales presentation is unique to each customer, but practicing is an effective way to improve one’s ability to be spontaneous and natural. After planning the pitch, it is important that your salesperson is able to say it naturally. Everyone should spend time practicing each phase of the 30-second plan before

role play. Then, schedule time for role playing to ensure it is done. Comfortable role playing is important. Put your salespeople in groups of two or three. If you make them role play in large groups, they typically feel uncomfortable and you defeat the purpose of the practice session. Repetition helps to make the simple 30-second pitch a habit. The best salespeople and the ones who produce the best results truly understand their products and believe in what they are selling.

ENTHUSIASM SELLS

Reinforce that the presentation needs to start with knowing what the customer is buying. Salespeople must have confidence and show excitement about the products. Body language and a smile are just as important as what is being said. People buy based on their emotions, so it is the job of the salesperson to get customers excited about their pool or spa and to help them understand the importance of what is being suggested.

In addition to refined presentations, salespeople must be able to conveniently reach the products they recommend. Make sure the add-on items are easily accessible at the cash registers, whether they are behind the counter or on top of the counter. The merchandise should be set up to sell itself. Displays should jump out with descriptive and persuasive signs that are easy to read and reinforce the importance of the products.

PRINTOUT SALES

Your water analysis lab is one of the most valuable tools for offering exceptional customer service and boosting revenue. It furnishes you with a way to differentiate your store from big box and online retailers. If your staff is not currently selling all of the chemicals listed on a printout, imagine the gross profit increase if they do.

Because product knowledge, confidence and speed are important factors in printout sales, training using the 30-second plan is most effective. It is not enough to know the basics about the products. You need to train your salespeople to understand the importance of balanced water. It is vital that they can quickly and effectively explain the adverse effects of a low pH, metals and

“Not only are FILBUR products stronger – they hold more dirt.”

– Jeremiah Christianson
Operations Manager, Easy Pools Inc.
Austin, Texas

We use FILBUR products
EXCLUSIVELY.

“We manage all kinds of pools, including those with multiple bodies of water. Better dirt-holding cartridges mean less debris in the water, fewer chemicals and shorter pump runs. For my customers, that equals less energy used and less money spent. Why would I use anything else?”

REEMAY®
FILTRATION FABRIC

(888) 424-9185 | Buena Park, California
www.filburmfg.com

Stop and see us at Booth 2549
at The Pool and Spa Show!

©2015 FILBUR Manufacturing AUS-H-1 | REEMAY® is a registered trademark of PGI, Inc.






other water test factors. They also need to understand water problems and treatments. Your salespeople need to plan how they will sell customers all of the chemicals recommended on the printouts. As a company rule, they should sell it all. The water test stations are accurate and dictate what the consumer needs. Don't cut that short by allowing the false belief that some of the chemicals are optional.

There is an art to following the printouts and giving the customer ownership by putting the products on the counter with confidence and discussing why they are important. Your salespeople should move through the printouts quickly and assuredly. They should start each printout knowing that the customer will buy everything. Print various water test scenarios and make copies for training. Each salesperson should practice on their own and role play with one other person. Practice includes putting all the chemicals on the counter each and every time.

Offer incentives to motivate your staff and reward them for good work and high sales. Set specific goals for them to achieve, whether individual, per store location or companywide, and you will know when your team has excelled. Taking time to celebrate accomplishments, large and small, helps employees appreciate how much they have done.

Follow up with your staff and pay attention. If they are struggling and a 30-second pitch or a printout is not flowing easily for them, help them present it better. Guide them and schedule time for a little more practice. If they are skipping the lead-in statement and the pitch altogether, reinforce it with enthusiasm. If you are enthusiastic, chances are they will be, too. **I**

Corinne S. Kraft is president of Valley Pool & Spa; COO/partner, RB Control Systems; president, Halloween Dreams to Screams; and vice president/violinist, Edgewood Symphony Orchestra.

Corinne S. Kraft will present a seminar on this topic at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.

YOU KNOW WHAT REALLY GIVES ME A SINKING FEELING?



NOT HAVING THE RIGHT INSURANCE BROKER BY MY SIDE.

At Cook Maran, our experience in your industry runs deep.

A member of the Northeast Spa & Pool Association for nearly a decade, Cook Maran is the insurance broker trusted by more than 100 member contractors – and NESPA itself.

From innovative contractors' professional liability to employee benefits and personal insurance, count on us to provide you with coverage from top carriers along with the guidance you need to proceed with confidence.

An active member of the Penn/Jersey and Long Island chapters of NESPA.



Trust Is Our Policy®

cookmaran.com | 1.866.414.7475

NEW YORK: East Hampton | Southampton | Melville **NEW JERSEY:** Marlton | Fair Lawn

Thank You
to the
advertisers
who helped
make this
publication
possible.



**Specializing in Leak Repair
Since 1980**

Phone: 905.374.2560 • E-mail: marlig@itcanada.com
www.fixaleak.com

FINALLY, A 3-STEP PROGRAM THAT ACTUALLY IMPROVES SALT POOLS!



STEP 1
Add once

STEP 2
Add weekly

STEP 3
Add weekly

SERVICE PRODUCTS
Take with a grain of salt...literally!

LIFE IS EASIER WITH A LITTLE SUPPORT.

chemicalexperts@havilandUSA.com

SALTSUPPORTUSA.COM 800 333-0400



Haviland
POOL AND SPA PRODUCTS

Paper or Plastic?

When it comes to taking care of the environment, some choices aren't easy.

Nature's Care is an easy choice.



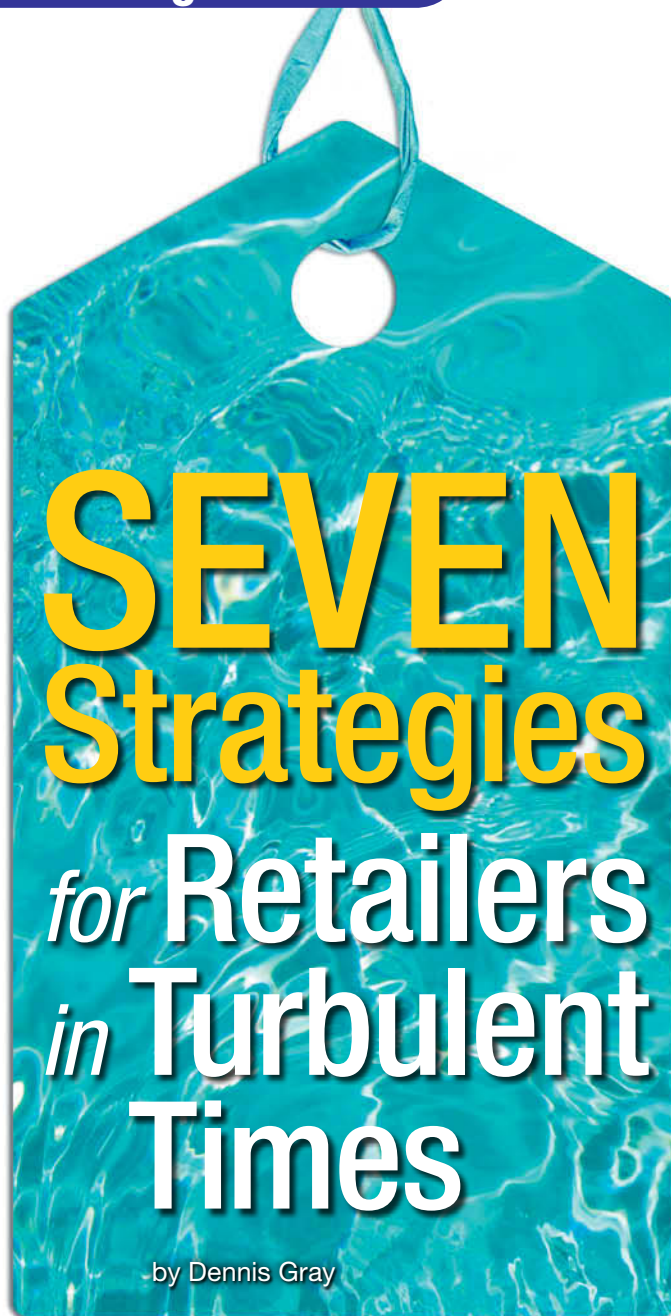
Natural enzyme formulations Organic compounds
Safe yet powerful treatment alternative Made in the USA

chemicalexperts@havilandUSA.com

naturescarepool.com 800 333-0400



Haviland
POOL AND SPA PRODUCTS



THE POOL AND hot tub retail sector is under massive attack on many fronts, including waning consumer loyalty, increasing movement toward Internet shopping, declining industry support for deep technical and sales training, dwindling investment in research and development of truly unique products and high staff turnover.

The path forward for industry professionals is not about working harder or tweaking existing strategies. Retailers must radically redesign their business strategies, proactively differentiate product and service offerings and dramatically improve the rate at which they deliver exceptional in-store experiences.

This sounds like a tall order and it is, but let's explore seven strategies to help navigate these turbulent times. These strategies will serve as a roadmap to assist you in taking on this challenge and coming out a winner.

1. EMBRACE THE CHAOS

Chaos: it's here to stay. Business owners and managers, as a general rule, crave certainty because it reduces risk, but against the backdrop of market changes, this preference tends to lead to a slow and often reactive approach to updating business designs and consumer offerings. A better approach is for leaders to embrace the notion that with chaos, opportunities abound. While all market changes are not progress, all real business progress requires change in some form or another.

Einstein reminded us that "We cannot solve the problems we face today with the same level of thinking that caused them." This is particularly true when you think about selecting and designing offerings and solutions for today's fickle consumer. A great place to start is to break your business down into logical departments: retail, service, new water (new pools and hot tubs), and to audit your offerings, as an early warning system, in terms of relevance and adoption by your changing consumer.

Unlike the past, when consumers patronized the pool and hot tub professional to seek purchase decision advice, a much more typical scenario today is for the consumer to arrive at your business having done much of their research already and having a fairly clear opinion on what they want to buy. The take-away: In times of unprecedented change in what matters most to consumers – and a multitude of alternatives – the only way to navigate chaos is to continuously audit and update your customer offerings.

2. DIFFERENTIATE OR DIE

As specialty retailers, much of our past (and all too often our current) business strategies, products and services are centered on outdated reasons why consumers would select a pool and hot tub professional to patronize rather than the other options available – like big box stores or online shopping. These include knowledge and answers, unique and differentiated value-adding products and services, limited availability of replacement parts and accessories, and a welcoming family business customer experience. The most critical weakness we face is that far too many of the products we offer have been commoditized. The only practical solution is to constantly strive to differentiate your business, products and services. Be on the lookout for "new and better" and be known as *the* source of better ways to enjoy and maintain pools and hot tubs.

Here are two tips. The first is to understand that the quickest way to improve your profitability is to increase the

Get to know NESPA at thePOOL&SPAshow

The leading association
representing the
pool and spa industry
in the Northeast

Visit our
membership
booth
Aisle 4100

ALREADY A MEMBER?

Pick up your
membership gift
and get the latest
association news

NOT A MEMBER YET?

Stop by to learn
the benefits of
membership and
enter to win a
special prize

Get the latest news on
codes and regulations
impacting the industry

Find out about
upcoming training and
education programs

Get answers to all your
licensing questions



609-689-9111
www.nespapool.org

percentage of your sales that come from products or services that are less than five years old. The second tip is to do the “red dot test” on each category of products; for example, your water care category. Place a red dot on every product in the category that is over five years old. This will open your eyes to the possibility that you may not have been placing sufficient focus on searching out, pioneering and championing new and better ways to care for pools and hot tubs.

3. BUILD A PURE ‘WOW’ BUSINESS

The next strategy focuses on the customer experience. The retail sector has had a major upgrade in almost every retail model that your customers visit on their weekly and monthly shopping trips. It makes no sense to compare your store and customer experience to other pool and hot tub stores in your market. What you should do is compare the shopping experience in your store to the ever-improving retail venues your consumers patronize for their household goods.

When is the last time you gave your store a facelift? Is it attractive, interesting to visit and a convenient place in which to shop? Is your store staff top-notch; well-trained technically and, more importantly, trained in the softer, but critical skill of customer care? As a mental metaphor, set your team’s target on consistently delivering a “pure wow” experience to consumers. Evaluate your store on multiple fronts, from the welcoming look and feel of a clean, well-designed and organized store, right through to a best-in-class customer experience.

4. BUILD PASSIONATE TRIBES

Look at some of the world’s most successful businesses. One thing their leaders do really well is consciously task themselves with building and maintaining healthy “tribes.” We all belong to tribes...our family, our favorite team, our church, etc. Do you put sufficient effort into sharing your passion for backyard leisure with your staff? Do you have a consistent policy for all staff to be wearing common corporate clothing? Do you work hard with both your staff and your customers to make them feel like they are “part of the family”?

5. MODERNIZE YOUR HIRING PROCESS

We live in an age of unprecedented staff turnover, and it’s only going to accelerate. This poses huge challenges for any business owner and manager in our industry. It also provides all of us with an excellent opportunity to strengthen our business tribes with great new employee hires.

6. FIX THE LEAKY BUCKET FIRST

One of the biggest opportunities to improve sales and profits is not finding new customers; it’s about getting much better at having both an exceptional customer experience and robust processes for retaining customers. Existing customers are much more profitable than new customers. It makes a lot of sense to focus first on ensuring you are providing the right customer experience, unique and addictive products and creating compelling reasons for your customers to continue to patronize your business.

Do you have strong processes to identify wavering customers or ones who have not returned? Do you know when your customers move? Do you have a welcome wagon approach to new homeowners moving into a home that you have previously serviced? Do you follow up customer complaints and resolve customer issues promptly? These are all good places to start to reduce customer defections and drive your sales and profits.

7. BE A STRONG LEADER

Turbulent times call for strong, passionate and focused leadership. The speed of the boss always sets the pace for the speed of the staff. Management is about doing "things" well. Leadership is all about ensuring your team is doing the right things. It's critical that you build a strong tribe and lay out the battle plan, expectations, rewards and consequences. A good place to start is to embrace these seven strategies and weave them into your approach as the leader of your business. **I**

Dennis Gray is president of Backyard Brands, Inc. He has more than 40 years of experience in developing and marketing water care technologies for swimming pools and hot tubs.

Dennis Gray will present a seminar on this topic at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.

Over 4 Dozen Innovative Specialty Tools for the Pool & Spa Professional!

CORD STOPPER

Eliminate water leaks at the pool light forever. Simply slide Cord Stopper onto cord and push into conduit. Never mess with putty or silicone again!



SUR/CHEK LEVEL

Level pool walls with this amazing two way level which is both a horizontal level and bullseye level with a threaded nylon base that screws into your fitting for ease and accuracy.

HYTEC FIBERGLASS SANDING TOOL

This tool quickly sands the back of fiberglass pools & spas for snug fitting jets to eliminate leaks. Available in several sizes.



EYEBALL SEAT TOOL

Fits any 1 1/2" wall fitting with slots on sides (e.g. Hayward, Pentair). All Aqua Wrench tools are made of laser cut steel for durability.

G&P Tools, LLC

Made in the USA

Phone: 573-431-699 • Fax: 775-252-5251

www.gandptools.com

Slide *into* Winter

www.floatstorage.com
214-352-4690

Visit us at
Booth 2955 at the
Atlantic City Pool
& Spa Show

U.S. Patent No. 8,276,771

FloatStorage.com

Quality • Strength • Craftsmanship

Cardinal

The leading manufacturer in pool building products

- Steel walls, kits, benches and steps
- Coping and liner track
- Polymer walls and kits

For over 35 years
Cardinal is your trusted source for all your pool design needs.

Cardinal Systems, Inc.
Cardinal is a brand of Cardinal Systems, Inc.
250 Route 61 South • Schuylkill Haven, PA 17972
cardinalsystemsinc.com

Now you can do everything with water but walk on it.



OmniLogic® makes programming pool features simpler than ever. With apps for iPhone®, iPad® and Android™, your customers can control their backyards from anywhere with a single touch. It isn't just easy—it's effortless.

Visit thepowerofsimple.com to discover the power of OmniLogic.



Hayward and OmniLogic are registered trademarks of Hayward Industries, Inc. © 2014 Hayward Industries, Inc. All other trademarks not owned by Hayward are the property of their respective owners. Hayward is not in any way affiliated with or endorsed by those third parties.



Finding Your *Niche* and BRANDING It

by GiGi Carder

THERE'S A LOT of noise in today's retail world – noise from online offers to non-stop television campaigns, from coupons everywhere (even on your smartphone) to blue light specials in the store. What can you do to climb above all the clutter and solidify your brand?

First, know who you are and who you aren't.

If someone asks you, "Tell me about your business. What traits do you have that separate you from your competitors in your market? Why should I shop with you?" what would you say? In a recent survey of retailers in multiple categories – including pool and spa retailers – 90 percent of respondents touted these three areas as their best differentiating traits:

- Quality: "I sell a quality product that I am proud to have in my store."
- Value: "The products and services I provide are a good value to the consumer. I am neither the highest priced nor the lowest in my market."
- Service: "My staff is the best in the business. They are well trained and treat everyone with respect, are very helpful to our customers and represent our company well."

ENTRY LEVEL FOR RETAILERS

Since 90 percent of you feel the same way about your business, I dare say that is the *entry level* for all retailers. Shouldn't we all be offering great service and a quality product at a fair value for all?

If these are 1, 2 and 3, it would make sense to go a little deeper and see what comes in as 4, 5 and 6. As you identify those characteristics that make your business unique, you can see how your brand is developed. Remember that our

goal is to rise above all the clutter and not accept the status quo as our offering.

How do you identify your 4, 5 & 6? Do you focus on training? Are your team members certified and knowledgeable about all of the products you carry? Is your store well laid out? Is there a flow to your store that makes it easy for shoppers to know where to find what they are looking for? Are you current with trends in product selection? Are you reaching out in social media and engaging customers that way? Do you greet each customer with more than a hello and can I help you? Do you have a process for welcoming a first-time customer? Does all of your staff know what to do to welcome a new customer? Do you follow up with them? Do you do what you say will you do in the timeframe that you said you would do it?

STANDING OUT IN THE MARKET

What can you say to stand out? Start by thinking about your customers rather than your company. Ask what they value most about doing business with you and what services you could add to make their lives easier. Direct interaction with customers gives you an edge in responding to their needs; that's the core of a strong small business brand. This is something that big box stores find too hard and cumbersome to make a part of their offering. So, they approach the market with value, quality and service. See what I mean? Everyone should do that at a minimum.

So, to rise above the clutter, show them that you understand the challenges they face and the benefits they'll get from doing business with you. Instead of selling products or services, offer them solutions that seem custom-designed to their needs. In other words, give them sparkling, crystal blue water that is ready for all of their events as well as daily use. Take the hassle out for them. Show them that those events are times you care about.

EXCEEDING EXPECTATIONS

Good customer service has been defined as: receiving a product or service that is delivered in the manner it was presented, with an understanding that this transaction is mutually beneficial. I wonder how many customers leave feeling that way. And is that noteworthy? *Excellent* customer service should be our goal when it comes to brand building. Provide an experience that exceeds expectations and makes people want to talk about the great experience they had. You want customers that will be your brand champions by spreading the word about their experience with you.

YOUR BRAND IS WHAT PEOPLE SAY IT IS

No branding, no differentiation. No differentiation, no long-term profitability. People don't have relationships with products, they are loyal to brands. Brands have a purpose that people can get behind. Brands can inspire people to join a community. For example, when



MERLIN
INDUSTRIES, INC.
PROFESSIONAL
POOL & SPA PRODUCTS

IMPossible



Making the impossible
possible since 1988.



Safety Covers

Vinyl Liners

Above Ground
Drop-in Steps

Spa Covers

Safety Fence



Your Best Choice.

www.merlinindustries.com

Starbucks was launching their brand, their objective was to create a community. Hence, the sofas, comfy chairs, free Wi-Fi, etc. found in their locations. People who have a pool often see that as a status/lifestyle that they are proud to share with family and friends. Creating a community of pool owners in your market could happen as easily as asking for pictures of customers enjoying their pools and then posting them in-store, online or both. People like to see that they are part of something else. Make them part of your store's community and your brand.

BRANDING IN A NUTSHELL

Branding is not your company's logo, tagline, or mission statement. "Someone said, it's what people say about you when you leave the room," says Carlos Martinez Onaindia, Global Brand senior manager at Deloitte Touche Tohmatsu Limited and co-author of "Designing B2B Brands: Lessons from Deloitte and 195,000 Brand Managers" (Wiley, 2013). "It's about perception; it's about reputation. Everything you do as a business speaks to your brand. Why are you different from your competition?"

What inspires loyalty in a customer? The details vary from one transaction to another, but the unifying thread is always the same: a sense of personal connection and confidence. People rarely recommend an auto mechanic because he was able to fix their car. They say, "He's always dealt honestly with me. I trust him." The same thing when you talk about a locally owned family restaurant: "The first time we ate there, the owner came to the table and introduced herself. The second time, she remembered our names."

BRANDING IS A TEAM SPORT

Your entire staff has to be on board with your objectives, your mission and your priorities. They need to be a reflection of you and the values on which your brand is built. It comes back to that mechanic you trust and that restaurant owner who remembers your name. Most of us want to feel valued as customers, and most of us prefer to do business with people with whom we share values, priorities and a sense of personal connection.

Build your brand to the point that customers think of themselves as doing business with you, not with a company. Treat them the way you're treated by the vendors and service providers you value most. This seems simple when boiled down to something we all probably learned in grade school. It's the golden rule. When your whole team values and handles customer relationships consistently and in a manner that rings true, your brand will capture the essence of your business and inspire loyalty. ■



GiGi Carder has served more than 30 years in the pool and spa industry, focusing on customer needs, retailing and brand building. Currently, she serves as vice-chair, APSP Retailers Council.

GiGi Carder will present a seminar on this topic at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.



It's Your Time

For more than 25 years, the Leisure Time® brand has been the premier name in spa water care. During that time, spas have become more luxurious and consumers more sophisticated. To continue earning our position as the leader in spa water care, Leisure Time® spa continually improves its product line, the program and the packaging that elegantly wraps up years of innovation. Plus, Leisure Time® spa has developed Simple Spa Care®, an easy-to-follow program that allows spa owners to spend more time in their spas and less time maintaining them.

 **LEISURE TIME** LeisureTimeSpa.com

Leisure Time®, the Leisure Time logo and Simple Spa Care® are registered trademarks of Arch Chemicals, Inc.
© 2014 Arch Chemicals, Inc. Arch is now a part of Lonza.



7 Characteristics

of the Highly Successful Pool and Spa Company

by David B. Riley

FOUR YEARS OF research on more than 700 small business owners reveals the answers: There are seven characteristics associated with highly successful small business, and they are not earth shattering or surprising. These characteristics include: hiring the right people and getting rid of the ones who don't fit; motivating employees to focus on the things that matter; using numbers to measure and improve performance; innovating (constantly looking for ways to improve); documenting key procedures; constantly talking about the company's business values and vision; and choosing how to compete. Note: quality service and great prices don't cut it; for consumers, those two attributes are a given.

HIRING THE RIGHT PEOPLE

Great CEOs/leaders believe there are excellent employees to be found out there. Furthermore, they have no tolerance for mediocre hires. While there are several sub-components of this first characteristic, one in particular jumps out: Great companies spend an inordinate amount of time and effort working to attract good people. They understand that the best employees don't have trouble finding a job; they have choices.

Company owners put together wonderful promotional materials explaining why a customer should do business with them. They should do the same to attract the best people to work at the firm.

MOTIVATE EMPLOYEES

Most pool and spa companies have a reasonable training program for new employees or for employees moving up in the organization. But most small businesses miss three key elements that

change the dynamics. Great companies make sure every key employee has exposure (and some training) in every facet (department) of the company (including accounting); every orientation process includes a clear explanation of the company's guiding principles; and key employees are made to understand explicitly how their performance contributes to the overall objective. Great companies understand that employees must see their work and contribution

as meaningful; otherwise, it's just a job. And when employees see themselves as just holding a job, performance tends toward the mediocre.

USE NUMBERS TO IMPROVE PERFORMANCE

Great companies don't just run the company by the numbers; they make sure everybody is focused on those numbers. Here's just one example. The majority of pool and spa companies set goals for salespeople. Some owners do a better job than others, but that's not the key difference. Great companies share the results of the salesperson's efforts with everybody in the company. In other words, in a great company, every employee gets to see whether or not the salesperson (just one of the people responsible for the life or death of a company) is doing what he or she has been asked to do and has agreed to do. That approach permeates the organization from the salesperson all the way through to the entire organization. Does the bookkeeper produce accurate and timely reports? Do the service techs keep accurate records of their billable time? And, most important, does the entire organization know how well or poorly the respective operating areas are doing? Peer pressure is more powerful than a speeding locomotive.

ALWAYS BE INNOVATING

Is it business "as usual" or do the CEO and staff constantly look for ways to make things better? Does the manager actively seek out input from his people and customers about how to improve operations? Do they adopt new technology? For example, accounting systems used to be compartmentalized; they didn't do Customer Relationship Management (CRM). New systems now do it all. Is the company website just a glorified brochure? Does the owner seek out additional education? The great companies are constantly innovating, staying ahead of, and offering more than their competition.

DOCUMENT KEY PROCESSES

Documenting key processes is difficult to put in place and one of the least appreciated tasks considering the great impact that it has. In smaller organizations, this isn't much of an issue, but

once an organization gets to six or seven employees and beyond, documentation is essential. Companies can grow without documenting key procedures, but they won't make any more profit.

The most basic example of documentation is an Employee Policy Manual (EPM). Admittedly, EPMs can be a pain, but let's just look at one example of their benefit: vacation policies. Without a written policy in place, management (owners) finds itself in the unenviable position of having to make decisions on a case-by-case basis. That is both time consuming and leads to inconsistencies that further disrupt operations. Without documentation of key procedures, an organization must rely on one employee to train another. Over time, relying on such a system will produce inconsistent results, compromise desired outcomes and reduce your competitive advantage. Great companies take the time (and it does take time) to create written Standard Operating Procedures for each key process.

MISSION & VISION STATEMENTS

For a long time there was buzz in the business community about Mission and Vision Statements. The result was an explosion of well-written (mostly) and well-meaning (mostly) statements posted in conspicuous places for all to see. Unfortunately, too many of these doctrines were just 'lip service.'

Today, the owner must also be the Chief Evangelical Officer (CEO), constantly articulating and reinforcing his or her business values. In organizations with less than six or seven staff members, just about everybody understands how the boss does business and employees follow that example. But when an organization grows beyond that level, employees follow the lead of their supervisor, or worse, live by their own code. Consequently, the guiding principles on which the owner built the company are now subject to interpretation or someone else's idea (or lack thereof) of how the company ought to conduct itself. When the owner has articulated his values in writing, it gives employees direction when they are lost. Sharing that vision of the company's future will inspire employees; particularly those employees the owner would like to see

stay with the company for a long time. A vision makes employees feel like they are part of something special, and just like the owner's stated values, it will give them direction when they're lost.

DEVELOP YOUR COMPETITIVE ADVANTAGE

Last, but not even close to least, is choosing how to compete. I think the ice cream parlor story told by Michael Porter in his book, *Competitive Strategy*, illustrates this best. This is the story of a little Ma and Pa ice cream store located across the street from a university campus. It did well for many years. Then one day, the big chain Baskin Robbins opened operations a few doors down (fully expecting the Ma and Pa shop to close its doors sooner rather than later). But Ma and Pa had other ideas. They posted an ad in the university's Drama Department. They asked for aspiring actors who could tell jokes and entertain while scooping ice cream. When Ma and Pa interviewed candidates, they asked the perspective employee to make them laugh. If they did, they got a job (and all the ice cream they could eat!).

Ma and Pa realized they weren't in the ice cream business; they were in the entertainment business, and they created a competitive advantage based on that reality. Their new approach created lines of customers out the door who were entertained by employees who were honing their stage skills. It was Baskin Robbins that closed its doors. Like this Ma and Pa, when you figure out what business you're in, you'll be able to create your own competitive advantage. |



Dave Riley, MBA, founded and runs the Gemini Program, a business-improvement program in the pool and spa industry.

Through Gemini, Riley has worked with hundreds of hot tub and pool companies, sharing his insights about what makes a successful business. Contact him at dbriley@geminieffect.com.

Dave Riley will present a seminar on this topic at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.

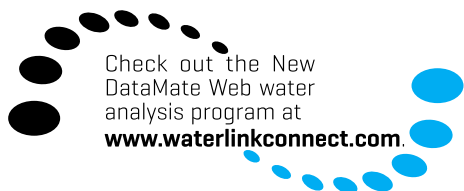


A New Spin on Precision Water Analysis

Join the revolution! A new, innovative in-store lab is here. The WaterLink® Spin photometer lab can do all your pool and spa water testing for you. Just fill one Spin reagent disk with sample water, insert disk into reader, and click "Run Test." In just **60 seconds** all the results are transferred into the DataMate software and analyzed to display results and recommend precise treatments. It's wet chemistry that can save hours each day.



Watch the SPIN in action at www.lamotte.com/spin.



Patent No. 8,734,734

Just Fill...Spin...It's IN!



 **LaMotte**

Water Testing Leader Since 1919!

800-344-3100 • www.lamotte.com/spin

Go to www.lamotte.com/pool to sign up for the FREE Dealer Locator!



SMALL RETAIL BUSINESSES

Don't Die,
They Just
Fade Away!

by Tom Shay

MANY SMALL BUSINESSES

think the event that would most affect their businesses is the opening of a competitor within their trade area, perhaps a big box retailer. When this does occur, most small businesses go on the defensive, planning how they can protect their market. In those situations where the retailer fights the competition for a period of years only to eventually close, it is said, "the big stores put him out of business."

A

lthough this scenario has occurred thousands of times over the years, the last statement is often not true, because many times what causes the business to close occurred within the four walls of that business.

STATISTICS DON'T LIE

If 100 businesses opened on January 1, only five would be left to celebrate their fifth anniversaries. Of the five remaining, two or three would continue to the 10-year mark. What happened? A series of events happened, and inactions and incorrect actions were

all a part of the list of key mistakes. For most businesses, it takes a combination of mistakes to be fatal. In some cases, it takes only one.

What are the key mistakes and what can you do about them now so that you will be in business to attend The Pool & Spa Show in 10 years?

MISTAKE #1: Failure to manage cash flow

If you are just starting your business, determine how much money it will take to purchase your initial inventory, equipment, fixtures and retail space improvements. Then assume you will not sell any inventory for 12 to 18 months. How much will it cost to operate the business for that time period? Will you have enough money to pay your insurance, utilities, payroll and other expenses?

MISTAKE #2: Failure to create an open to buy

Think of all the categories of products you can stock. Track the sales and inventory on hand for each of the product categories. You will see what type of margin you are maintaining in each of the categories. You will also see the inventory on hand, inventory turn and sales. By tracking this information, you should be able to calculate an open to buy for each category.

MISTAKE #3: Failure to have a correct business plan

Designing the business plan begins with selecting the location or determining whether your current location is right for your type of business. A retailer's location is usually selected to serve the customers in the surrounding area. There is a need to continually examine the customer base. When a neighborhood experiences an influx of affluent customers, the progressive retailer seizes the opportunity to add more upscale products and services. Another problem is the 50-hour work week – open Monday through Friday, 9:00 a.m. to 6:00 p.m., and Saturdays 9:00 a.m. to 2:00 p.m. This may have worked well 20 years ago, but today some competitors are open 24 hours a day, seven days a week. These drastic hours are not necessary, but realize that with the 50-hour work week, you are open on weekdays during the hours many of your customers are working.

MISTAKE #4: Failure to have a high level of business acumen

The most product knowledgeable person in many businesses is the owner. When the staff has a question regarding the products or services, he or she will go to the owner. But the owner does not need to have the most knowledge about the products and services of the

business; what the owner needs to have is the most knowledge about how to run the business. When it comes to knowing how to read financial sheets, chart cash flow, create job descriptions and implement them, the owner needs to be a master.

MISTAKE #5: Managing by crisis

Reordering merchandise when you completely sell out of a product is the traditional example of crisis management. Try this exercise to determine if you manage by crisis. At the end of a day, list all the tasks you want to accomplish the next day and the amount of time it will take to complete them. As you work on the following day, keep track of what you are doing and how long it takes. If, at the end of the day, you have spent more than 15 percent of your day completing tasks that were not originally on your schedule, you are performing crisis management.

MISTAKE #6: Failure to have an effective marketing plan

The business plan requires that we go a step further. What products do you want to sell? What brands do you want to sell? What types of customers do you want to shop in your business? As you select the products you sell, you will begin to mold the type of customers you attract. Should you offer services to your customers? As you are shaping what type of store you will be, your efforts need to be consistent. If your business decides to aim for the higher income customer, you are not being consistent if you provide no customer service, carry the same brands as the big box stores, and name your business "Bill's Discount Supply & Service."

MISTAKE #7: Failure to effectively advertise and promote

Do you have an annual advertising budget? Sharper retailers are establishing a 12-month budget. They set aside part of the monthly budget for last-minute opportunities and those donations they are always asked to make to community organizations. From there, they experiment with the available media: radio, television, newspaper, magazine, and direct mail. These retailers will



**Ready.
Set.
Go.**

Take your business to the next level with
**Evosus® Business Management Software - the
leading software solution designed for your industry.**

- Point-of-sale
- Accounting
- Service Scheduling
- Order Entry & CRM
- Job Costing
- Inventory Control

sales@evosus.com | (866) 235-5103 | www.evosus.com

EVOSUS
BUSINESS MANAGEMENT SOFTWARE

document their results and continually fine-tune the advertising to get the maximum results for their dollars spent. These same retailers will be masters at promoting their businesses. They keep track of the names, addresses and telephone numbers of all of their customers. Every month they communicate with their customers either by telephone or newsletter and let them know about their business. These businesses are adhering to the Jack Rice adage, "Never forget a customer, and never let a customer forget you."

MISTAKE #8: Failure to control internal and external theft

When a business takes a physical inventory each year, the owner and manager should examine the discrepancies between what the financial sheets report and what the physical inventory shows. After confirming both of the reports, discrepancies should be researched; the errors could be in counting, office paperwork or – unfortunately – shoplifting. There are two primary locations where shoplifting occurs. The first is at the checkout, whether a cashier is giving an extra discount, failing to ring an item, ringing a less-expensive item for a more-expensive purchase, or a customer is swapping price tags or bar-code scan labels. Hopefully, your business also has in place rigid register-checking procedures to verify the amount of cash, checks and bank card transactions. Failure to do so is simply an invitation for someone to steal. The second location is at the back door. While this location also hints at employee theft, it can just as easily be from failing to check a delivery manifest of incoming merchandise. Speaking of the back door, a retailer offering delivery should also have a system involving at least two people loading merchandise into delivery vehicles. Retailers who provide service also need to have a procedure for verifying the amount of tools and products in the service vehicle.

MISTAKE #9: Failure to have job descriptions and written policies and procedures in place

(1) *Job descriptions* – Ask a business owner and each employee to make a

list of the top 10 priorities for their job. Comparing the list of any employee to the list of the owner, you will easily find the employee who is the best, as his or her list will most closely match the owner's. Creating job descriptions is that simple. As the lists are compared, the owner can work with the employees to better explain what is expected of each of them. (2) *Procedures* – Your business sells many products that can be dangerous to handle. Having procedures allows you to reduce the risks to a minimum to avoid repeated visits from OSHA and your insurance company claims department. (3) *Policies* – Policies can be an important part of the success of your business to explain to employees how they are to dress, how to open and close the store, and how to handle problem situations with customers.

MISTAKE #10: Failure to properly invest money

Business has been good, and there is additional cash in the checking account. Too many businesses will take many of the items they have been purchasing on a "onesie" basis and decide to buy in case lots. In most situations, this will simply slow the turn in inventory. Is the business utilizing technology? Having computer-generated reports of sales, average ticket size, margins and other information allows the business

owner to scientifically determine how to improve business.

MISTAKE #11: Failure to excel... with your products, customer service and staff

Wait a minute! This article stated there were 10 key mistakes. The 11th is to prove a point: Always give your customers more than they expect. "My customer service is as good as my competitors'," some retailers will say. That philosophy does not work. Everything about your business must excel! **I**

Tom Shay's experiences as a fourth generation small business owner provide him with the knowledge and background to present proven ideas to assist owners, managers and staff with the day-to-day operation of their business. In addition to providing proven business building ideas through his writings in over 75 trade publications, Tom has authored 12 books on small business management and a college text book on small business accounting.

Tom Shay will present a seminar on this topic at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.



YOUR FILTERS JUST GOT PERSONAL

- ★ YOUR Company Logo
- ★ YOUR QR & Bar Codes
- ★ YOUR Company Website
- ★ YOUR Custom Part Number

JOIN THE BRANDING EVOLUTION

We offer a complete line of Quality, Private Labeled pool & spa filter cartridges at competitive prices. Don't wait! Get started today and take YOUR Brand in New Directions!

★ VISIT US AT THE 2015 POOL & SPA SHOW BOOTH #2954 ★



WHY SHOULD I PAY YOU?

Rethinking Compensation in Today's Workplace

by Jay Forte

LET'S START WITH a question: Why do you pay your employees? Sure, the law says you have to, but contrary to what most people think, you don't pay your employees to do a job. Instead, *you pay them to think about and then deliver the best, most efficient and most profitable response in the moment.* It may start out as getting a job done, but this small shift in understanding reveals that compensation is more about influencing *how* the job gets done. To get our head around this, let's start with some information about our workplace.

Most of today's employees are service employees – they work face-to-face or phone-to-phone in some way with customers; gone are the days when most employees worked behind machines. Because employees now have a greater ability to affect the quality of customer service (and therefore company performance), we need to first review how an employee's work affects customer loyalty. For that, the best place is some critical research done by the Gallup Organization and published in the book *Human Sigma* by Dr. John Fleming.

CUSTOMER SERVICE HAS TWO PARTS

In the research, they found that all customer service events have two parts. First, the organization must know what the customer wants and needs and deliver it 100 percent of the time. Doing this creates a satisfied customer. But satisfaction is not enough to keep a customer for life. For that, the Gallup's research shares that there is a critical second part of the service event; this requires the organization to do something more – to create an emotional connection between the customer and a brand, product, organization or employee. Emotional connection, the second part of the service event, is what moves the customer from

satisfied to loyal. This now has become the service standard.

Your employees must not only know and deliver what a customer needs and wants (every time), but also take the time to commit to doing the extras to inspire their loyalty. Knowing this, we can use compensation as a tool to help inspire the right employee actions to deliver the best, most efficient and most profitable response for each customer.

COMPONENTS OF EMPLOYEE COMPENSATION PLANS

In all successful employee compensation plans there are ideally two components:

1. *Performance compensation* – compensation for doing the expected (achieving clearly defined performance or job expectations – some call this doing the job).
2. *Incentive compensation* – compensation for doing the extras that benefit the organization – some call this the “go beyond.”

Here is why these two components are so important.

Performance compensation is what we pay our employees for knowing and delivering what is expected in the job (from clearly defined performance expectations). This, as some say, is how an employee earns his or her salary.

Incentive compensation is used to inspire and engage employees to *go beyond* – to do the things that drive customer loyalty and company success – to see and do the extras.

Now, before you get concerned that you are just paying employees more for work you think they should be doing anyway, consider these core principles of incentive compensation:

1. All incentive compensation should be paid out of additional results or financial efficiencies that come from doing the extras, not from regular earnings.
2. All employees should have an incentive component to their compensation. All employees in every role have the ability to reach for more, adding greater value and doing the extras, whether they connect with external customers or internal customers (fellow employees). Incentive compensation becomes a tool to direct and inspire employee behaviors at every level, not just at the top.
3. Employee incentive plans are individually created to drive specific employee behaviors; every employee has specific defined expectations that must be achieved to earn his/her incentive. Employees are not paid incentives on the general company's performance, but on their achievement of their particular incentive expectations. Employees can earn some or all of their defined incentive; they control their success by what they choose to do or not do.

Let's see an example in an operations or job site manager.

Performance compensation:

You set up clearly defined performance expectations that guide the successful completion of the daily tasks. This includes scheduling jobs, managing staff, managing inventory, ensuring compliance with company installation standards, job site cleanliness, etc.

Incentive compensation:

You offer a 15 percent incentive plan (15 percent of base pay) for the achievement of the following incentive components:

- Creation of a job site training manual to improve employee installation efficiency of all jobs – 20 percent of the incentive total
- Learn a specific new installation process that will improve both quality and efficiency on the job site – 30 percent of the incentive total
- Achieve a customer survey rating from all customers of 4.6 or higher out of 5 for all installations for the incentive period – 30 percent of the incentive total
- Reduce team employee turnover by 10 percent over the incentive period – 20 percent of the incentive total.

This employee has four components in his incentive compensation plan; together they total 100 percent. If he achieves them all, he will earn 15 percent of his base. If he misses the first component, the training manual, he will only qualify for 80 percent of the 15 percent of his base. Though he has the ability to earn the full 15 percent of his base, he controls how much of the incentive he earns by his effort. His effort is directed to high value “extras” by including them in his incentive plan; these extras have a direct impact on performance, profitability or service response. They are used to direct the employee to critical, new or high value areas that may be missed, ignored or not attended to without this additional focus. Each component has the ability to impact results in enough of a way to fund the incentive.

Incentive plans can be created and paid quarterly, semi-annually or annually, considering whichever will have

the greatest ability to inspire the performance needed, and paid soon enough for the employee to stay engaged in its achievement.

As work changes, compensation must change. In today's service workplace, employees have greater choice in their effort level, focus and commitment. Because they have a greater personal voice, building an engaging incentive plan can encourage their big ideas, greater contribution and extra effort. They are still paid fairly for their expected daily performance, but activating that all important need to do extras (based on what the research in *Human Sigma* shows us about customer loyalty) requires that we have a plan to help our employees want to do more than just show up. Today, we know they have to not only get it right for customers, but also do the extras to create that all-important emotional connection with customers. Incentives have a way of getting employees' attention on the important things.

Be creative, fair and consistent in your incentive plans. Stay away from paying all employees an incentive based on overall company results. Use the overall results to create the funds to pay incentives, then create individual incentive plans to drive very specific performance behaviors, changes or improvements employee by employee. |



Jay Forte, MS, CPC, ELI-MP, a former financial executive, is now a business and motivational speaker, certified workplace and CEO coach, author and nationally ranked thought leader. As president and founder of TGZ Group, he and his team provide talent and strength-based tools to help organizations achieve extraordinary results. He is the author of *Fire Up! Your Employees* and *Smoke Your Competition* and *The Greatness Zone – Know Yourself, Find Your Fit, Transform the World*.

Jay Forte will present a seminar on this topic at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.

ONLINE REVIEWS Can Make or Break You

by Aimee Duffy

IN BUSINESS, REPUTATION is everything. Aside from your work speaking for itself, word of mouth goes a long way with consumers who are looking to buy. These days, many of those people are looking online, especially for reviews about your company or products. In a world where you're being judged by your online reputation, it's more important than ever to take control of it.

Picture this: An angry customer decides to bombard the Internet with complaints and negative comments about your business. It doesn't matter if they are true or false – they are out there. Google local reviews display them. Local business listings reveal them. And now anytime someone does a search for a company or product like yours, they are seeing them, too. Your company is open 24/7 on the Internet. And so are various websites and social media platforms displaying ratings and reviews about you.

Business2community.com, an independent online community, put out a list

of 103 compelling social media statistics in November 2013. Here are some of its findings:

- 97% of all consumers search for local business listings online.
- 72% of adult Internet users in the U.S. are active on at least one social network.
- 68% of consumers check out companies on social networking sites before buying.

So, what does that mean for you? You need a strong online presence, lots of positive reviews and an active participation on social media. While you may be certain you're delivering a great customer experience, it's important to

keep an eye out for what people are saying about that experience. Be vigilant. If they're posting negative comments, act quickly. Respond. Smooth out the wrinkles. And if you are finding positive feedback, collect those comments and promote them to your greatest advantage.

Having positive reviews is key for small businesses – and a main ingredient for business success. A Zendesk survey conducted last year found that 86 percent of consumers claim to be affected by negative online reviews. So what can you do? You have to know what it takes to become the center of attention. You have to know the way consumers think and what makes them

TIPS FOR AN ONLINE PRESENCE AND COMPANY REVIEWS THAT DRAW A CROWD

1. Manage your reputation. Put a dedicated person on the job, either in-house or outsourced.
2. Know what's out there. Scour all the social media sites, forums, blogs, message boards, video sharing websites and other channels daily and know what's being said about your company.
3. Be responsive. When someone says something negative, respond. Something positive, even more reason to respond! Everyone likes to know their opinion matters, and reaching out personally is a great customer service moment.
4. Be active on social media. Facebook, Twitter, Pinterest, LinkedIn, Google+ and more. And add shareable content to show you're an expert in your field.
5. Have access. Make sure you have access to all social and online listings. Be sure to claim any that are out there so you can control what is being said and answer reviews when they are written.

act. And that has everything to do with customer service and how you handle each experience.

ASK FOR REVIEWS

So, how do you invite reviews? Ask for them! There are plenty of people ready to say good things about your business, and you should make sure they do. Most customers understand the importance of online reputations and will be happy to help you as long as you make it easy for them. Encourage customers to submit company reviews. Have a dedicated in-house employee or work with a local search engine optimization (SEO) company that can develop a campaign that drives customers to the Internet with their feedback ready to be shared. Here are a few ideas: create a graphic button on your website where users can click to review you; build an email marketing campaign asking for company reviews; or develop printed materials promoting your online sites where reviews can be submitted.

FOLLOW THE RULES

When it comes to reviews, follow the rules. What are the rules? You cannot pay anyone or offer incentives for positive online reviews. Don't pose as a customer and post good Google local reviews. This is clearly unethical and it will catch up to you. The same goes for creating fake profiles to criticize competitors. But relationship building can go a long way. Positive reviews mean positive experience, so maximize the far-reaching benefits of each positive review so that a long-term customer relationship is developed. Utilizing incentive programs and other customer benefits, you can foster a lasting

bond between each happy customer and your business.

FOCUS ON YOUR PROFILE

Having your profile on Facebook, Twitter and Google+ can help you attract new customers. Make sure your profile is up to date on all social media accounts. To ensure success, interact with your followers. After all, they followed you because they had an interest in your services or products. You can show them that you care by interacting with them. Answer questions. Respond to all comments – good or bad. And find out what else they'd like to hear about.

GET ON GOOGLE LOCAL

Get up to speed on Google+ for Business. This website helps control what information is displayed in a local Google Search and on Google Maps so people can easily find your business. Local Google+ business pages add social interaction to your listing so there's two-way communication with your customers. You can respond to reviews and post updates. When it comes to local business listings, utilizing this tool is an affordable and easy way to gain exposure.

CREATE LOCAL LISTINGS

Create listings on local directories. Local business listings represent a "citation" or mention of your business – a crucial element used in the local SEO ranking algorithm, not only for Google local reviews, but also for Bing and many others.

UNHAPPY CUSTOMERS

Reach out to frustrated customers head-on and resolve the problem. Be sure to stay in the loop on all review

platforms, because worse than an unhappy customer expressing his opinion is everybody hearing about it but you.

Take the following steps:

- Respond quickly and positively – remember others are reading your response.
- Have a private conversation – if this is needed. Reach out to the customer directly to try and resolve the situation away from the public.
- Customer service. Customer service. Customer service.

THE BOTTOM LINE

To protect your reputation online, a positive offline and online experience will lead to positive reviews. So what are you waiting for? Manage your reputation with these proven methods that broaden and solidify your business, promote your company's strengths and build up the positive reviews. It might look like a huge task now, but you don't have to get it done in one sitting. Schedule some time each day, or even each week, to focus on garnering positive reviews, and you'll improve your online presence in no time! ■



Aimee Duffy launched the New Jersey-based marketing and design firm, Aquarius Designs, in 2002. Throughout her career, she has worked on national promotions and collateral for major national clients. www.aquariusdesigns.com.

Aimee Duffy will present a seminar on this topic at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.

Visit Latham at
The Atlantic City Pool & Spa Show
January 27-29 • **Booth #2419**



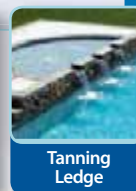
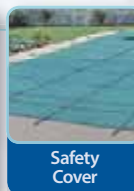
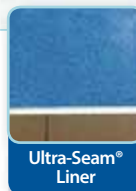
"Latham renovation packages let me boost sales!"

Now Latham helps me get more sales by enhancing the beauty and safety of my customers' existing pools!

- All purchases also qualify for **Latham Cash Back**.
- All Latham packages offer customer rebates.

Walter Kaczmarczyk
Vernon Poolman

The more
you
bundle,
the more you
earn!



Silver
Renovation Package:

Earn on an
Ultra-Seam® Liner + Safety Cover

Gold
Renovation Package:

Earn more on an
Ultra-Seam® Liner + Safety Cover + Steps / Bench

Platinum
Renovation Package:

Earn even more on an
Ultra-Seam® Liner + Safety Cover + Steps / Bench + Tanning Ledge

Latham:
*Behind every pool...
Behind every dealer!*



Latham's ICC Certified pools are built better, backed better and offer faster permitting!





KNOWLEDGEABLE STAFF KEY to Top Service at Spring & Summer Activities

AT SPRING & SUMMER ACTIVITIES, a pool building and service firm located in Hampton Bays on Long Island, award-winning customer service starts with a highly knowledgeable office staff and extends to the field, according to owner Sheryl Heather, CBP, whose company was honored with a Silver Medal in the Northeast Spa & Pool Association's 2014 Outstanding Achievement Awards – Service Competition.

At most pool companies, it is generally a tall order for office personnel answering the phone to ask detailed questions about a problem that a customer is having with the pool. At best, a service tech might get a message saying “Mr. Smith’s pool is gurgling.” At Spring & Summer Activities, Heather has taken a different approach to hiring office staff.

“I have found that for effective customer service, it is easier to bring in good people from the field and teach them office skills than to hire someone with office skills and teach them about pools and spas,” she said. “My service manager and my office manager both had their own pool service routes, and when there were openings at our office I wanted them because they could fully understand the problems customers were having. The typical office person can be friendly to customers on the phone, but they do not generally understand the big picture of pools the way a field service person does.”

35 YEARS AND GROWING

Heather’s husband started the business with a partner more than 30 years

ago. Although Heather was involved early on in the business buying merchandise for their retail store, her “day job” was that of advertising sales manager at a local newspaper. In 2001, she and her husband bought out the partner and she became involved in managing the service business, while her husband focused on pool building. Her husband passed away in 2005.

“Thanks to my great staff and the wonderful industry friends I have on Long Island, I learned the pool construction end of the business,” she said. Today, the company does its own pool construction work, runs a large service business and has a retail store in Hampton Bays in the heart of the wealthy second-home market on eastern Long Island.

THE CUSTOMERS YOU KEEP

Perhaps Heather’s earlier career as a newspaper advertising sales manager trained her to focus intensely on great customer service; an unhappy newspaper advertiser has hundreds of other places to spend money. Just how well the company does with customer service was proven recently when a staff person who was cleaning out old papers from a drawer came upon the company’s customer list from 1990. Despite all of

the transitions in customers’ lives, fully one-third of the people on that list were still customers of the company, with many of them dating back to the 1980s when the firm was founded.

MANAGING AN AWARD-WINNER SERVICE BUSINESS

Here are other tips from Heather on how she manages an award-winning service company:

Perfect pool. With the company’s service area encompassing a wealthy second-home market, many customers have second homes that they visit only on the weekend. When they are there, however, the pool and its surroundings need to be perfect. Spring & Summer Activities wants to discover and fix all issues before the customer arrives on the weekend rather than having the customer call to report a problem.

Service pools early in the week instead of Fridays. To avoid customer disappointment on the weekends, Heather likes to perform weekly service on the pools early in the week rather than on Fridays. That way, if there is a problem, such as a power outage that has shut down the pool resulting in green water, the staff has time to troubleshoot and get the pool ready for the weekend.

PERFORMANCE VERIFIED.

AHRI CERTIFIED®

www.ahridirectory.org

Globally Recognized. Industry Respected.



*Built
Right*
Pool Heaters



Only AHRI Certified® heat pump pool
and spa heaters have been tested by a third-party
laboratory to verify the manufacturer's performance claims.

Visit www.ahridirectory.org to find certified products.

Open pools as early as possible in the season. Even though the majority of Spring & Summer Activities' customers would like to have their pools opened and heated just prior to Memorial Day weekend in May, Heather strongly advises them to open their pools earlier in the season to avoid the disappointment of a pool problem that cannot be fixed by Memorial Day. She has found that customers in her market respond more to this approach than to the offer of reduced pricing for opening the pool earlier in the season.

Communicate with customers. Heather communicates with her customers through email using Constant Contact software, but she keeps it real. That is, she is careful not to overdo it. With many of her customers living 60 to 90 miles away from their second homes, the emails they seem to positively respond to are weather advisories from Spring & Summer Activities.

Use credit cards. Most of Spring & Summer Activities' new business comes through referrals, but over the past five

years, the company has made it clear that it cannot take on a new customer unless it has a credit card on file for billing. Heather assures the new customer that they are still fully protected should there be a dispute. In this second-home market, a sizeable portion of Spring & Summer Activities' business is pools at high-end summer rental properties. In that case, not only does the company require a credit card on file, but it bills more frequently – every two weeks.

Staff education. Heather is a big believer in continuing education, both for herself and for her staff. She belongs to the Long Island Pool & Spa Association, which offers monthly educational programs that she and her staff attend. In addition, she also works closely with her suppliers that offer training at her office. She also takes members of her staff to The Pool & Spa Show in Atlantic City in January.

Scheduling software. Heather wants the office and field service run as efficiently as possible. That is why she has added a new scheduling program this

year that she and her staff are learning over the winter. The program is the Zodiac Scheduling System and is called Pro Edge Service.

Winter Watch Program. Spring & Summer Activities offers its customers a Winter Watch Program, which includes checking the pool every two weeks. Heather said that while watching over winter, the company sometimes comes across a major problem on a property. For example, when one of her techs was checking a pool over the winter, he noticed that all of the windows in the house were steamed up, which indicated a broken hot water pipe. Another ongoing problem in Heather's market and indeed over much of Long Island is an out-of-control deer population. Deer fencing around customers' properties are often knocked down during the winter. If those fences are not quickly repaired the deer could severely damage expensive landscaping. The Winter Watch Program gives Spring & Summer Activities the opportunity to report these problems to its customers. ■

Walter Rose Agency

Before Another Season Starts, *Take the Time NOW to Review your Business Insurance*

We are the **pool & spa insurance specialists** professionals have turned to for over 20 years – serving more clients than any other agency in the region!

We insure over 150 pool & spa companies in NY, NJ, CT & PA.

We're uniquely qualified to offer the best coverage, from the finest insurance companies.



8 Stage Road, Monroe, NY 10950 • Phone: (845) 783-2555

1-800-382-4231

www.walterroseagency.com | E-mail: info@walterroseagency.com

17-Ft. High Wall *SEPARATES* **SPA/60-Ft. LAP POOL** *from*



MAIN POOL



THIS MAGNIFICENT OYSTER Bay, New York, pool and spa captured the Judges' Best of Competition award in NESPA's 2014 Outstanding Achievement Awards competition in October 2014.

BUILDER

The pool and spa was constructed by Craig Bonawandt of Haven Pools, Huntington, New York. Bonawandt is the second generation at Haven Pools, which was started by Karl and Muriel Bonawandt in 1968. The company has been exclusively a gunite pool builder and service company for the past 47 years. Bonawandt got into the business working summers during high school and college. He joined the company full time in 1975. Karl Bonawandt retired in 1985, but he continued to work in the business for many years after that when he was in town. Craig Bonawandt's son, Patrick, joined the company about 10 years ago. Haven Pools builds about 30 high-end gunite pools a year. This is the third time in eight years that Haven Pools' award-winning work has been featured on the cover of *The Edge* magazine.

PROJECT PARAMETERS

This project was the second pool Haven Pools built for this client. It was designed by Kevin Murphy of Kean Landscaping, a landscaping design/build firm headquartered in Cold Spring Harbor on Long Island.

The pool and spa are perched at the back of a luxury home on a parcel of land that stretches down to the shores of Oyster Bay and looks out on Centre Island and Long Island Sound beyond. The project is composed of a large sun shelf (for sunbathing or lying in a chaise lounge) that has about four to five inches of water and stretches out on either side of a nine-foot spa at the center. The spa can easily hold eight people and features a King's Chair and 16 jets. A step-down from the sun shelf allows entry into a 60-foot lap pool, which shares the same water. The lap pool varies in depth from four feet at either end to five feet in the middle of the pool. A vanishing edge on the side of the lap pool faces Oyster Bay.

MARCH 12TH, 8:44 A.M.

ONE SIMPLE STEP LEADS TO THOUSANDS OF SAFER POOLS

IN AN INSTANT,
CLARK MCMULLEN SAW THE
VALUE OF RISK CONTROL
RESOURCES FROM CNA

Clark McMullen of Refresh Pool and Spa is committed to efficiency and workplace safety. So when a CNA safety seminar revealed that an average reduction in construction times was leading to an increase in entrapment claims, he added a safety inspection to his daily worksite checklist. Now Clark has added peace of mind throughout the construction process, and Refresh Pool and Spa has a simple strategy to help minimize costly claims.

When you're looking for programs that help NESPA members keep their risks in check ... we can show you more.®

To learn more about CNA's coverages and programs for pool and spa contractors, contact your independent agent or visit www.cna.com/nespa.

CNA



The examples provided in this material are for illustrative purposes only and any similarity to actual individuals, entities or places is coincidental. Please remember that only the relevant insurance policy can provide the actual terms, coverages, amounts, conditions and exclusions for an insured. All products and services may not be available in all states and may be subject to change without notice. CNA is a registered trademark of CNA Financial Corporation. Copyright © 2014 CNA. All rights reserved.

The vanishing edge cascades into the main pool, which is a five-foot drop from the top of the lap pool edge to the surface of the pool below. The main pool is 56 feet long and 36 feet wide. At the deep end, located near the vanishing edge wall, the depth of the pool is 11 feet. There was concern that someone might jump off of the vanishing edge wall at the lap pool at some point, so Haven Pools wanted the main pool to be extra deep.

From the vanishing edge wall, the main pool extends out toward Oyster Bay, ending in an ever-changing radius ellipse at the shallow end. Steps at the shallow end lead into the pool. The bottom of the pool from the shallow end pitches out at around a five-foot depth for a distance of 30 feet and then drops down to the 11-foot depth.

"This pool is so large," said Bonawandt, "that we were able to install a diving board on the side of the pool."

The overall height of the structural wall separating the lap pool from the main pool is 17 feet. That includes five feet from the vanishing edge top to the



surface of the main pool, an additional depth of 11 feet to the bottom of the main pool and then a foot of concrete at the bottom of the pool. This wall is double steel and 18 inches thick. The builder had to construct scaffolding across the deep end in order to shoot the wall. He had two gunite rigs running

two days to shoot the project. Haven Pools has its own gunite equipment, but often, as was the case with this pool, it uses gunite subcontractors to expedite projects.

The inside of the pool was finished in a custom blended color "River Rok" exposed aggregate pool plaster. The



SOLAR POOL ENCLOSURES OF NEW YORK, INC

888-471-5252 • solarpoolenclosuresny.com

Visit John Lochren
and Cover-Pools at
the Pool & Spa Show

(Zodiac Booth)
#2437



Increase your pool sales with Cover-Pools safety covers.

Solar Pool Enclosures provides the highest quality service for all your automatic pool cover needs. We are proud to be the New York/New Jersey area distributor for Cover-Pools Incorporated. Our design team can assist with covering nearly any pool. Help your customers save energy, water, chemical, and operating costs by up to 70% when they invest in a Cover-Pools pool cover.

Ask about what's NEW from Cover-Pools:

- New features with Zodiac's iAqualink control system
- New height adjusting gliders
- New redesigned key switch
- New stainless steel rope guides
- New revolutionary stainless steel cable upgrade

COVER POOLS®
Independent Dealer



Together, we are strong.

We support our dealers with everything they need! Next-Day Delivery, Accurate Shipments, Top Industry Products, Internet-Protected Items, Easy Ordering, Competitive Prices, Order Confirmations, Accurate Invoices and a whole lot more with Lightning-Fast Speed and Unmatched Service.

Interested? Let's Talk!

We are Hachik—the region's leading pool & spa distributor with over 90 years experience.

See more at Hachik.com

Come visit us at *The Pool & Spa Show*, Booth #2337
or Call us at 800-365-4224

Let's talk.

Hachik
Distributors of
Pool & Spa Products

Serving PA, NJ, DE, MD, VA, WV
100 Commerce Drive, Aston, PA 19014
7075 Oakland Mills Road, Columbia, MD 21046



decking and coping around the pool are New York State bluestone. The coping was first templated, and extreme care was taken in measuring and cutting the stone as was the creation of the end caps for piers used throughout the project. The piers are decorative and not functional; the challenge was guniting them and leaving ledges for stone veneer so that the finished products would align perfectly.

The pool and house were built around the same time. Bonawandt said that this mansion-like structure wasn't built like a traditional house in weeks or months; it took several years to build. Haven Pools created the structure for the pool so that the landscaper could build the numerous terraces around the house and pool. Bonawandt said that he did not have to take any special measures to protect the pool from those constructing the home, and both projects were finished around the same time.

"The house is large, the property is large," he explained. "We all had plenty of room to work."

The equipment for the pool is located in the main house out of sight from the pool. Hydraulically, the spa and lap pool are separate from the main pool. Haven Pools can winterize the main pool at the end of the swimming season on Long Island, but the lap pool and spa can remain open longer. There is no need to keep the spa running into the winter for a relaxing dip because the company built a completely separate gunite spa outside of the master bedroom suit for use throughout the year. The pool/spa/lap pool/master suite spa are controlled with three Pentair Intellitouch controls that also communicate with the Crestron home automation system. The homeowner can access all controls from anywhere in the home.

The entire project is heated with Titanium heat exchangers; no traditional gas swimming pool heaters. The heat comes off of the main power plant in the house, which is highly energy efficient. The builder used Titanium heater exchangers because the pool is salt water; stainless steel, in Bonawandt's estimation, would corrode too quickly.

As for lighting, there are mini LED lights in the sun shelf. The builder had to

match the traditional Pentair lights with special bulbs to match the color of the LED white lights that the homeowner favored. The lap and main pool have regular Pentair pool lights.

CHALLENGES

According to Bonawandt, the biggest challenge of this pool and spa was building the main pool so far below the lap pool.


"It was tricky to hold up the bottom of the lap pool while we excavated out

the deep end of the main pool. We had to develop our own system – our own proprietary technology – to do this because there was nothing keeping the excavated floor of the lap pool from falling down into the main pool."

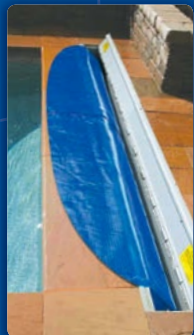
PRODUCTS USED

The pumps and filtration equipment are all Pentair, as is the lighting. "River Rok" by SGM. Natural New York State bluestone and Connecticut field stone. |

How will you cover your pool?



Beauty or Beast



Booth Number
3928

The Choice is Clear. ClearDeck®

IN-GROUND SOLAR BLANKET ROLLER

- does not detract from beauty of surroundings
- easy one person operation
- sleek, compact and sits flush with deck
- blanket lasts longer since it is protected from sun's damaging UV rays when retracted
- no-trip hazard
- year-round blanket storage

CLEARDECK

SYSTEMS LTD.

www.cleardecksystems.com

1-866-607-3325

sales@cleardecksystems.com

BigMouth Inc!

Creator of 20+ unique, fun
& GIGANTIC pool floats!



AS SEEN WITH...
Khloe Kardashian,
Justin Bieber
and Miley Cyrus!

OVER 4 FT WIDE!

VISIT US AT
thePOOL&SPASHOW
powered by Northeast Spa and Pool Association
January 27th - 29th • Atlantic City, NJ
Booth # 1448



© BigMouth Inc.

Phone: 1-800-592-0293 • Email: Sales@BigMouthInc.com • Website: BigMouthInc.com

Strawberry Donut Float



Visit us in Atlantic City! Booth 4037



Got Stains?

At last!
Everything you need
to eliminate metal stains
in 1 convenient kit:

- CuLator® Metal Stain Remover
- CuLator® Metal Sequester
- CuLator® Metal Eliminator



Periodic
PRODUCTS
Discover great chemistry.®

877.900.1213 www.culator.com

**No-Drain METAL STAIN
ELIMINATOR KIT**

For Pools
& Spas

4 Water Chemistry Mysteries Solved

by John Puetz

I BEGAN MY career the summer of 1974 in Milwaukee working as a lab assistant at Great Lakes Biochemical Co. Inc. Within a few months, I was asked to get my feet wet (no pun intended) by helping pool and spa dealers answer questions about pool chemistry problems. For the most part these were common problems, but every once in a while we were presented with problems that seemed impossible to solve. Here are four of the toughest problems I came up against over the years.

INABILITY TO ESTABLISH CHLORINE RESIDUAL

The first challenge was an inability to establish a chlorine residual; no matter how much chlorine I added, I got a reading of zero ppm. There were several possible causes, but we could not find the cause by testing the water over a period of several days. Perhaps there was too much chlorine in the water and the test kit would not read it because the color indicators were being bleached out. We proved this was not the case when the dealer removed a pail of water from the pool and put a drop of chlorine in and he got a reading. Too much chlorine was not the cause.

The next step was to check chlorine demand. If the pail of water test showed a residual, then chlorine demand seemed unlikely. Just to be certain, we waited a few hours and retested the water in the pail. Residual was still there as free chlorine; demand was not the cause.

Finally, we asked for water samples. Maybe the readings were in error or the pH was so low that it drove out the chlorine. The samples showed nothing out of the ordinary, but a test for chloride showed high levels to be present. Why no readings?

The answer came a few days later. The dealer's service tech repaired a nonfunctioning underwater light in the pool – the 12-volt system had shorted out. Oddly, a short time later, upon the

addition of more chlorine, a reading "magically" appeared. What happened? We determined that a slow discharge of current was destroying the chlorine residual as fast as it could be added. In the years since, I have seen similar issues with electric service panels bolted directly to above-ground pool supports, mild discharge from buried electric service and similar events.

YELLOWISH STAIN

Several years ago, a vinyl-lined pool with a recurring yellowish stain had me stumped for several weeks. Testing proved it to be copper, but where was it coming from? We all know the drill: "Do you have a heater?" "Do you use copper algacides?" "Is there copper in your fill water?" In each case the answer was no. Still, stains were constantly present along one wall and down onto the floor of the pool.

We successfully used a stain removal product system to remove the stains. Within a few days I got a new call from the customer saying that the stains had returned. A new water test showed copper in the water again; and again we used the stain remover, which was successful. So, while the customer was pleased with the removal, the perplexing question persisted: Where did the copper come from and why did the stains keep coming back?

I asked questions about the surroundings of the pool. There seemed to be nothing out of the ordinary – at least at first. The pool was largely surrounded by lawn and grass with the exception of a small, old wooden deck. I asked for more detail about the deck and was told it was in the same area as the staining that was taking place.

The next question was easy: Does the deck edge hang over the pool wall? Not only did it overhang by a few inches, but it was also pitched toward the pool so water would drain into the pool from its surface. In the end we understood that whenever it rained the water would leach some of the copper from this old pressure-treated wood and into the pool it would flow. The deck was replaced and tipped away from the pool and the problem was solved.

CONTROLLING PHOSPHATES

We face some interesting and new challenges in our ability to keep pools working well and looking inviting while still reasonably easy to operate or maintain. One such new process is the control or removal of phosphates from pool water. Phosphates come in several forms and not all can cause problems in pool chemistry.

Some phosphates, such as meta or poly phosphate, can be very helpful in controlling scale or staining in pools.

WE'VE GOT YOU COVERED

COME VISIT **BOOTH 3319**
AT THE ATLANTIC CITY
POOL AND SPA SHOW!

- Register to get your company's label on every Anchor cover you sell - FREE
- Check out our NEW Defender Mesh cover colors
- Ask about our Remake Roundup - more options for your customers, better ROI for you



What's splashing at Anchor in 2015?

We're working on 24/7 ordering, cross web covers, simplified photo measuring... all coming this summer!

We're energizing 50 years of innovative, high quality and exceptional service with a nextgen spirit... all with your success in mind.



800-255-5552 or 812-867-2421

email: custdiv@anchorinc.com • www.anchorinc.com

Reliable & Energy Efficient Heating



• Heat pumps save energy by transferring free heat from the air rather than creating heat

• save up to 80% in heating costs when compared to a gas heater

• patented ThermoLink titanium heat exchanger is less flow restrictive than competitors

• programmable thermostats for stable temperature control

• most reliable heating method available



HEATWAVE SUPERQUIET

Geothermal

Visit Our
Booth at the
Atlantic City Show
Booth 1625

**MAAP
PROTECTED**

2737 24th Street North • St. Petersburg, FL 33713 • 727.823.5642 • aquacal.com

However, ortho-phosphate has no positive value and contributes to potential algae growth if chlorine or algaecide levels are not maintained. To help manage these in pool water, there are products available that will precipitate out ortho-phosphate.

Sometimes a consumer will complain that when they add one of these phosphate reducers to their pool water the level of phosphate does not change. If this complaint comes your way, the best first question to ask is if the pool got cloudy when they added the reducer. A cloudy condition will indicate that ortho-phosphate is being precipitated. However, if the test kit shows phosphate in the pool water but no cloud forms, this likely means the phosphate in the pool is not ortho form, but the more valuable meta or poly form. Phosphate reducers will only precipitate the less desirable ortho form. The problem here is that the test kit was not designed to test only the ortho form; instead, it tests total phosphate. This is not very helpful to the pool owner or the service person. When buying or specking a phosphate

test kit, always make certain it only tests for ortho-phosphates.

SALT-CHLORINE GENERATOR ISSUES

The next more recent change in pool maintenance has come with Salt Chlorine Generators (SCGs). While these units may reduce the need for chlorine additions and other maintenance in pools, they don't eliminate the need for some attention. More often than not, the confusion comes with a pool owner who no longer thinks he has chlorine in the pool. ("I don't use chlorine, I have salt.")

Some consumers are convinced there is no chlorine in their pool. A pool service professional in California told me he had been fired from a service account. The reason: The pool was reading low in chlorine when he came for routine service. He thought he would be helpful and went to his truck to get a bottle of bleach. He returned to the pool and began pouring. When the homeowner spotted him, she ranted about how there was no chlorine in her pool and fired him on the spot. Explanation was futile.

The lesson here: Be careful to educate your customers on exactly what they have. Leaving information out can come back to cause you trouble later.

You may also find it helpful to suggest non-chlorine shock for SCG pools instead of using the chlorine "shock" button. This keeps chlorine out of the argument, and using this shock can help reduce the stress on the generator cells.

I have come to realize that the best way to solve problems – easy ones or the more unusual – is to ask questions, lots of questions. Get the full picture before you begin to work on addressing your customers' needs. ■



John Puetz is director of technology, Global Application Technology-Water, Arch Chemicals, Inc., A Lonza Business, Alpharetta, Georgia.

John Puetz will present a pool chemistry seminar at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.

thePOOL&SPAshow
powered by Northeast Spa and Pool Association

JANUARY 26-28, 2016
Atlantic City Convention Center

Get the Latest Show News
www.ThePoolSpaShow.com

35TH YEAR
2016

FOR POOL & SPA PEOPLE. BY POOL & SPA PEOPLE.

POWERED BY **AESPA**

www.taramfg.com

TARA MANUFACTURING

POOL LINERS

SAFETY COVERS

THE FINEST
FOR OVER
30
YEARS

256-725-2500



A PERFECT FIT

- TARA LASER® - Automated Pool Measuring Device
- TARA 24/7® - Online Order Access
- 100% North American Virgin Vinyl
- Advertising & Marketing Tools
- Serial Number Printed on the Bead



BUILT STRONGER

- Stronger Heavy-Duty Springs
- Double Webbing Across the Entire Cover
- Panel Edges Reinforced with a 1" Hem
- Free Custom Labels Featuring Logo
- Standard Mesh, Heavy-Duty Mesh & Solid
- Meet or Exceed ASTM Standards



PRO SERIES

Professional Strength - Professional Results

NEW! PRO Exclusive Product Line

Natural Chemistry is proud to release a new line of products exclusively formulated for the pool professional.

Visit us at
Booth
#3919



It's All *in the* Details

by Jeffrey Boucher

WITH UNIQUE ONE-OF-A-KIND projects, there are certain obstacles to overcome. These obstacles are a learning experience and opportunity for mastery, equipping us with the tools to move toward bigger and better things.

Case in point: a rectangle, three-sided edge pool on a sloping grade with an automatic cover, glass tile throughout and suspended coping to hide the cover track and gutter for the edge.

The challenge was to cantilever the coping by more than six inches and to make it float in mid-air while hiding the exposed cover track, even though the back of the edge and surge basin were in full view. The design would need to be both functional and aesthetically perfect.

Starting with the details of the edge, we created a model in Google Sketchup, a drawing tools program used by architects, designers, builders and engineers, to re-work some of the typical engineering specifications for attaching the cover track to a vertical surface. A scaled mock-up of the beam and gutter detail was created from wood in order to figure out how to connect the track and coping support. We tapped our supplier, Coverstar Northeast, to provide us with a myriad of parts so our cover components could be fabricated to allow the passing of the cover armature through the gutter, past the coping supports and into the cover box. All of this had to take place while allowing the water to flow freely into the gutter.

The dam wall at the cover box and the common wall of the spa and gutter posed another challenge: the two walls of the spa needed to be slightly higher to stop water from migrating from the spa and into the gutter and cover box. These two walls were raised slightly higher and turned into the pool.

Home Port Water Testing Systems Choose The System Right for You!

Scan It



**The Wave III
Test Strip Scanner**

Spin It



WaterLink Spin Lab

One Stop Water Testing Solutions!



Test Strips



Salt/TDS



POS Integration



Pool Watch™
Water Analysis Software

See Us in
Atlantic City
booth# 3326

Home Port Computer, Inc. 866-275.0547 www.homeportcomputer.com

STILL USING OUTDATED POOL WATER TEST KITS?



eXact iDip®
SMART PHOTOMETER SYSTEM
with Bluetooth®

USEPA
HEALTH DEPT
COMPLIANT

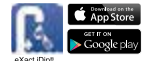


ATLANTIC CITY
BOOTH #
2349

List Price \$179.99
Part# 486101
SENSAFE.COM/IDIP
800-861-9712

HARNESS THE POWER OF THE SMARTPHONE TO TRANSFORM THE WAY YOU TEST POOL WATER!

- The ONLY handheld photometer to use 2 way communication with a smartphone
- In-app updates continually improve accuracy and add new features
- Customize the app with only the tests you need (4 pre-installed / 35+ available for purchase)
- 30 day satisfaction guarantee AND 2-year warranty
- Results include time, date and GPS location



DOWNLOAD THE FREE APP
www.senseafe.com/IDIP

THE ORIGINAL
Fence Hooks

**TRY THEM! YOU'LL
GET HOOKED!**

**TOOLS
&
FASTENERS**



**BOOTH 2918 AT
THE POOL & SPA SHOW**

Great for any Fence, Porch or Deck Railing

- Solid Aluminum
- Easy to Install & Remove
- Won't Cause Any Damage to the Fence
- Lifetime Warranty
- See how to get your **NEW** Store Display
- Save up to 33% at the Show

MIDE Products Hooks & Hangers www.mideproducts.com 888-243-7019

How About You?

Produce your custom label on silk screened, color-coded bottles and pails.
We use the highest quality products and accept very reasonable minimum quantity orders. Same day shipping.



Jonas

#1 in Private Labeling
800-523-6533



The first detail we tackled was the cover track. An encapsulation was reworked to support the track insert. Stainless bushing and spacers were made to allow for the attachment to the pool wall, and also for the water to flow down the common wall and into the surge trough. The diamond-shaped block spacers were attached in a fashion that allowed water to flow past the spacer and not disturb the water in transit or create a dripping effect.

BLENDING WITH GLASS TILE

The cover encapsulation was also faced with SICIS Glass tile to blend with the common wall and to make it disappear (In my 20 years in the industry, I have never seen this before). End caps were fabricated to finish off this detail and were tiled as well. The wear blocks and sliders were retrofitted to accommodate the leading edge bar and the tight tolerances inside the gutter. All of the mechanicals and fasteners were fabricated and installed to ensure that everything would function properly.

We then moved on to securing the coping. The flamed bluestone could not be supported by mortar alone; the gutter detail had only an eight-beam for the rear of the pool wall. The cantilever of the stone over the gutter was more than half the width of the stone itself. During our mock-up, we had discussed using concrete supports in the center of the stone that extended into the floor of the gutter. The issue was that the guide and slider for the cover were hitting the supports as the cover was retracted. We then opted for a stainless steel threaded rod with stainless plates, which would act as stanchions so that we could attach the coping. On the rear of the coping, a six-inch "L" shaped stainless plate was fastened to the beam. Each coping stone was drilled and fastened to support the weight of people deckside.

SHOOTING THE POOL

The shooting of the pool happened over a period of three days. The mix design was set to achieve a minimum strength of 6,000 psi following a 28-day wet cure. The tolerances were tight, knowing that the shot surface would be accepting glass tile. Properly shooting a concrete watertight vessel with high density and low permeability was paramount. The detail of the edge wall was an inverted angle as the top edge of the pool was much smaller than its base, which needed to accommodate the out-of-ground construction as well as marrying into two formed and poured retaining walls. A double cage of #4 1/2-inch steel was used at the base, which yielded a 12-inch floor and 12-inch walls until tapering down to a single mat of #4 at the top edge wall detail.

With the infrastructure complete, we prepared the pool and plastered. A custom-blended white and blue aggregate finish was used to compliment the tile. Ultimately, the water color had to be perfect to match the color palette of gray and blues.

Once the pool was filled and running, the cover was installed and, following a few minor adjustments, it was operating as designed. Modifications to the leading edge bar were made, and the installation was a success. The coping was then re-installed and fastened to the stainless steel, and the completion of the hardscape started to take place. |

Jeffrey Boucher is vice president and managing partner of Drakeley Pool Co. and Drakeley Industries. A 20-year veteran of the pool and spa industry with expertise in all forms of pool design, construction, renovation and service, Boucher is widely recognized as a leading industry expert in green technology and alternative sanitizers and has contributed to industry articles written on these topics. He is a member of the Genesis 3 Design Group and The Society of Watershape Designers.

Bill Drakeley of Drakeley Swimming Pool Co. and Dave Peterson of Watershape Consulting will present a seminar titled "Project Profiles: Swimming Pool Challenges and Solutions (New 2015 Case Studies)" at the 2015 Pool & Spa Show. Visit www.ThePoolSpaShow.com for the latest information.

Allied Innovations

and MUCH MORE!

- Original Manufacturer
- Fulfillment & Assembly House
- Injection Molder
- Master Distributor
- Spa Controls & Replacement Parts
- Genuine Brands

Visit us at Booth #2019 at The Pool & Spa Show in Atlantic City, NJ to see what's new & receive an additional free drawing ticket when you mention this ad!

Call to Request a Printed Catalog or Order Online Today!

Activate Your Online Account & Receive Your Allied Info in a Flash Souvenir!

Contact Us at **800-237-9937**

7215 Bermuda Road Las Vegas, NV 89119-4304
Email: info@alliedinnovations.com

Clients looking for **CLEANER, HEALTHIER WATER?**

Meet the need with
Clean Light Technology by Delta UV.

- Improve water & air quality-ideal for indoor pools!
- Prevent red eyes, dry skin, damaged hair
- Reduce chemical usage

Delta UV
Ultraviolet Solutions

866-889-8765
www.deltauv.com



**Come see us in
Atlantic City**



CUSTOM WATER SLIDES *Dolphin Water Slides*

Residential Water Amusement
Designed By You
For Thier Backyard
For Their Family
Forever

PROJECT PHOTO BY KATIE M. YOUNG

WWW.DOLPHINWATERSLIDES.NET
PHONE: 731-632-1407
FAX: 731-632-3739
SALES@DOLPHINWATERSLIDES.NET

Your Complete Source for Leak Detection and Repair Solutions!



Test Plugs
Pressure Testing Kits
Listening Devices and Hydrophones
LeakTrac – Vinyl Liner Leak Detector
Dye Testing Supplies

Crack Injection System
Leakalyzer – Water Loss Indicator
Diving Equipment
Helium Detector
Epoxies, Sealants, Supplies, etc.

Providing helpful service, dependable quality, and problem-solving innovation for over 25 years! We'd like to be your partner in leak detection success.



ANDERSON
MANUFACTURING COMPANY INC.

Call us at 800-348-1316 or
visit LEAKTOOLS.COM

Urge to Cut Pool Energy Use SPELLS OPPORTUNITY



by Steve Gutai

WHETHER THEY ARE driven by environmental concerns, the desire to save money or both, a growing numbers of swimming pool owners want to cut energy use. That demand spells opportunity for forward-thinking swimming pool professionals – both service professionals and builders – who understand the basics of how and where energy is wasted.

VARIABLE, MULTIPLE, SINGLE SPEED PUMPS

Most people do not realize what they pay for power. The concept of “peak” vs. “non peak” cost of power is not commonly understood. The main idea is that if a power consuming device – such as a pool pump – is running during peak hours (at hours when the majority of the population is running their pumps as well), the cost of electricity can double. Typically, operating a pool pump at night will cost the least. In the case of variable speed pumps, operating at low rpms (at low flow rates) during the day (at peak hours) can cost very little. The pump should run at higher speeds during off peak hours if possible.

When conducting an energy audit of an existing pump, use an RMS kilowatt meter. A common misconception is that volts X amps = watts. This is not

a way of accurately reading the power consumption of an AC motor. The true calculation is: volts X amps X power factor = watts. Use the RMS meter and you will be a step ahead of the game.

The actual *cost to operate* a pool pump is the following: kilowatts X hours = kilowatt hours.

Understand horsepower (HP) and service factors (SR). There seems to be considerable confusion about the amount of power a pool pump consumes as it relates to horsepower. A service factor can be described as the amount of reserve or overload capacity designed into the equipment. It is commonplace for pump/motor combinations to be labeled with high HP with lower SF or vice versa, low HP with high service factor. Hence, the adoption of total horsepower, which can be defined as:

service factor X rated horsepower = total horsepower. Example: 1.5HP X 1.1SF = 1.65 total Horsepower (THP)...same as 1.0HP X 1.65SF = 1.65THP.

A final point on variable speed pumps that is not commonly known: A reduction in 400-600RPM can reduce power consumption by up to 50 percent. Example: a variable speed pump at 3450RPM will consume 2KW; the same pump running between 2850-3050 will only consume 1KW. The benefit here is that the flow only drops 10-15 percent, which is typically more than enough flow to operate the pool hydraulic system properly. The basis of this is an equation called the “Affinity” Law. It states that a pump running at half speed will only use one-eighth the power. Of course, this is a very simply way of looking at it, but the results are

create ATMOSPHERE



S.R.Smith LED Lighting allows you to transform a swimming pool into a relaxing retreat or party central. The new Treo Micro can intensify the effect by illuminating small, hard to reach places and water features. Easy to install, with user-friendly controls, S.R.Smith lighting allows you to create a magical pool atmosphere. For more, visit www.srsmith.com

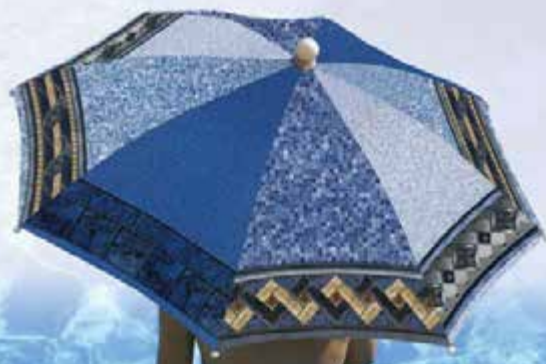
Treo Micro
with 1-1/2" face



800-824-4387 • info@srsmith.com

TOGETHER, INDEPENDENT RETAILERS CAN MAKE A BIGGER SPLASH.

Introducing Pool Retailers Cooperative: Your opportunity to join forces with other independent pool retailers and enjoy advantages typically enjoyed by only the largest chains: greater purchasing power, online sales, exclusive product line, marketing support, and much more. Visit poolretailers.coop to learn more about the many advantages of joining PRC.



Liner Selection
COVERED

Finest Quality
Materials
COVERED

Dealer Support
COVERED

Attractive
Pricing
COVERED

Fast Delivery
COVERED

20-Year Limited
Warranty
COVERED

Garrett's got you Covered

It's more important than ever to have your suppliers supporting your sales efforts. That's why Garrett has carefully created a program that features a top selection of liner patterns, finest quality materials and fit, attractive pricing, fast delivery, customer support, and a 20-year limited warranty that is so critical to your success. Follow Garrett's pattern for success, call today for details on our program.

Garrett

Quality pool liners since 1964

1-800-222-3650

www.garrettliners.com

295 Lower Morrisville Road • Fallsington, PA 19054 • Fax: 800-222-5250

Unicel®

CLEARLY THE BEST

Pool filter replacement cartridges may all look the same, but they are not the same. None perform with Unicel's precision.

Unicel maintains its leadership position by offering the most finely crafted products, the fastest turn-around time, and the most responsive customer service in the business.

Always has. Always will.



www.unicelfilters.com

undeniable. Remember that results may vary, so always check with your VS pump manufacturer for actual performance specification.

AUTOMATION AND TIMERS

- Pump timer: Always have the *pool circulation/filtration pump* of any type (single, multiple or variable speed) *on a timer*. If the pump is single speed, operate during off-peak hours; if it is multiple or variable speed, operate at lower speed.
- Take advantage of variable and multiple speed pump *programming* to gain the largest *power savings* and return on investment for the consumer. Operate VS pumps at lower speed during peak hours, operate at higher speed to operate other pool functions, such as cleaning, during off peak hours.
- Utilize *different time programs* for the *swimming pool's seasonality*. If the pool is operating year round, change the timed program for the circulation/filtration to lower hours of operation during the off season.

Use these simple steps to determine the power savings before and after installing automation or timer to a pool that doesn't have it or doesn't have it setup properly:

1. Determine pump power consumption by testing the KW per hour consumption of the pump running at its normal operating speed using an RSM kilowatt meter. This will be simple for single-speed pumps because they only have one speed, 3,450 RPM. In the case of variable speed pumps, calculate for all modes of operation. Both lower and higher speeds that are typically used for filtration, cleaners, solar, in-floor, etc.
2. Multiply the KW hour by 24 (hours in a day) for pool with no timer or automation. For a pool with timer, utilize the set run times.
3. Multiply KW hours by days of usage annually. This should reflect the swimming season. If the pump is running 200 days annually, that should be the number. Remember, the amount of operational days will vary from region to region, so make sure you know your specific area.

4. From here, multiply by the cost of power. Use cost of power at the appropriate tier for time of operation.

This calculation will give you the baseline cost that you will compare to. Now let's compare to the following:

1. In the case of a pool with no timer or automation, you are simply changing the hours of operation from 24 to the turnover rate required to keep the pool clean and clear. This will vary from region to region. Many states will use 6-8 hours as a baseline.
2. The next step is to check the customer's power bill and understand the cost of power during the hours of usage. For the pool running a single speed pump 24 hours a day, the power savings can be an estimated 30-75 percent.
3. For a pool with automation or a timer that is not programmed properly, simply adjust the pump speed to the flow required to turn the pool over a single time, or what is required to keep the pool clean and clear. Only use higher speeds to run in-floor, spa jets, solar and cleaning systems.
4. Run the pump as much as possible during off-peak hours to keep the power costs down.

This simple process should allow you to clearly show customers the cost savings of utilizing a variable speed or single speed pump in conjunction with a properly programmed timer or automation system.

ADDITIONAL EQUIPMENT ENERGY SAVINGS

- Gas Heaters: Always use DOE approved, 82 percent thermal efficiency gas heaters. The DOE's change to 82 percent from 78 percent in recent years has lowered the cost of operation for consumers who want to operate their pool heaters during the season.
- Heat Pumps: Always use AHRI certified, 4.0 COP heat pump products. The revision to R410 refrigerant is much more eco-friendly than the R22 predecessor.
- Covers: When possible, keep the heat in. The cost of maintaining a heated pool and reduction in water evaporation make this one a winner.
- LED light technology has the advantage of producing 3-4 times the

lumens of the conventional incandescent lighting that has been in the swimming pool industry for years

FINDING ENERGY SAVINGS

As you can see, increasing the efficiency of a swimming pool hydraulic system and reducing the power consumed by its equipment, especially the pump, is easy if you know where to look. Understanding the basic concepts of hydraulics and the power required to operate the pool are at the core. Remember to program the pump (of any type) to achieve the best power saving while providing clean and clear water.

This will go a long way in achieving power savings and will keep your customers happy. Always try to stay informed about the ever-shifting Energy Codes, power company rebates and the Energy Star pool pump program. |

Steve Gutai is director of New Product Development, Hydraulics and Heating Systems at Zodiac Pool Systems.



3X CHEMISTRY

SP3

Pool & Spa Scale Remover & Tile Cleaner

- Works on calcium carbonate and hard water deposits
- Thick, fast acting formula clings to vertical surfaces
- Use during regular maintenance to keep tiles sparkling clean
- Tested and preferred by pool professionals

VISIT US AT THE POOL & SPA SHOW - BOOTH 3020

DirectLine www.3XChemistry.com
(866) 773-6136

3XChemistry is a registered trademark of DirectLine Industries.




POS & Business Management Software

Exclusively for Pool & Spa Professionals



- ✓ Cash register
- ✓ Inventory control
- ✓ Collect & manage customer data
- ✓ Service & scheduling
- ✓ Sales Leads
- ✓ Chemical maintenance calendars
- ✓ Sync with leading water test software
- ✓ Integrated payment processing
- ✓ Stats & reports
- ✓ Marketing & merchandising tools
- ✓ Construction management
- ✓ Employee management
- ✓ Communication tools
- ✓ Online Bill Pay
- ✓ Mobile Service App
- ✓ Tablet POS & "Line Busting"
- ✓ Plus much more!



RB Service Pro is available for service professionals of all sizes!

thePOOL&SPA show
powered by Northeast Spa and Pool Association

ATLANTIC CITY
BOOTH # 3937

866.933.9099
rbcontrolsistemas.com

ADHESIVES

Anderson Manufacturing Co. 50
www.leaktools.com

AUTOMATIC CLEANERS

Hayward Pool Products 18
www.thepowerofsimple.com

BACKYARD ACCESSORIES

FloatStorage.com 17
www.floatstorage.com

CERTIFICATION

Air-Conditioning, Heating and Refrigeration 34
www.ahridirectory.org

CHEMICALS

Chemtura (BioLab) 10
www.softsoak.com
Direct Line Industries 53
www.3XChemistry.com
Haviland USA 14
www.naturescarepool.com
Lonza 21
www.leisuretimespa.com
N. Jonas & Co. 48
www.njonas.com

COMPUTER SOFTWARE

Evosus Business Management Software 26
www.evossus.com
RB Control Systems 54
www.rbcontrolsistemas.com

COVERS

Cover-Pools, Inc. 4
www.coverpools.com

COVERS/LINERS

Latham International 32
www.lathampool.com
Pegasus Products 6
www.pegasus-products.com

DISTRIBUTORS

Bel-Aqua Pool Supply, Inc. Inside Front Cover
www.bel-aqua.com
Hachik Distributors, Inc. 40
www.hachik.com

DIVING BOARDS

S.R. Smith, LLC 52
www.srsmith.com

FENCE HOOK/HANGERS

Mide Products 48
www.mideproducts.com

FILTER CARTRIDGES

Rec 1 Products, LLC 27
www.rec1products.com

FILTERS

Filbur Manufacturing 12
www.filburmfg.com
Hayward Pool Products 18
www.thepowerofsimple.com
Unicel 52
www.unicelfilters.com

FLOATS & TOYS

Big Mouth Toys 42
www.bigmouthinc.com

HEAT PUMPS

AquaCal/AutoPilot 44
www.aquacal.com

HEATERS

Hayward Pool Products 18
www.thepowerofsimple.com
Raypak, Inc. 5
www.raypak.com

INGROUND LINERS

GLI Pool Products Inside Back Cover
www.glipoolproducts.com

INSURANCE

Cook Maran & Associates 13
www.cookmaran.com
Walter Rose Agency, Inc. 35
www.walterroseagency.com

LADDERS

S.R. Smith, LLC 52
www.srsmith.com

LEAK DETECTION

Anderson Manufacturing Co. 50
www.leaktools.com

LEAK SEALERS

Anderson Manufacturing Co. 50
www.leaktools.com
Fix-A-Leak 13
www.fixaleak.com

LINERS

Garrett Liners, Inc. 52
www.garrettliners.com
Loop Loc, Ltd. 8
www.looploc.com
Tara Manufacturing 46
www.taramfg.com

MEMBERSHIP/ASSOCIATION SERVICES

National Pool Retailers Cooperative LLC 52
www.poolretailers.coop

PHOTOMETERS

Industrial Test Systems, Inc. 48
www.sensafe.com/iDip

POOL CHEMICALS

Natural Chemistry 46
www.naturalchemistry.com

POOL CLEANING EQUIPMENT

Zodiac Pool Systems, Inc. 3
www.ZodiacPremium.com

POOL COVERS

Anchor Industries 44
www.anchorinc.com
Solar Pool Enclosures of New York, Inc. 39
www.solarpoolenclosuresny.com

POOL LIFTS

S.R. Smith, LLC 52
www.srsmith.com

POOL LIGHTING

Hayward Pool Products 18
www.thepowerofsimple.com

POOL PRODUCTS

Cardinal Systems, Inc. 17
www.cardinalsystemsinc.com
Water Tech Outside Back Cover
www.watertechcorp.com/discover

POOL SLIDES

Dolphin Waterslides 50
www.dolphinwaterslides.net

POOLSIDE ACCESSORIES

FloatStorage.com 17
www.floatstorage.com

PUMPS

Hayward Pool Products 18
www.thepowerofsimple.com

SAFETY COVERS

Merlin Industries 20
www.merlinindustries.com

SANITIZERS

AquaCal/AutoPilot 44
www.aquacal.com
Hayward Pool Products 18
www.thepowerofsimple.com

SLIDES

S.R. Smith, LLC 52
www.srsmith.com

SOLAR BLANKET REEL SYSTEMS

Cleardeck Systems 41
www.cleardecksystems.com

SPA PARTS

Allied Innovations 49
www.alliedinnovations.com

STAIN REMOVAL

Periodic Products 42
www.culator.com

STORAGE

FloatStorage.com 17
www.floatstorage.com

TOOLS

G & P Tools LLC 17
www.gandptools.com

UV SANITIZERS

Delta Ultraviolet Corporation 50
www.deltav.com

WATER TESTING

LaMotte Company 24
www.lamotte.com/spin

WATER TESTING EQUIPMENT

Home Port Computer Systems 48
www.homeportcomputer.com

WINTERIZING PRODUCTS

Anderson Manufacturing Co. 50
www.leaktools.com

CAN YOU FIND THE GLI COVER DOCTOR?

JOIN US AT THE
ATLANTIC CITY POOL & SPA SHOW
AND HUNT FOR THE
COVER DOCTORS TO WIN!



SCAN THIS QR CODE
FOR HUNT DETAILS.



Visit us at the AC Pool & Spa Show - Booth # 2137
www.glipoolproducts.com • 800-448-2343





There's a Pool Blaster® Battery Powered Vacuum For Every Pool, Spa & Budget!

Cordless, Rechargeable and Easy To Use

POOL BLASTER SPA VAC

The Pool Blaster SpaVac offers owners the opportunity to microfilter the water in their spa or hot tub, while removing the smallest dirt and debris.



POOL BLASTER AQUA BROOM

Aqua Broom has extraordinary power for thorough clean-ups of virtually any water application... kiddie/wading pools, spas, hot tubs and fountains.



POOL BLASTER CATFISH

This mighty mite with its High-Flow pump tackles the largest of messes in any pool, spa or hot tub.



POOL BLASTER MAX

Extra power for deep cleaning with its Super-High Flow pump located in the machine. The most effective way there is to clean a pool or spa.



The Industry Leader
In Battery Powered
Pool & Spa Vacs

For More Information Call
800-298-8800
EXT. 230

Learn More About Us
www.WaterTechCorp.com/discover

E-Mail Us At:
Sales@WaterTechCorp.com