Effective October 2019

PHTA RESOURCE GUIDE

Achieve business success through using PHTA resources, knowledge, networking tools and educational programs.

Inside: Custom-Designed Products and Services to Help Your Business Grow

From the Largest Pool, Spa and Hot Tub Association in the World!

PHTA.org | 703.838.0083

2019 International Awards of Excellence Winner
Van Kirk & Sons Pools & Spas
Deerfield Beach, Florida

PHTA.org | 703.838.0083
PHTA brings together two legacy organizations: The Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF). Our mission is to promote and protect the aquatics lifestyle with a unifying voice that serves and engages our diverse stakeholders.

With an emphasis to **CELEBRATE THE WATER**, PHTA facilitates the expansion of swimming, water safety, water-related education and research, and outreach activities aimed at bringing more people to water, safely.

The unification creates a powerful influence with a single voice for the aquatics industry.

Learn more about our vision and how you can benefit, visit [phta.org/learn](http://phta.org/learn).

JOIN the movement: #IAMPHTA
Dear Pool and Hot Tub Professional,

These are exciting times to be part of the Pool & Hot Tub Alliance (PHTA). Historic steps were taken earlier this year to unite The Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF). With a unified voice, PHTA is ready to maximize advocacy and outreach efforts.

I encourage you to browse through this guide and take advantage of the expanded lineup of products, services and training opportunities we offer to keep advancing your business and career.

These offerings, along with our continued success in the government relations and standards, help us all reach our goal of having a more qualified pool and hot tub workforce.

Best regards,

Chris Curcio
PHTA Chairman of the Board

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Order Information (see Order Form on page 63)

**Returns**
You have 30 calendar days to return/exchange an item from the date of purchase. No returns shall be accepted after a 30 day period.

**Refunds**
A refund (less shipping and handling) will be issued by credit card or original method of payment.

**No returns or refunds on downloadable items — ALL SALES ARE FINAL**
To return merchandise, indicate the reason for the return on a copy of the invoice or publications/products order form. Enclose the document with your return and ship using a traceable method to:

PHTA
Attention: Membership Department
2111 Eisenhower Avenue, Suite 500
Alexandria, VA 22314
703.838.0083 ext. 301
memberservices@phta.org

Prices effective October 2019 and subject to change without prior notice.
PHTA MEMBERSHIP
By the Numbers

We are the industry’s trusted and powerful voice.

2X
PHTA Members earn 2X as much, on average, compared with non-members.

1000
PHTA reviews over 1,000 proposed pieces of regulation and legislation each year.

30+
Join us and connect to over 30 chapters, sit on a council or committee, and attend networking events.

Eye
Value of reaching your target audience through sponsorship, advertising and on the member locator.

Cart
Discount on event registration, insurance, SDS & Hazmat Consulting, and more.

Certificate
Certification programs that give our members the competitive edge.

Supporting the continuing of great work through grants and scholarships.

PHTA.org/JoinNow
JOIN ONLINE TODAY!
Sabeena Hickman, CAE, is President & CEO of PHTA and serves on its Board of Directors. Hickman brings more than 20 years of relevant association experience to her new role, having previously served as Chief Executive Officer of the National Association of Landscape Professionals (NALP).

Hickman has experience in leading and transitioning organizations through prioritization of critical issues and strong fiscal oversight. Hickman joined NALP, then known as the Professional Landcare Network (PLANET), in 2007 as chief operating officer. She was appointed acting CEO in 2008 and named CEO in 2009. Under her leadership, NALP increased revenue by 38 percent over three years to $7.2 million and grew membership by 12 percent in 2018. From leading the association’s pivotal evolution—from Professional Landcare Network (PLANET) to NALP—to strengthening the partnership with the Outdoor Power Equipment Institute (OPEI) and growing the Green Industry & Equipment Expo (GIE), from the creation of the Industry Growth Initiative (IGI) to fostering new industry leadership on NALP’s board and staff, Hickman was vital in cementing NALP’s role as a premiere organization in the landscaping industry.

She is a graduate of Virginia Polytechnic Institute and State University and holds a Certified Association Executive (CAE) designation. Hickman is on the board of various charitable organizations in the Washington, D.C. metro area.

“We are delighted that Sabeena has accepted the position of President and CEO at PHTA,” said Chris Curcio, PHTA Chairman of the Board. “She has been a proven consensus builder in industries of similar size and scope to ours, and with her valuable professional background, she can take her pivotal role and energize and grow our industry. I believe that given the key changes over the past year with the unification process, Sabeena has the traction and vision to strengthen PHTA’s leadership role in a very positive and inclusive way.”
Your Future Begins Here.
Congratulations on taking your first step toward certification with the Pool & Hot Tub Alliance (PHTA). Be sure to read this section thoroughly, as changes to the exams, deadlines, fees and forms are outlined throughout.

PHTA is dedicated to the growth and development of its members’ businesses and to promoting the enjoyment and safety of pools, spas and hot tubs to consumers. For more than half a century, PHTA has been serving members and the public with critical industry knowledge.

Earning your PHTA certification is an excellent way to set you apart from the competition and to distinguish yourself to consumers as a professional dedicated to enhancing your knowledge and experience in the pool, spa and hot tub industry. As an PHTA-certified professional, your professional skills will be acknowledged and validated. You will be identified as a leader in the industry and members will gain access to numerous benefits offered through PHTA.

We look forward to serving you!

Sincerely,

Silvia Uribe
PHTA Director of Education

PHTAUniversity.org | PHTAUniversity@phta.org
PHTA University Education Program Overview

Build your business and career using PHTA University resources!

You’re a pro. Now carry the PHTA certification that proves it.

Experienced pool and hot tub professionals demonstrate their commitment to quality, expertise, safety and professionalism with PHTA certification. Once certified, you’ll join an elite group of professionals who stand out from the competition. Plus, you’ll fortify your reputation at the highest tier of industry reliability, respect and trust.

- Enhance your skills and knowledge
- Build confidence in your abilities as a pool or hot tub professional
- Learn the most efficient and cost-effective ways to use your time
- Maximize your career potential for success

Working toward PHTA certification has never been simpler or more convenient. Take advantage of three different education options for all PHTA certifications!

1. Hybrid Courses:
   Combine online learning with in-person training

2. Self-Paced, Modular Online Courses:
   Create an education plan that fits your needs

3. In-Person Regional Courses:
   Hands-on, instructor-led learning

3 Ways to Take PHTA Certification Exams!

Students that successfully complete PHTA University courses, can test at the following:

1. At a local PSI Computer Testing Center
   Find your location today! Psixams.com  *Excludes PPSO and CPO programs

2. At a PHTA National, Regional or Chapter-Sponsored Education and Testing Event
   Find upcoming events at PHTA.org/Events.

3. At a local community college or university
   Proctored exams must be taken at an accredited college or university.

For more information, email PHTA University at PHTAUniversity@phta.org.
# PHTA University — Continuing Education

PHTA University offers a variety of courses that fit the needs of today’s pool and hot tub students!

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Module Learning</th>
<th>Hybrid Learning</th>
<th>Certification Designation</th>
<th>In-Person Learning</th>
<th>Online Only</th>
<th>Available in English</th>
<th>Available in Spanish</th>
<th>Available in French</th>
<th>Can Sit for Exam After Completion</th>
<th>Record of Completion Awarded</th>
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<tbody>
<tr>
<td>Residential and Commercial In-Person, Hybrid or Online Courses</td>
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<td>PSCC Pool &amp; Spa Construction℠ Course</td>
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<td>CST Certified Pool &amp; Spa Service Technician℠ Course</td>
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<td>AST Advanced Service Technician℠ Course</td>
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<td>CHTT Certified Hot Tub Technician℠ Course</td>
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<td>Commercial Certification Online Prep Courses</td>
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<td>Pool Operator Primer Course</td>
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<td>Online Business Skills Courses</td>
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<td>Improving Your Bottom Line Using Project Management Course</td>
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<td>Retail Business Operations Bootcamp Course</td>
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<td>Virginia Graeme Baker Pool &amp; Spa Act Course</td>
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<td>Online Safety Skills Courses</td>
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<td>Aquatic Facility Audits Course</td>
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<td>Aquatic Play Feature Course</td>
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<td>Aquatic Risk Management Course</td>
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<td>Emergency Response Planning Course</td>
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<td>Fundamentals Course</td>
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<td>Home Pool Essentials Course</td>
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<td>Recreational Water Illness Course</td>
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</table>
# PHTA University—Continuing Education

## Upcoming Winter 2019–2020 Regional Courses

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Location</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 2-5, 2019</td>
<td>Pool &amp; Hot Tub Council of Canada</td>
<td>Niagara Falls, Canada</td>
<td>AST</td>
</tr>
<tr>
<td>Jan. 7-8, 2020</td>
<td>Pool Corp Retail Summit</td>
<td>Orlando, FL</td>
<td>CRP 201</td>
</tr>
<tr>
<td>Jan. 22-25, 2020</td>
<td>Southwest Pool &amp; Spa Show</td>
<td>Houston, TX</td>
<td>CMS (hybrid), CST (hybrid), CBP</td>
</tr>
<tr>
<td>Jan. 27-30, 2020</td>
<td>The Pool &amp; Spa Show</td>
<td>Atlantic City, NJ</td>
<td>CMS, CST, CBP, CHTT, CRP 101</td>
</tr>
<tr>
<td>Feb. 6-7, 2020</td>
<td>Portofino University</td>
<td>Jacksonville, FL</td>
<td>PPSO</td>
</tr>
<tr>
<td>Mar. 9-13, 2020</td>
<td>Midwest Chapter Show</td>
<td>St. Charles, IL</td>
<td>CBP, CSP, CMS, CST, CHTT, CRP, PPSO</td>
</tr>
<tr>
<td>Mar. 12-13, 2020</td>
<td>Portofino University</td>
<td>Jacksonville, FL</td>
<td>CPO</td>
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<tr>
<td>Apr. 9-10, 2020</td>
<td>Portofino University</td>
<td>Jacksonville, FL</td>
<td>PPSO</td>
</tr>
<tr>
<td>May 14-15, 2020</td>
<td>Portofino University</td>
<td>Jacksonville, FL</td>
<td>CPO</td>
</tr>
</tbody>
</table>

For a complete list of regional courses, visit PHTA.org
Pick the certification that is right for you:

Widely accepted by local and state authorities, PHTA University designations are widely accepted by local and state authorities and helps protect millions of swimmers by reducing hazards at aquatic facilities.

<table>
<thead>
<tr>
<th>Certification</th>
<th>Skillset</th>
<th>Years of Experience</th>
<th>Cost of Exam</th>
<th>Potential Job Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CPO Certified Pool &amp; Spa Operator℠</strong></td>
<td>Health code adherence, safety standards</td>
<td>0 Years</td>
<td>Included with course fee</td>
<td>Commercial Swimming Pool Operator, manager, engineer, service company professional, health official, facility owner, pool builder, designer</td>
</tr>
<tr>
<td><strong>PPSO Professional Pool &amp; Spa Operator℠</strong></td>
<td>Health code adherence, safety standards</td>
<td>0 Years</td>
<td>Included with course fee</td>
<td>Commercial Swimming Pool Operator, manager, engineer, service company professional, health official, facility owner, pool builder, designer</td>
</tr>
<tr>
<td><strong>CBP Certified Pool &amp; Spa Building Professional℠</strong></td>
<td>Pool and spa construction design</td>
<td>5+ Years</td>
<td>$250</td>
<td>Pool builder, designer</td>
</tr>
<tr>
<td><strong>CSP Certified Pool &amp; Spa Service Professional℠</strong></td>
<td>Pool chemical balance, pool maintenance</td>
<td>5+ Years</td>
<td>$250</td>
<td>Pool service, water specialist</td>
</tr>
<tr>
<td><strong>CST Certified Service Technician℠</strong></td>
<td>Pool repair, water chemicals</td>
<td>1–2 years</td>
<td>$115</td>
<td>Pool technician</td>
</tr>
<tr>
<td><strong>AST Advanced Service Technician℠</strong></td>
<td>Aquatic Facility Operations, water treatment</td>
<td>1–2 Years</td>
<td>Included with course fee</td>
<td>Pool Technician</td>
</tr>
<tr>
<td><strong>CMS Certified Pool &amp; Spa Maintenance Specialist℠</strong></td>
<td>Entry-level pool maintenance</td>
<td>0 Years</td>
<td>$115</td>
<td>Maintenance worker</td>
</tr>
<tr>
<td><strong>CHTT Certified Hot Tub Technician℠</strong></td>
<td>Portable hot tub servicing</td>
<td>0 Years</td>
<td>$115</td>
<td>Hot tub service technician</td>
</tr>
<tr>
<td><strong>CRP Certified Pool &amp; Spa Retail Professional℠</strong></td>
<td>sales, customer service</td>
<td>0 Years</td>
<td>Included with course fee</td>
<td>Retailer, salesperson</td>
</tr>
</tbody>
</table>

Widely accepted by local and state authorities, PHTA University designations are widely accepted by local and state authorities and helps protect millions of swimmers by reducing hazards at aquatic facilities.

Contact Us!
PHTA University
PHTAUniversity@phta.org | 703.838.0083 ext. 127
Junction Box, Meet Transformer.

COMBOConnect® blends the simplicity of a standard junction box with a low-voltage transformer.

Save time on pool, spa and landscape lighting installations with COMBOConnect. Our latest solution eliminates the need to install a transformer and junction box separately by combining two essential components into one. Great for space constrained areas, COMBOConnect requires approximately 20 percent less space than traditional components.

Users can connect up to five low-voltage lights at once and daisy chain multiple junction boxes through the unit’s two high-voltage openings to fit their project’s needs.

Learn more today at Intermatic.com/COMBOConnect

Photo courtesy of CMP and DC Pool Service of Powder Springs, GA
Certified Pool & Spa Operator℠

The CPO Certified Pool & Spa Operator℠ certification provides individuals with the knowledge, techniques, and skills of pool and spa operations. This training has helped protect millions of swimmers by reducing hazards at aquatic facilities. The CPO designation, the world’s leading verifiable pool and spa training credential, is available as a blended training program.

Requires participation in:

- Either a two-day in person class (14-16 hours) taught by a certified instructor or the blended format that combines the online Pool Operator Primer online course and one day of the Pool Operator Fusion in-person class of instruction. Those that successfully complete the course, must pass a written examination.

**The Manual**
The PHTA CPO Certified Pool & Spa Operator Manual is the comprehensive guide for pool and spa professionals that provides valuable information on the fundamentals of pool and spa operations and water management.

Price: $59.95

PPSO Professional Pool & Spa Operator℠

The PPSO Professional Pool & Spa Operator℠ (PPSO) course designed for those new to the commercial pool and spa industry or are working as a commercial pool and spa operator and wish to gain their PPSO certification. This course gives students the skills they need to:

- Excel on day 1
- Minimize liability
- Comply with state requirements
- Reap financial rewards
- Discover new job opportunities
- Advance their job performance

**Two Options to take the Course:**

- **Hybrid Course Option:**
  This self-pace online course can be your initial action to earn the respected PPSO certification. Students desiring to earn a PPSO certification via the Hybrid path, must: Complete the PPSO Self-Paced online course and present the Record of Achievement to the Instructor before beginning the in-person class, successfully complete the class, and take and successfully pass the final certification exam.

- **In-Person Course Option:**
  Requires a two-day in person class (14-16 hours) taught by a certified instructor. Those that successfully complete the course must pass the final certification exam.

**The Manual**
The PHTA PPSO Professional Pool & Spa Operator Manual is the fundamental training reference for the PPSO program. Highlights of the handbook include: full color, color-coded chapter identification, expanded keyword index and table of contents and mathematical and calculation guidelines.

02-195
$55 member/nonmember price

---

Find a CPO/PPSO Course Near You

1. Take a Course at a Regional Event: PHTA.org/Events
2. Find an Instructor Course Near You: PHTA.org
Training for Instructors

Teach PHTA University Courses! We Are Looking for Instructors Like You.

PHTA University is in search of experienced aquatics professionals in every state to become PHTA University instructors!

2 Steps to Teach PHTA University Courses:
1. Take a two-and-a-half-day training course and hit the ground running.
2. Submit an application form. You must hold the certification you intend to teach.
   *Applications are reviewed on a first come, first serve basis. Completion of the application does not guarantee approval into the school

Teaching PHTA University Courses is a Great Way To:
- Gain a new revenue stream
- Deliver an up-to-date premium product for all commercial audiences
- Demonstrate your industry commitment to continuous improvement
- Gain access to an instructor toolkit created to help you succeed

The PHTA Instructor Assessment School is designed to verify ability and provide mentorship to the candidates that wish to become PHTA Instructors. The school, administered by the PHTA Instructor Education Committee, requires a commitment as it is a true assessment of the candidate’s knowledge and ability to educate those in the pool and spa industry. By successfully completing the school, PHTA will prepare you to teach a PHTA certification program.

Learn more at PHTA.org/TTT
CBP Certified Pool & Spa Building Professional℠

This nationally recognized designation is highly sought after by those who know the value of certification. As a CBP Certified Pool & Spa Building Professional℠, you’ll raise confidence with prospective customers and raise your industry visibility among pool and spa manufacturers, distributors and buying groups.

Earning your CBP certification sets you apart from your colleagues and showcases your knowledge and skills. It makes you a more valuable asset and keeps you and your organization more competitive.

Who Should Apply?

Prerequisites include:

• At least five years of industry experience
• 24 hours of PHTA University continuing education credit over the past three years
• Pass a 150-question, closed book, multiple-choice exam

The Manual

PHTA Builders Manual

The PHTA Builders Manual is a comprehensive guide to pool and spa construction and is widely regarded as the finest manual of its kind in the industry. Content is based on ANSI/PHTA Standards for construction and maintenance of pools and spas. It covers topics including: planning and excavation, electrical requirements, structures, water features, heating, controls and other accessories, and hydraulics. This manual is the textbook for the PSCC Pool & Spa Construction Course.

02-171
$349 $249 member price

PSCC Pool & Spa Construction Course

The PSCC Pool & Spa Construction Course is for novice and experienced pool builders, as well as designers who need to know more about pool and spa construction. This course takes you through the PHTA Builders Manual and prepares you to take the CBP Certified Pool & Spa Building Professional℠ exam. This course covers all types of pool and spa water feature construction, and reviews the construction process in detail from design to pool and spa start-up. For more information, email PHTAUniversity@phta.org.

The Workbook

Pool & Spa Construction Workbook

This workbook guides you through the PHTA Builders Manual as you study for the CBP exam.

02-193
$49 $29 member price

The Manuals


Own all three and keep these must-have technical manuals handy for all of your pool, spa, and hot tub needs.

02-426
$999 $699 member price

Pool Math Workbook

The Pool Math℠ Workbook is the industry’s leading textbook focused solely on making swimming pool and spa calculations easier. The workbook begins with a basic math skills test, allowing students to determine basic math knowledge and ability, and includes important conversions and calculation review. This product is designed for operators, service technicians, health officials, retail technicians, and those performing pool renovations.

Price: $19.95

Available in English, and Spanish
CSP Certified Pool & Spa Service Professional™
The CSP Certified Pool & Spa Service Professional™ certification shows potential employers that you have the knowledge and skills that set you apart from the rest. This nationally recognized designation can help you raise confidence among customers and increase your visibility with pool and spa manufacturers, distributors and buying groups.

Who Should Apply?
Prerequisites include:
• At least five years of industry experience
• 24 hours of continuing education credit over the past three years
• Pass 150-question, closed book, multiple choice exam

CST Certified Pool & Spa Service Technician™
After completing this pool technician certification course, you will be able to:
• Explain common problems with pool finishes and how to repair them
• Keep pools running more efficiently with a better understanding of circulation, filtration, hydraulics and electricity
• Grow your practical knowledge and gain troubleshooting skills and resources
• Distinguish yourself as an experienced and knowledgeable service technician

Who Should Apply?
Prerequisites include:
• 1–2 years of industry experience
• 24 hours of PHTA University continuing education credit
• Pass a 100-question, open book, multiple-choice exam

CHTT Certified Hot Tub Technician™
The CHTT Certified Hot Tub Technician™ program covers the essentials of servicing portable and permanently installed hot tubs and spas, and equipment repair and replacement.

Who Should Apply?
Prerequisites include:
• Completion of the CHTT course based on the PHTA Hot Tub Technician Manual
• Pass a 50-question, open book, multiple choice exam
• No experience requirements; new employees are eligible

The Manual
PHTA Hot Tub Technician Manual
The PHTA Hot Tub Technician Manual is a valuable reference tool used by professionals who service and repair portable hot tubs.

02-172
$349  $249 member price

The Workbook
CST Certified Service Technician™ Workbook
This workbook guides you through the PHTA Service Tech Manual as you study for the CST exam.

02-190
$49  $29 member price

The Workbook
CHTT Certified Hot Tub Technician™ Workbook
This workbook guides you through the PHTA Hot Tub Technician Manual as you study for the CHTT exam.

02-173
$49  $29 member price

703.838.0083 • Pool & Hot Tub Alliance • PHTA.org
Service Provider Training

**AST Advanced Service Technician℠**
Designed to provide service professionals with the knowledge and skills to service pools and spas, including equipment installation, maintenance, and repair, this course will help you gain an understanding of:

- aquatic facility operation
- water treatment procedures
- equipment servicing
- business management tactics
- job-site risk management
- workplace safety best practices
- equipment maintenance
- installation and repair
- aquatic structure types and finishes
- local codes

Price: $1,100
Price includes the online coursework with accompanying PHTA Resource Guides, *Pool & Spa Operator Handbook*, classroom session, and certification fee.

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**CMS Certified Pool & Spa Maintenance Specialist℠**
After completing this pool maintenance certification course, you will have:

- Gained a strong understanding of safety, pool circulation and filtration, pool maintenance, and water quality
- Learned about other important topics such as electrical systems, pool structures and finishes, heaters and controls, and customer service
- Earned a name for yourself in the pool industry as a maintenance person in the know

Who Should Apply?
No industry experience is required. Prerequisites include:

- 24 hours of PHTA University continuing education credit
- Pass a 75-question, open book, multiple-choice exam

The Workbook
**CMS Certified Pool & Spa Maintenance Specialist℠ Workbook**
This workbook guides you through the *PHTA Service Tech Manual* as you study for the CMS exam.

02-185
$49 $29 member price

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**Customizable Products to Promote Your Brand**

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**The Manual**
**PHTA Service Tech Manual**
The *PHTA Service Tech Manual* is a valuable reference tool used by professionals throughout the pool and spa industry. Get comprehensive information about pool and spa technology and providing professional service and repair.

02-170
$349 $249 member price
Residential Prep Courses

Residential Prep Courses:

**Cracking the CBP Exam**
This webinar is for anyone preparing to sit for the PHTA CBP Certified Pool & Spa Building Professional℠ exam. *Cracking the CBP Exam* reviews 20 of the most challenging exam questions to better help you prepare. Through lectures, practice questions and discussion, participants will focus on key topics necessary for successfully passing this rigorous exam. In addition, participants will become familiar with the format and makeup of the exam.

Member Price: $59  Nonmember Price: $99

**Cracking the CMS Exam**
This webinar is for anyone preparing to sit for the PHTA CMS Certified Pool & Spa Maintenance Specialist℠ exam. *Cracking the CMS Exam* reviews 10 of the most challenging exam questions to better help you prepare. Through lectures, practice questions and discussion, participants will focus on key topics necessary for successfully passing this rigorous exam. In addition, participants will become familiar with the format and makeup of the exam.

Member Price: $59  Nonmember Price: $99

**Cracking the CST Exam**
This webinar is for anyone preparing to sit for the PHTA CST Certified Pool & Spa Service Technician℠ exam. *Cracking the CST Exam* reviews 10 of the most challenging exam questions to better help you prepare. Through lectures, practice questions and discussion, participants will focus on key topics necessary for successfully passing this rigorous exam. In addition, participants will become familiar with the format and makeup of the exam.

Member Price: $59  Nonmember Price: $99

Business Skills Courses

Business Skills Courses:

**Improving Your Bottom Line Using Project Management**
Project management is one of the business world's most in-demand skill sets. That's because even the smallest projects can benefit from project management processes such as planning, time and cost management, human resource management and communications management. Join this self-paced virtual class and learn real life project management, leadership and business skills you need to bring any project to success.

Member Price: $299  Nonmember Price: $399

**Pool & Spa Inspection Seminar**
Learn the fundamentals of being a pool inspector in this virtual course. You will learn exactly how to inspect a pool and how to complete a home inspection report.

Member Price: $199  Nonmember Price: $249

**Certified Pool & Spa Retail Professional 101 and 102**
Want to increase your profitability and sales? Learn strategies to build customer loyalty? Managing a business can be a complicated process with many parts that need to work in harmony with each other. This must-attend self-paced course introduces the core principles of small business operations in the swimming pool business. The topics include customer service, financial operations and critical sales techniques that will have your retail team more efficient and effective. You and your staff will walk away armed with ideas that you can immediately implement to run a successful swimming pool business!

Member Price: $199  Nonmember Price: $269

**Virginia Graeme Baker Pool & Spa Act**
This course helps ensure that pool owners, operators, inspectors, and manufacturers know about the Virginia Graeme Baker Pool and Spa Safety Act and can conduct compliance inspections. Students will learn how to identify: the components of the Virginia Graeme Baker Pool and Spa Safety Act (VGB Act), the use of multiple safety steps, how to calculate total dynamic head and its importance for determining the pool system flow rate, VGB Act compliance and inspection requirements, how to plan and conduct an inspection to ensure compliance with the VGB Act and how to formulate recommendations for corrective action recommendations to bring a facility into VGB Act compliance.

Price: FREE

703.838.0083  •  Pool & Hot Tub Alliance  •  PHTA.org
Safety Courses

Aquatic Facility Audits
Learn how to save time and money while reducing your risks at your facility using this course. After completing this course, you and your staff will learn why safety audits are important, as well as how to plan and conduct a safety audit. The course also teaches how to formulate corrective action, write audit reports, and conduct follow-ups to ensure the desired corrective actions are taken.

Price: $50
Resource Guide Price: $15

Aquatic Play Feature
Aquatic Play Feature™ provides professional training for staff at any facility with an aquatic play feature, large or small. Operators and managers of facilities with these innovative recreational features will benefit from this material. Aquatic Play Feature trains staff to address the following topics associated with play features: cloudy water, excessively high make-up water bills, high sanitizer/oxidizer consumption, very short filter runs, automated control systems, water and water chemistry, chlorine and chemical addition, filtration and circulation, play feature operations and chloramines and stabilizers.

Price English and Spanish versions: $50
Resource Guide (English and Spanish versions) Price: $15

Aquatic Risk Management
Risk management is a critical skill for managers, operators, and lifeguards. Save time and money, all while reducing liability, with Aquatic Risk Management. Aquatic Risk Management focuses on these topics: the law and aquatic professionals, best practices of aquatic risk management, implementing a risk management and emergency response plans.

Price English and Spanish versions: $50
Resource Guide (English and Spanish versions) Price: $15

Emergency Response Planning
This course prepares aquatic professionals to recognize their employer’s responsibilities for communicating the emergency action plan, list their responsibilities in the plan, identify requirements for alarm systems, recognize the elements of the fire prevention plan, and state responsibilities for responding to weather-related disasters, natural disasters, bomb threats, fire, workplace violence, and hazardous material incidents.

Price: $50
Resource Guide Price: $15

Home Pool Essentials
Developed with the American Red Cross, this course teaches home pool owners the basics of pool and hot tub maintenance, along with strategies for creating a safer pool environment. Course includes Home Pool Safety Resource Guide pdf.

Price: $19.95

Recreational Water Illnesses
This course provides a comprehensive and detailed background on the control of recreational water illnesses in treated aquatic facilities. Students will learn how to identify: a risk management plan for the control of recreational water illnesses, the types of microbes that cause recreational water illnesses, how recreational water illnesses are transmitted, gastrointestinal recreational water illnesses, dermal recreational water illnesses, respiratory recreational water illnesses, the methods used to control recreational water illnesses and what the process is to treat the water after an outbreak has occurred. Course includes a downloadable pdf Resource Guide.

Price: $75
Resource Guide Price: $15
Service Skills Courses

Service Skills Online Courses:

**Pool Operator Primer**
Understanding the fundamentals of pool and spa operation and safety reduces risk, decreases liability, and creates value for customers. This dynamic program for pool operators, service technicians, facility managers, and environmental health officials is a great stand-alone course, or it can be the first step towards earning a Certified Pool & Spa Operator® Certification.

Price English and Spanish versions: $225

**PPSO Professional Pool & Spa Operator®**
Hybrid PPSO Certification = PPSO self-paced + one day class with certification exam. This is a great and alternative solution offered by PHTA that combines the self-paced PPSO plus a one day face-to-face class that includes the certification exam. As with many other subjects, e-learning provides a great solution as students can study at their own pace, in their own time.

This dynamic course takes the student through the 13 chapters of the *Professional Pool and Spa Operator Manual* and give students what they need to know to conform to commercial sector standards. After completing this course the student will have gained a strong understanding of Safety, Basic Water Chemistry, Pool Circulation and Filtration, Pool and Spa Maintenance, and Water Quality; learned about other important topics such as, record keeping, basic pool math calculations, contamination procedures; water testing, and routine and preventive maintenance, and earned a name for yourself in the commercial pool industry. Students wishing to gain their commercial certification must attend a one day class and take the certification exam. *Manual Included*

Member Price: $199  Nonmember Price: $225

**Link Your Name With Safety. Build Your Brand.**
Spreading the safety enjoyment of water starts here. Sponsor National Water Safety Month and connect your name with safety while building your brand.

Seth Ewing
sewing@phta.org • 703.647.2542

**Reserve Your Ad Today!**
Deadline: August 1

sewing@phta.org • 703.647.2542
Online Courses

Residential Online Courses:

**PSCC Pool & Spa Construction**
The PSCC Pool & Spa Construction Course is for novice and experienced pool builders, as well as designers who need to know more about pool and spa construction. This course takes you through the *PHTA Builders Manual* and gives you what you need to know to conform to industry standards. The course covers all types of pool and spa water feature construction, and reviews the construction process in detail from design to pool and spa start-up. *Manual and Workbook Included*

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**CRP Certified Pool & Spa Retail ProfessionalSM 101**
This 8-hour self-paced course for retail associates, introduces the core principles of a pool and spa operations and best practices for customer service. The topics covered include types of pool finished, pool & spa circulation systems, basic water chemistry, safety at a retail environment, customer service and sales, retail housekeeping, and others topics that will prepare your retail team to be more efficient and effective and to increase your bottom line. You and your staff will walk away with a toolkit that can be immediately used and implemented to run a successful swimming pool and spa business.

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**CRP Certified Pool & Spa Retail ProfessionalSM 201**
The CRP 201 course is the first online course with a focus on the retail segment of the industry, that allows staff to learn the basics of managing a retail store. It is designed to facilitate the preparation and advancement of the retail business. The course contains six modules covering the following topics: Operation and Inventor Human Resources (HR) Communication and Leadership Skills Marketing and Merchandising Sales techniques and customer service Financial management. After completing the course students will be able to: Identify the aspects of inventory, storage, and purchasing Know the value of CRM Software Explain hiring procedures, employee coaching, and discipline Describe human resource regulations regarding workmen’s compensation, workplace harassment Describe the importance of an online presence and social media and how to access marketing channels Describe basic accounting procedures, payment methods finance options, pricing and margins.

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**CST Certified Pool & Spa Service TechnicianSM**
After completing this course the student will be able to explain common problems with pool finishes and how to repair them; keep pools running more efficiently with a better understanding of circulation, filtration, hydraulics and electricity; grow your practical knowledge and gain troubleshooting skills and resources; and distinguish yourself as an experienced and knowledgeable service technician. *Manual and Workbook Included*

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Online Courses

**AST Advanced Service Technician**
This 45-60 hour blended (online and in-class) course is designed to provide service professionals with the knowledge and skills to service pools and spas, including installation, maintenance and repair. Students will learn the fundamentals of: servicing pools and spas, management, managing risk, workplace safety, routine maintenance and installation and repair. The manual, resource guides and certification fee included.

Price: $1,100

**CMS Certified Pool & Spa Maintenance Specialist**
After completing this course you will have gained a strong understanding of safety, pool circulation and filtration, pool maintenance and water quality; learned about other important topics such as electrical systems, pool structures and finishes, heaters and controls, and customer service; and earned a name for yourself in the pool industry as a maintenance person in the know! *Manual and Workbook Included*

- **Member Price:** $499
- **Nonmember Price:** $549
- **Member Price:** $49 each module
- **Nonmember Price:** $99 each module

**CHTT Certified Hot Tub Technician**
After completing this course the student will have gained a wide body of practical knowledge on servicing and troubleshooting hot tubs regardless of brand; mastered the essentials of hot tub and spa water chemistry, electrical systems, circulation and filtration; and learned tips and tricks for basic repairs to interior surfaces. *Manual and Workbook Included*

- **Member Price:** $549
- **Nonmember Price:** $699
- **Member Price:** $49 each module
- **Nonmember Price:** $99 each module

Tailor your training:
Take a full training online course or select specific modules that meet your training needs.
Online Courses

CPO Certified Pool & Spa Operator™
The CPO Certified Pool & Spa Operator™ certification provides individuals with the knowledge, techniques, and skills of pool and spa operations. This training has helped protect millions of swimmers by reducing hazards at aquatic facilities. The CPO designation, the world’s leading verifiable pool and spa training credential, is available as a blended training program. The CPO Certified Pool & Spa Operator™ certification program requires either a two-day in person class (14-16 hours) taught by a certified instructor or the blended format that combines the online Pool Operator Primer online course and one day of the Pool Operator Fusion in-person class of instruction. Those that successfully complete the course, must pass a written examination.

For more information on pricing with CPO Instructors, visit PHTA.org.

PPSO Professional Pool & Spa Operator™
This dynamic course takes the student through the 13 chapters of the Professional Pool and Spa Operator Manual and give students what they need to know to conform to commercial sector standards. After completing this course the student will have gained a strong understanding of Safety, Basic Water Chemistry, Pool Circulation and Filtration, Pool and Spa Maintenance, and Water Quality; learned about other important topics such as, record keeping, basic pool math calculations, contamination procedures; water testing, and routine and preventive maintenance, and earned a name for yourself in the commercial pool industry. Students wishing to gain their commercial certification must attend a one day class and take the certification exam. Manual Included

Member Price: $199   Nonmember Price: $225

Reduce Risk:
Get CPO or PPSO Certified!

- Operate pools more efficiently
- Reduce hazards to protect the public
- Comply with key safety regulations
- Choose online or classroom format
- Experience cutting edge research

View upcoming courses and enroll today at phta.org
Questions? Contact (719) 540-9119 or service@phta.org
How to Earn Your CEUs

What that means for you?
PHTA is an authorized provider of International Association for Continuing Education and Training (IACET) continuing education units (CEUs). IACET CEUs are recognized internationally for professionals who need them for their job responsibilities such as environmental health officials and teachers. In addition to being an IACET CEU provider, PHTA courses have also been approved for CEUs by many other agencies and organizations.

How to Obtain Your CEUs
Upon completion of an PHTA course, the student will receive an email with an online link to fill out a personalized evaluation specific to their completed course

Student requirements may include:
1. Filling out an evaluation
2. Filing paperwork with their organization
3. Filling out an evaluation and contacting PHTA within 30 days

How long is my certification valid?

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<th>Course Name</th>
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<td>CRP Certified Retail Pool &amp; Spa ProfessionalSM</td>
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Questions?
PHTAUniversity@phta.org | 703.838.0083 ext. 127
How to Become an Accredited PHTA University Education Provider

PHTA University serves as a central clearinghouse for education and training programs developed, sponsored and accredited by PHTA. The accreditation program was created to recognize outstanding industry education providers and raise the quality standards for industry education programs. The key to the PHTA accreditation program is a standardized process that evaluates the instructional design, delivery and marketing of programs offered by member organizations.

Quality offerings from accredited providers will be highlighted on the PHTA Event Calendar. Accredited education providers can market their approved programs with a special PHTA accredited logo that will demonstrate their commitment to quality and professionalism.

Get Your Educational Programs Accredited by PHTA University

Having your educational programs accredited by PHTA is an easy process and is available for a low $100 member/$200 nonmember annual fee. To get started, download the Accreditation Application at PHTAUniversity.org and submit it to PHTA University.

As long as your programs meet basic standards, we do not expect that you will need to adapt any of your materials. All submissions are kept confidential; your intellectual property will not be shared.

For additional information, please email PHTA University at PHTAUniversity@phta.org.
Why GENESIS? “From the first introduction to GENESIS education, I could not get enough of it fast enough. Sitting in my first class I could not believe how little I really knew about pool construction, and even more importantly how thorough the available education was. Changed our business direction and confidence overnight!”

~ Rick Chafey, SWD Master, Red Rock Pools and Spas, Gilbert, AZ

GENESIS is sponsored by the following Industry Leaders:

A&A Manufacturing • AQUA Magazine • AquaCal/AutoPilot • Aquamatic Cover Systems
AquaStar • Aquavations • Aquuron Corporation • ASA • Basecrete • Bradford Products
CES • ClearWater Tech • CMP • Covertech • Current Systems • Diamond Spas
Endless Pools • Flexcrete • Hayward Pool Products
International Pool | Spa | Patio Expo • Island Stone • Lunada Bay Tile • Master Pools Guild
Miracote • Murrine Mosaics • PAL Lighting • Paramount Pool and Spa Systems
Pebble Technology • Pentair • Pleatco • Pool and Spa News • Pool Chasers
Pure Stainless Pools • RMS Media Group • SR Smith • The Outdoor Plus • Twinscape
Watershapes • WetEdge • Zodiac Pool Systems
What is the Society of Watershape Designers®? A group of like-minded individuals that have committed to raising the standards of the watershape design field.

How can I become a member of the Society of Watershape Designers®? Upon completing the seven core classes and accruing 150 hours of total GENESIS® education, an individual may apply for SWD® Registered status.

Where do I start? We suggest starting with CONSTRUCTION 201: Basic Pool Construction and DESIGN 101: Introduction to Perspective Drawing. Otherwise, contact our office for assistance in planning your educational journey. Contact Lisa Ryckeley, Director of Operations (lisa@genesis3.com or 615-907-1274) for help on your GENESIS journey!

CONSTRUCTION 201: Basic Pool Construction
See and understand the complete construction of basic pools through a 3-day building journey from layout to chemical balancing. This is the pool industry’s flagship construction program.
24.0 hours | 2.4 IACET CEUs

ENGINEERING 211: Basic Fluid Engineering
A beautiful and structurally sound watershape is still a failure if the mechanical systems are not designed and built properly. This program provides a detailed foundation of understanding that enables students to design better hydraulic systems.
16.0 hours | 1.6 IACET CEUs

DESIGN 101: Introduction to Perspective Drawing
Communication is vital to the success of any professional, and basic drawing skills are one of the most important tools for design-professionals to master. This 8-hour program explains how perspective drawings can communicate complex design and construction details. 8.0 hours | 0.8 IACET CEUs.

DESIGN 202: SketchUp
Computer modeling is the preferred tool for creating and sharing construction documents with other team members. Students choose 1 of 3 course options. 16.0 hours | 1.6 IACET CEUs

DESIGN 203: AutoCAD

DESIGN 204: Pool Studio

DESIGN 211: Elements of Design
There is a science to good design including both elements (line, shape, space, size, texture, hue, value) and principles of design (balance, movement, repetition, contrast, variety, emphasis, unity).
(D101 is a Pre-Requisite) 16.0 hours | 1.6 IACET CEUs

DESIGN 271: 20th Century Architectural Styles
The pool design should compliment the architecture and landscape architecture of its environment. To do this successfully, the designer should comprehend the style and context of the project.
16.0 hours | 1.6 IACET CEUs

DESIGN 231: Color Theory and Its Application
Color principles influence our emotions, so material selections could be the difference between project success and failure. See how landscape designers use this science to create beautiful projects.
16.0 hours | 1.6 IACET CEUs

DESIGN 271: 20th Century Architectural Styles

DESIGN 271: 20th Century Architectural Styles
The pool design should compliment the architecture and landscape architecture of its environment. To do this successfully, the designer should comprehend the style and context of the project.
16.0 hours | 1.6 IACET CEUs

The SWD® Core Courses comprise 112 of the 150 credit hours required to be eligible for SWD® Registered status. The remaining 38 credit hours are electives and can usually be obtained free of charge by attending the International Pool | Spa | Patio Expo and other trade events where Genesis University® courses are offered.
**2019 - 2020 Calendar of Events**

**Chicago Sketch Tour**  
September 20 – 22, 2019 | Chicago, Illinois  
**DESIGN 452: Chicago Walking Sketch Tour and Museums**  
6 hours | 0.6 IACET CEUs

**Major Renovations School**  
September 30 - October 1, 2019 | Phoenix, Arizona  
**CONSTRUCTION 281: Major Renovations**  
16 hours | 1.6 IACET CEUs | DBPR - CILB FL 0612749

**Master Pools Guild Fall Meeting**  
October 21 - 22, 2019 | Toronto, Ontario, Canada  
**ENGINEERING 211: Basic Fluid Engineering**  
16 hours | 1.6 IACET CEUs | DBPR - CILB FL 0612788  
**DESIGN 202: SketchUp**  
16 hours | 1.6 IACET CEUs

**International Pool | Spa | Patio Expo**  
November 2 - 7, 2019 | New Orleans, Louisiana  
**DESIGN 101: Introduction to Perspective Drawing**  
8 hours | 0.8 IACET CEUs  
**CONSTRUCTION 201: Basic Pool Construction**  
24 hours | 2.4 IACET CEUs | DPBR - CILB FL 0612786  
**DESIGN 231: Color Theory and Its Application**  
16 hours | 1.6 IACET CEUs  
**DESIGN 211: Elements of Design**  
16 hours | 1.6 IACET CEUs  
**ENGINEERING 311: Advanced Fluid Engineering**  
16 hours | 1.6 IACET CEUs | DBPR - CILB FL 0612298  
**NEW! BUSINESS 432: Cost Estimating**  
8 hours | 0.8 IACET CEUs

**2020 Mid-America Pool, Spa and Outdoor Living Show**  
January 13 - 16, 2020 | Indianapolis, Indiana  
**ENGINEERING 211: Basic Fluid Engineering**  
16 hours | 1.6 IACET CEUs | DBPR - CILB FL 0612788

Register now for these upcoming GENESIS schools, www.genesisuniversity.org.
2020 Southwest Pool & Spa Show  
January 22 - 25, 2020 | Houston, Texas  
**DESIGN 102: Sketching and Freehand Communication**  
8 hours | 0.8 IACET CEUs  
**CONSTRUCTION 242: Landscape Construction and Development**  
8 hours | 0.8 IACET CEUs  
**DESIGN 271: 20th Century Architectural Styles**  
16 hours | 1.6 IACET CEUs

2020 The Pool & Spa Show  
January 27 - 30, 2019 | Atlantic City, New Jersey  
**BUSINESS 432: Cost Estimating**  
8 hours | 0.8 IACET CEUs

2020 Southeast Pool & Spa Show  
February 3 - 5, 2020 | Nashville, Tennessee

2020 Bel-Aqua Dealer Day  
February 11 - 13, 2020 | New Rochelle, New York

2020 Everything Under the Sun Expo™  
February 12 - 15, 2020 | Orlando, Florida  
**CONSTRUCTION 281: Major Renovations**  
16 hours | 1.6 IACET CEUs | DBPR - CILB FL 0612749

2020 Carecraft  
March 1 - 6, 2020 | Marco Island, Florida  
**DESIGN 231: Color Theory and Its Application**  
16 hours | 1.6 IACET CEUs

2020 Master Pools Guild  
February 12 - 15, 2020 | Orlando, Florida  
**CONSTRUCTION 201: Basic Pool Construction**  
24 hours | 2.4 IACET CEUs | DPBR - CILB FL 0612786

*GENESIS Associate Required  
*SWD Registered Required

Register now for these upcoming GENESIS schools, www.genesisuniversity.org.
You Are the Industry’s Future!

Make the Right Connections that Will Make the Difference.

Advance your company and career by making invaluable connections with other future industry leaders your age who face the same challenges and opportunities in the pool, spa, and hot tub business. Great Ways to Get Involved with the WAVE Include:

- Participate in Your Local PHTA Chapter
- Attend a PHTA Nationally Hosted Reception, Education Session or Meet and Greet
- Serve on the PHTA WAVE Young Professionals Network Steering Committee
- Sponsor the WAVE or a select WAVE session

Learn More! PHTA.org/WAVE | wave@phta.org
You're the industry's future!
Advance your company and career by making invaluable connections with other future industry leaders your age who face the same challenges and opportunities in the pool, spa, and hot tub business. You're the industry's future!

What is the Wave Young Professionals Network?
The Wave Network, targeted to the next generation of pool and hot tub professionals, is a group of forward-thinking PHTA members who are the industry’s and association’s future leaders. They have joined to establish their voice and presence in the industry and association and are looking to connect with each other because they face the same challenges and opportunities.

Join Your Local WAVE Group on the Chapter Level:
Several of PHTA’s chapter have monthly chapter events. Visit PHTA.org/Events to learn more. For more information about which chapter you belong to, email PHTA Member Services at memberservices@phta.org or call 703.838.0083 ext. 301.

Young Professionals of the Year Award:
The Young Professionals of the Year Award recognizes forward-thinking leaders under the age of 40 who will be the voice and next generation of pool and spa professionals. Submit your nomination now for our 2020 award. Learn more and download the nomination form at PHTA.org/Awards.

WAVE Young Professionals Network Steering Committee:
We’re continually looking for young pool and hot tub PHTA member professionals to serve on the PHTA WAVE Young Professionals Network Steering Committee. If you have a passion for the industry and want to be a leader, we want to hear from you. Fill out the Willingness to Serve Form at PHTA.org/Serve or email wave@phta.org. Check out the current WAVE Young Professionals Network Steering Committee at PHTA.org/WAVE.

Follow Us!
@PHTAWAVENetwork
@phta_wave_network
PHTA Awards Programs

The Pool & Hot Tub Alliance's awards programs recognize prominent achievements and outstanding performers in the pool, spa and hot tub industry, defining the state of the art and promoting the industry to potential customers.

Nominate someone today!
PHTA.org/Awards

International Awards of Excellence Submission Deadline: July 3, 2020
The PHTA International Awards of Excellence program recognizes and rewards installations of pools, spas, hot tubs, and water features that showcase the most beautiful and creative work in the industry.

Fellows Program Submission Deadline: July 3, 2020
The rank of PHTA Fellow is an honor bestowed on prominent individuals who have made distinguished contributions that raise professionalism in the aquatic community through teaching, research and/or exemplary service to others.

CBP Lifetime Achievement Award Submission Deadline: July 3, 2020
The CBP Lifetime Achievement Award is a peer nominated award given annually to one CBP who has advanced the pool building profession through outstanding achievements and dedication to the industry.

CSP Certified Pool & Spa Service Professional of the Year Submission Deadline: July 3, 2020
The CSP of the Year Award is a peer nominated award given annually to one CSP who has advanced the service profession through outstanding achievements and dedication to the industry.

Retailer of the Year Submission Deadline: July 3, 2020
The Retailer of the Year Award is a peer nominated award given annually to one Retailer who has advanced the retail profession through outstanding achievements and dedication to the industry.

Young Professionals of the Year Submission Deadline: July 3, 2020
The Young Professionals of the Year Award recognizes forward-thinking leaders under the age of 40 who will be the voice and next generation of pool, spa and hot tub professionals.

Chapter of the Year Submission Deadline: July 3, 2020
The Chapter of the Year Award recognizes one outstanding chapter that has set a stellar example for the organization, advancing and enhancing the profession through strong leadership, community outreach and providing their members with the highest quality of programs, activities and services.

Dr. R. Neil Lowry Grant Submission Deadline: May 29, 2020
The Dr. R. Neil Lowry Grant is a $5,000 grant that honors a public health official or department who has made outstanding contributions to advance the public’s health and safe use of recreational water in pools, spas and waterparks through educational, safety, operational, and technical programs.

Questions?
Email awards@phta.org
Call for Entries

Submission Site Opens: February 3, 2020

Submission Deadline: July 3, 2020

PHTA.org/AOE

2018 International Awards of Excellence Gold Winner
Presidential Pools, Spas & Patios
Gilbert, AZ
What is Step Into Swim™?

Step into Swim is an initiative of the Pool & Hot Tub Alliance that launched in 2012 with a mission to create one million more swimmers in 10 years. The mission is based on the premise that creating more swimmers will result in fewer drownings, a healthier society, reduced healthcare costs and a thriving industry. One hundred percent (100%) of all donations to Step into Swim fund “Learn to Swim” organizations that carry out our mission.

Creating One Million More Swimmers Together!

Supporters of Step into Swim believe that creating swimmers—for fun, fitness and family safety—is essential for better health and greater happiness. Government agencies, medical professionals and insurance companies are increasingly aware of the mental and physical healing powers of water.

Step into Swim is especially dedicated to giving the vital life skill – SWIMMING – to children of all ethnicities and economic backgrounds. Donate TODAY at stepintoswim.org to reduce drowning, create healthier communities, AND build your customer base by creating more swimmers for life!
Formal swimming lessons reduce the risk of drowning among children by 88%, according to the CDC.

Children who learn to swim by age five will be capable swimmers for life. Adults who received swim lessons as a child are twice as likely to buy or build a home with a pool, swim for fitness, and become advocates for water-oriented projects within their community or local municipalities.

Ten people a day die from unintentional drowning

Drowning is the fifth leading cause of unintentional injury death in the United States

Drowning is the leading cause of injury-related death of children 1–4 years of age

100% of your donation is tax deductible and goes directly to the Step Into Swim program.
Reduce Drowning
Swimming lessons reduce the risk of drowning by 88% among children ages 1–4

Increase Physical Activity
Swimming is a life-long skill, often leading to fun water-based activities, like boating, snorkeling, diving, and fishing

Create Career Paths
Competent swimmers are eligible for jobs, such as lifeguard, swim instructor, swim coach, pool facility director, and pool operator

Generate Sports Opportunities
Ability to swim can mean participating in sports, such as swim team, water polo, and diving, and can even lead to college sponsorships
Aquatic Health Benefits
Society and Our Industry!

Swimming lessons address the inactivity epidemic, the world’s biggest health challenge.¹

- 28% of all Americans are TOTALLY inactive,²
- The US ranked 47th in fitness of kids among 50 nations,³
- 75% of US teens are unfit for military service,²

Our industry thrives as a result of promoting the health benefits of aquatic activity. Now 95 percent of industry leaders believe that creating swimmers and preventing drowning are the best ways to promote and protect the industry.⁴

Impact

Moving forward, we plan to measure our effectiveness in building demand (swimmers) and spurring growth (new pool construction) by creating a learn-to-swim index to document how many swimmers are created each year by all in the recreational water industry.

---

¹ World Health Organization
² Sports Fitness Industry Association
³ British Journal of Sports Medicine
⁴ 2017 Turco & Associates

Donate and learn more at stepintoswim.org

Questions?
service@phta.org
719-540-9119
Celebrate May 2020 as National Water Safety Month!

Follow a best industry practice and distribute them with every purchase. It’s a great way to help link your company name with safety while promoting the safe enjoyment of water.

Shop Now! PHTA.org/Store

Use Code Safety20 at Checkout

PHTA Consumer Safety Brochures
May 1-May 11, 2020

SAVE 20% Off

NationalWaterSafetyMonth.org
PHTA Marketing Toolkit

The PHTA Marketing Toolkit contains tools to help you be more successful with your marketing efforts and thus have more business success. All material has been developed based on PHTA consumer research.

• PHTA Logos
• Radio Advertising
• National Water Safety Month
• Videos
• Membership Certificate
• Marketing Content

Access this website information at PHTA.org/MarketingToolkit using your username and password. Get your username and password by emailing MemberServices@phta.org.

PHTA Magnetic Car Signs

11 X 8 - $16 each member price
17 X 11 - $28 each member price

Visit PHTACustomized.org to purchase.

Why Choose an PHTA Member Certificate

Pricing:
25 pack  $38.65
50 pack  $45.20
100 pack $58.82
250 pack $100.26

Visit PHTACustomized.org to purchase.

Membership Marketing Tools

Tools to market yourself to your customers and prospects

Why choose a PHTA member...

Choose a PHTA member...

When it’s time to purchase, build, service, or upgrade your pool, spa or hot tub.

Why choose a PHTA member?

• When you choose a PHTA member, you’re choosing a pool, spa or hot tub professional dedicated to providing a great customer experience.
• PHTA members are committed to being your partner in creating safe, healthy environments. PHTA is dedicated to building quality elements that last.
• PHTA member professionals have a voice to help shape industry regulations that affect the pool, spa and hot tub industry.
• PHTA represents your best interests through its advocacy efforts and lobbying efforts on Capitol Hill.
• PHTA members represent the pool, spa and hot tub business in the public eye.
• PHTA represents your best interests through its advocacy efforts and lobbying efforts on Capitol Hill.

What’s with your product?

Follow an industry best practice by including a variety of PHTA safety brochures with every customer purchase.

PHTA.org/Store
World Aquatic Health Conference

October 14–16, 2020
Houston, TX

Opening Registration (April 1–May 31) $445
Early Registration (June 1–July 30) $495
Regular Registration (August 1–October 18) $595
Why attend the WAHC?

The WAHC is the industry’s leading educational conference on aquatics presented by The Pool & Hot Tub Alliance, formerly The Association of Pool & Spa Professionals and The National Swimming Pool Foundation.

Network with a diverse group of pool operators, manufacturers, service technicians, facility managers, Environmental Health Officials, academia, pool builders, retailers, and health advocates.

Discover the latest research and technology and earn continuing education credits in many subject areas, such as improving water and air quality, new industry technology, recreational water illness prevention, drowning prevention, professional development, facility management, MAHC, and health benefits.

Who will you meet?

People who attend the WAHC work in the following fields:

- Aquatic Facilities: 40%
- Health Officials: 20%
- Service Companies: 13%
- Manufacturers: 12%
- Academia: 9%
- Builders/Designers: 6%

Register at nspf.org/wahc

Questions?
Call (719) 540-9119 or email conference@phta.org

Stay in the Loop
Follow us to get the latest updates, announcements, and a chance to enter giveaways only available through social media.
Discounts for PHTA Members

Save Time. Save Money. Increase Your Bottom Line.

**Aqualine**
Aqualine is PHTA’s members go to source for questions and information regarding group medical benefits, general liability, auto, property and workers compensation. They represent multiple insurance carriers nationwide that offer a variety of insurance solutions. In addition to insurance offerings, they offer 401K programs where companies can outsource the fiduciary liabilities of running the plan to them. They work with clients to develop specific processes and plans to keep them in compliance and help reduce their tax liability. For more information, email Brandon Riggs at briggs@aqualineinsurance.com or call 949.421.3522.

**Venture Pacific Financial Services—Retirement Solution**
PHTA’s new retirement solution will provide you with access to one of the most efficient 401k programs in the industry. By joining our program, you’ll save valuable time, pay reasonable costs and reduce many of the fiduciary risks involved with managing a retirement program. Get started today! Contact Venture Pacific Financial Services, Managing Director, Brian Brummell at bbrummell@vpisfinancial.com or call him at 949.421.3532.

**Hotel Engine**
PHTA has partnered with Hotel Engine to offer members discounted rates on hotel stays and services. Members save up to 60% off of corporate hotel rates, get intuitive search and filtering for intelligent booking, enjoy time saving expense tracking tools and available direct bill and booking management tools, gain access 24/7 to U.S. based customer support and get it all without contracts, annual fees or minimums. For more information, visit HotelEngine.com/Join/Join-APSP, email Brett Power at power@unapurchasing.com or call 816.668.0386.

**HomeAdvisor**
Did you know that every five seconds a homeowner turns to HomeAdvisor looking for a pro? We’re excited to help maximize your online presence and offer a 25% discount on ProFinder leads for your first 30 days to get you started. Franchisees considering joining HomeAdvisor have a dedicated sales team to answer questions about the program. Get Started: Call us at 866.849.1112, visit HomeAdvisor.com/APSP-members or email phtapros@homeadvisor.com.

**Tradeshow Exhibit Discounts**
PHTA members receive a 15% discount on booth space at the International Pool | Spa | Patio Expo and The Pool & Spa Show. Contact PHTA at memberservices@phta.org for your membership number prior to reserving space.

**AVIS**
PHTA members always receive up to 25% off your rental when you use AWD# D423500, plus enjoy additional offers like dollars off, a complimentary upgrade, or a free weekend day. With a complimentary membership in Avis Preferred®, you’ll travel better, save time and gain access to exclusive offers. Skip the counter and paperwork at many locations and go straight to your car. To make a reservation, visit www.avis.com/phta or call 1.800.331.1212.

**Safety Data Sheets and Hazmat Consulting**
PHTA offers members low-cost Safety Data Sheets (SDS) on demand and chemical spill control hotline that keeps your business OSHA-compliant and your employees and customers safe. Subscribing takes the unsure out of hazmat management. For more information, email memberservices@phta.org.

**Budget**
PHTA members always save up to 25% off Budget base rates with offer code BCD# D836600, plus get other great offers like dollars off, a complimentary upgrade, or a free weekend day. Plus with a complimentary membership in Budget Fastbreak, enjoy our fastest, easiest rental experience! To make a reservation, visit www.budget.com/phta or call 1.800.527.0700.

**Lenovo**
PHTA members are now eligible to save up to 30% off the everyday public web price of Lenovo’s entire product line of laptops, tablets, desktops, servers, accessories and more! Whether you need a technology boost at work, a device to stream your favorite TV show, or a tool to help with homework, Lenovo has you covered. Plus, receive free ground shipping on all web orders and monthly limited-time special offers. For more information, visit www.lenovo.com/us/en/m1pht.
Discounts for PHTA Members

Shipping Program
As an PHTA member, your company is eligible to receive exclusive discounts and customized pricing with the leading transportation providers in the industry. PHTA partners with UPS®, UPS Freight® YRC (Yellow Transportation & Roadway) and Estes. Whether shipping an envelope or a truckload, these carriers can provide a solution.

To Sign Up for UPS
Visit savewithups.com/apsp or call 1-800-MEMBERS (1-800-636-2377), M-F, 8 a.m. – 6 p.m. EST.

For More Information on YRC and Estes
Visit: 1-800member.com/apsp or call 1-800-MEMBERS (1-800-636-2377), M-F, 8 a.m. – 6 p.m. EST.

Office Supplies
Receive up to 80% off on office and school supplies from Office Depot and OfficeMax. To order online, visit apsp.ctcshares.com. For more information, email info@itppurchasingpower.com or call 866.598.9320.

PHTA Career Center
PHTA in partnership with Boxwood, offers members a completely redesigned career center. Visit the career center at Jobs.APSP.org.

APPI Energy – Energy Procurement & Consulting
The Pool & Hot Tub Alliance has endorsed APPI Energy to provide data-driven procurement solutions that reduce and manage electricity and natural gas supply costs for members on an ongoing basis. Every day, APPI Energy identifies the wide range of energy supplier prices across the U.S., and the lowest prices available among many vetted, competing suppliers. To take advantage of this membership benefit program, contact Carrie Shepard at APPI Energy at 667.330.1167.

Discounted Rates at the International Pool | Spa | Patio Expo™
The International Pool | Spa | Patio Expo™ will be held November 11-13, 2020 in Las Vegas, NV at the Mandalay Bay Convention Center. In partnership with our official show sponsor PHTA, we are excited to bring you another year of world-class educational offerings, new product experiences, the opportunity to sharpen your skills, and the ability to network with the industry’s top professionals. Join your colleagues at the premier event for the pool, spa and outdoor living industries. PHTA members receive exclusive registration rates.

Get complete details at PHTA.org/Discounts
Chapter Involvement

PHTA Chapters!

PHTA chapters make up the backbone of PHTA, building a bridge with local professional communities, extending exceptional local service to members and providing support, knowledge, and networking keyed to each member’s unique geographic needs. Learn more about PHTA Chapters at PHTA.org/Chapters.

Get Involved with PHTA

The staff and directors, chapters, councils, and committees of the Pool & Hot Tub Alliance leverage the collective talent, energy, and expertise of PHTA membership. Together, they deliver the resources, knowledge, connections, and education that enable PHTA members to be stronger, smarter, safer, and therefore more successful.

PHTA benefits greatly from dedicated volunteers who lend their expertise in creating the PHTA products and services that govern the building, servicing and retailing of pools, spas and hot tubs. Working through our advisory councils, chapters, and Standards Writing Committees our volunteers help shape our consumer outreach efforts and our future in regulatory and code creation/compliance.

Let us know of your interest by making sure your Willingness to Serve Information is up to date.

Visit PHTA.org/Serve
Partner Program

Build Your Brand Through Personal Connections

Sponsorship Opportunities

All Partners Receive:
- Recognition as a partner on PHTA website
- Promotion of partnership on PHTA social media pages
- Company logo and link on all PHTA chapter websites
- Banner with your logo at the PHTA booth at Expo
- Logo in PHTA ad in Expo program book
- Use of PHTA logo on company website and promotional materials

PHTA Platinum Partner - $15,000
All benefits listed above PLUS:
- Company information in sponsor highlights section of e-newsletter (10 weeks)
- Company ad on PHTA.org (2 months)
- Email to PHTA membership – content supported by Platinum Partner (3 emails)
- Special PHTA Partner discounts on company orders of PHTA products
- PHTA Partner Announcement
- Listed as a corporate partner in an AQUA magazine and Pool & Spa News ad
- 15% discount on ads placed in AQUA magazine above previous year spend
- Recognition in PHTA weekly e-newsletter
- Corporate partner at the CEO Circle Luncheon
- Logo recognition as a PHTA partner on all PHTA e-blasts

PHTA Gold Partner - $10,000
All benefits listed above PLUS:
- Company information in sponsor highlights section of e-newsletter (6 weeks)
- Company ad on PHTA.org (2 months)
- (2) Emails to PHTA membership – content supported by Gold Partner
- Special PHTA Partner discounts on company orders of PHTA products
- PHTA Partner Announcement

PHTA Silver Partner - $5,000
All benefits listed above PLUS:
- Company information in sponsor highlights section of e-newsletter (4 weeks)
- Email to PHTA Membership – Content supported by Silver Partner

For more information Contact:
Seth Ewing
703.647.2542
sewing@phta.org

For more information Contact:
Seth Ewing | 703.647.2542 | sewing@phta.org
WE’RE SOCIAL
Join the Conversation.

Social Media

Poolhottuballiance phta_alliance PoolandHotTubAlliance thephta
Start enjoying the benefits of PHTA membership today!

Join Now.

Company and Contact Information

Company Name

Address (Physical or shipping address only. Do not use P.O. Box)

City

State/Province    ZIP  Country

Primary Contact     Nickname

Title

E-mail

Phone     Fax

Website

Organization Type and Dues (definitions on reverse)

Check the appropriate box below.

Business-to-Business Firms

» Distributor See table on reverse
» Manufacturer See table on reverse
» Manufacturers’ Agent = $599

Business-to-Consumer Firms

If your business main office is located in CT, NJ, eastern NY, or eastern PA, please join the Northeast Spa & Pool Association (NESPA) at info@nespapool.org, or 609.689.9111. NESPA is a regional affiliate of PHTA. NESPA members are automatically PHTA members and entitled to all member benefits.

» Builder/Installer = $599
» Retail Store = $599
» Retail Store
  » Corporate Owned Stores (COS)
    » (1-5 COS) = $599
    » (6-10 COS) = $750
    » (11-20 COS) = $999
    » (21-50 COS) = $1,495
    » (51-75 COS) = $1,999
    » (76-100 COS) = $2,500
    » (100+ COS) = $3,000
» Service Company = $599
» Single-Person Service Company = $230
» Professional Pool Management = $599
» Commercial Facility = $230

Other Members

» Allied Supplier = $599
» Publicly Traded or Multi Location Allied Supplier = $999
» Professional Affiliate = $599
» PHTA Instructors = $299
» Associate = $199
» Retiree = $99
» Student = $49

Membership Information

”Membership is in the name of the company, except for retirees, which will be in the name of the individual. The primary contact receives the PHTA annual dues invoice. The membership year runs for 12 consecutive months beginning the month the dues invoice is processed, after which time it shall automatically renew for additional 12 month periods unless either party elects to terminate this agreement by providing at least thirty (30) day’s written notice.

Questions? Contact PHTA Member Services at memberservices@PHTA.org or call 703.838.0083, ext. 301.

Additional Employees and Locations

Additional employees may receive member benefits and communications at no additional cost. Below, please provide full contact information for each employee you designate. Use a separate sheet, if needed.

Name

Address (Physical or shipping address only. Do not use P.O. Box)

City

State/Province    ZIP  Country

E-mail

Phone     Fax

Additional Services and Contributions

Branch Listings on Our Member Locator:

Add your branch listing to our member locator for a fee of $50 per location. Please attach a separate sheet indicating your branch’s name, address, city, state, ZIP and phone number

» $50 per location: QTY _____

PHTA Hazmat Management and SDS Hotline Service:

Accidents are going to happen. Don’t let your employees handle chemicals without this service. Be OSHA-compliant. Includes chemical spill or exposure 24/7 emergency hotline, Material Safety Data Sheet information, and chemical disposal/clean-up guidance.

» Builders, Retailers, Service Companies: $109/year
» Additional locations $25/per location: QTY _____
» Manufacturers, Distributors, Manufacturers’ Agents: $399/year
» Additional locations $49/per location: QTY _____

Help protect our industry!

PHTA serves as your voice for legislative matters and advances and protects your right to do business. The need for PHTA’s advocacy continues to grow. Please contribute to PHTA’s Government Relations/Advocacy efforts.

» $50  ☐ $100  ☐ $250  ☐ $500  ☐ $1000  ☐ Other _____

Payment

I want to pay my annual dues in:

» Annual Payment—payable by check or credit card (Will Receive an Invoice Once Per Year)
» Monthly Payments—must pay by credit card (Automatically Charged to the Credit Card on File)

*Monthly Option Unavailable for dues amounts under $230

Dues: $ ______

Branch Listing(s): $ ______

MSDS Hazmat Hotline Service*: $ ______

Additional Locations: $ ______

Government Relations(GR) Contribution*: $ ______

TOTAL: $ ______

* MSDS Service and GR Contribution are included in your first payment—no installments.

Check enclosed payable to PHTA for the total amount.

Charge my: √ MasterCard  ☐ Visa  ☐ AmEx  ☐ Discover as indicated above.

Card Number

Expiration Date  CVV #

Name on Card

Signature

Send your application and payment to:
PHTA, 2111 Eisenhower Avenue, Suite 500, Alexandria VA 22314-4695
Credit card applications can be faxed to: 703.549.0493

PHTA Member Code of Ethics and dues tables on next page
**Dues Tables**

### MANUFACTURER

<table>
<thead>
<tr>
<th>Annual Sales Revenue—Based on U.S. Industry Sales</th>
<th>Annual Dues Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $1 Million</td>
<td>$1,495</td>
</tr>
<tr>
<td>$1M - $2M</td>
<td>$2,195</td>
</tr>
<tr>
<td>$2M - $3M</td>
<td>$3,695</td>
</tr>
<tr>
<td>$3M - $5M</td>
<td>$5,295</td>
</tr>
<tr>
<td>$5M - $10M</td>
<td>$6,995</td>
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<tr>
<td>$10M - $20M</td>
<td>$8,995</td>
</tr>
<tr>
<td>$20M - $50M</td>
<td>$12,995</td>
</tr>
<tr>
<td>Over $50 Million</td>
<td>$20,000 + $1,000  per each $10M of Sales Revenue above $50M Calculation: $20,000+ (Sales – $50M)/$10M*1,000</td>
</tr>
</tbody>
</table>

### DISTRIBUTOR

<table>
<thead>
<tr>
<th>Annual Sales Revenue—Based on U.S. Industry Sales</th>
<th>Annual Dues Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $3 Million</td>
<td>$1,695</td>
</tr>
<tr>
<td>$3M - $5M</td>
<td>$2,195</td>
</tr>
<tr>
<td>$5M - $10M</td>
<td>$2,995</td>
</tr>
<tr>
<td>$10M - $20M</td>
<td>$3,995</td>
</tr>
<tr>
<td>Over $20 Million</td>
<td>$5,500 + $1,000  per each $10M of Sales Revenue above $20M Calculation: $5,500+ (Sales – $20M)/$10M*1,000</td>
</tr>
</tbody>
</table>

**Organization Type Definitions**

### Business-to-Business Firms (Domestic & International)

- **Distributor** Firms whose major (70%) business is the wholesaling of goods manufactured by others. No single customer shall constitute 50% or more of the firm's sales. *Distributors above 20 million use the following formula to calculate dues: Base dues of $5,500 plus $1,000 per 10 million in revenue above 20 million ($5,500 + (U.S. Sales -20M)/10M x 1,000))

- **Manufacturer** Firms manufacturing or fabricating products or components, including complete swimming pool units, spas, and hot tub units. *Manufacturers above 50 million use the following formula to calculate dues: Base dues of $20,000 plus $1,000 per 10 million in revenue above 50 million ($20,000 + (U.S. Sales – 50M)/10M x 1000))

- **Manufacturers’ Agent** A firm or individual representing two or more different manufacturers and brands (any size firm).

### Business-to-Consumer Firms

- **Builder/Installer** Firms that build, install, and renovate swimming pools, spas, hot tubs, and water features.

- **Retail Store** Firms that operate a retail store open to the public offering a variety of industry products, spanning more than one manufacturers' brand(s).

- **Service Company** Firms that service and maintain swimming pools, spas, hot tubs, water features.

### Other Members

- **Allied Supplier** Manufacturers and distributors not directly related to the manufacture or operation of pools, spas, or hot tubs, but more related to the backyard experience.

- **Publicly Traded or Multi Location Allied Supplier** Multiple location manufacturers and distributors not directly related to the manufacture or operation of pools, spas, or hot tubs, but more related to the backyard experience.

- **Professional Affiliate** Firms or individuals that provide professional services. Includes consultants in designing, building, and operation, architects, landscapers, finance and lending firms, advertising, PR, and insurance agencies/agents.

- **Single-Person Service Company** Person servicing and maintaining swimming pools, spas, hot tubs, water features.

- **Professional Pool Management Firm** or individual providing professional management services for public and semi-public swimming pools, spas, hot tubs, and water features.

- **Commercial Facility** An entity operating a single commercial or semi-public swimming pool, spa, or hot tub facility.

- **PHTA Instructors** Certified PHTA instructors of PHTA education and certification courses. The instructor must not own or operate as a pool builder, service company, retail store, or any other membership category.

- **Associate** Not-for-profit individuals and organizations, government entities, Health Code Inspectors, trade or professional associations, research or academic institutions.

- **Retiree** Member not generating any income from the industry. Former dues-paying member.

- **Student** To qualify for the student membership, you must meet the following criteria and not qualify for another membership category: currently enrolled in high school, college level, or working as a lifeguard.

**PHTA Code of Ethics (read below and sign)**

All members of The Pool & Hot Tub Alliance agree to be dedicated to and to comply with the following ethical principles and policies:

- To contribute to the health, safety and welfare of the public in the design, manufacture, installation, maintenance and operation of swimming pools, spas and hot tubs by complying with all applicable laws, ordinances or regulations and refraining from engaging in fraudulent or deceptive acts or practices.

- To hold all necessary federal, state and local licenses, registrations and permits.

- To hold legally required liability insurance, workers' compensation insurance, and bonding.

- To respect and not infringe upon the intellectual property rights of others and to refrain from using the property of others without their prior, written consent.

- To advertise products, services and prices truthfully and consistently with all federal, state and local advertising practices requirements.

- To establish prices in a manner that does not involve collusion with a competitor and to clearly communicate such prices to potential customers or clients prior to providing such products or services.

- To provide written sales agreements when such are requested by customers or required by law.

- To comply with the terms of all agreements, oral or written, regarding the provision of products or services.

- To respond to any consumer complaints made to any governmental authority, Better Business Bureau or equivalent nongovernmental authority.

- To exclude from company ownership or senior management any person or entity who or which, within the past three (3) years, has been convicted of or pleaded no contest (or its equivalent) to any felony or other crime involving business or financial practices.

- To use the PHTA name, logo and other intellectual property only when and as permitted by PHTA, and to cease all such use upon suspension from or termination of membership in PHTA.

- To file a complaint with PHTA regarding a potential violation of this Code of Ethics only when in possession of credible evidence of such potential violation.

- To cooperate fully with any PHTA investigation of a potential violation of this Code of Ethics.

- To encourage utilization of PHTA educational offerings as a means of enhancing the professional skills and business integrity of PHTA members and their employees.

**PHTA Member Code of Ethics**

I understand that PHTA provides services to the entire pool, spa and hot tub industry and requires membership dues to operate effectively. I affirm that all information provided herein is true and complete and that the membership category selected accurately represents my business. I understand that PHTA occasionally uses third-party information sources to verify dues information provided to the association. I have read the PHTA Code of Ethics and agree to support the association’s efforts to grow the industry. I have read and agree to these terms. By initialing this box, I am certifying that I am authorized to sign my organization up for membership in the Pool & Hot Tub Alliance (PHTA). I affirm that my agreement here constitutes an electronic signature and that this signature meets any and all requirements for an original signature.
PHTA’s new retirement solution will provide our members access to one of the most efficient 401k programs in the industry.

By joining our program, you’ll:

• Save valuable time.
• Pay reasonable costs.
• Reduce many of the fiduciary risks involved with managing a retirement program.

Get Started Today!

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bbrummell@vpisfinancial.com | 949.421.3532

Brian Brummell is an investment adviser representative offering investment advisory services through Exeter Financial, LLC.
PHTA Congratulates all of our PHTA 2019 Award Winners!

**FELLOW**

George Kazdin
Kazdin Pools

Angelo Pugliese
Custom Molded Products

**RETAILER OF THE YEAR**

Michael and Steven Metz
Central Jersey Pools

**YOUNG PROFESSIONALS OF THE YEAR**

Justin Ivey
Blue Wave Pool Service & Supplies, Inc.

Reid Schindler
Schindler Design Co.

Travis Thompson
Cascade Custom Pools
ANSI/APSP/ICC-1 2014 Standard for Public Swimming Pools*
For the design, construction, equipment, operation, warning signs, installation, sanitation, new construction, and renovation of public swimming pools.
20-122 – Single copy (printed version) $165  $87 member price
20-122-PDF – Single copy (PDF version) $165  $87 member price

ANSI/NSPI-2 1999 Standard for Public Spas*
For the design, construction, equipment and installation of public spas.
20-126 – Single copy (printed version) $165  $87 member price
20-126-PDF – Single copy (PDF version) $165  $87 member price

ANSI/APSP/ICC-3 2014 Standard for Permanently Installed Residential Spas and Swim Spas*
For the design, construction, equipment and installation of permanently installed residential spas and swim spas.
20-123 – Single copy (printed version) $165  $87 member price
20-123-PDF – Single copy (PDF version) $165  $87 member price

For the design, manufacturing, testing, care, and use of aboveground/onground residential (Type-0) non-diving swimming pools and their components.
20-128 – Single copy (printed version) $165  $87 member price
20-128-PDF – Single copy (PDF version) $165  $87 member price

ANSI/APSP/ICC-5 2011 Standard for Residential Inground Swimming Pools*
For new construction and remodeling of permanently installed residential inground swimming pools, including design, construction, equipment, operation, and installation, intended for noncommercial use by not more than three owner families and their guests and exceeding 24 in. (61 cm) in water depth.
20-116 – Single copy (printed version) $165  $87 member price
20-116-PDF – Single copy (PDF version) $165  $87 member price

ANSI/APSP/ICC-6 2013 Standard for Residential Portable Spas and Swim Spas*
For the design, equipment and installation of factory built residential portable (self-contained) spas or swim spas that are used for bathing.
20-129 – Single copy (printed version) $165  $87 member price
20-129-PDF – Single copy (PDF version) $165  $87 member price

For design and performance criteria for circulation systems including components, devices, and related technology installed to protect against entrapment hazards in residential and public swimming pools, wading pools, inground spas, infinity edge basins, catch pools, and aquatic recreation facilities. This standard applies to new and, when retrofitting, existing installations. It is the only standard that protects against the three root causes of entrapments: suction, water velocity and mechanical binding. Based on best science and practices, the ANSI/APSP/ICC-7 offers technically sound solutions to prevent all forms of entrapment: hair, limb, body, mechanical entrapment, and evisceration. This key safety standard is currently recognized in 21 states and over 80 local jurisdictions. It meets and exceeds the Virginia Graeme Baker (VGB) Pool and Spa Safety Act and current U.S. Consumer Product Safety Commission (CPSC) interpretations.
20-127 – Single copy (printed version) $165  $87 member price
20-127-PDF – Single copy (PDF version) $165  $87 member price
Standards & Technical Resources

This standard is designed to protect young children from accidental drowning by layers of protection that limit or delay a child’s access to swimming pools, spas and hot tubs. This standard is written to meet the needs for incorporation into national or regional building codes and for adoption by state and local jurisdictions. The federal Virginia Graeme Baker (VGB) Pool and Spa Safety Act is consistent with the options and layers of protection approach in this standard.

20-150 – Single copy (printed version)
$165 $87 member price
20-150-PDF – Single copy (PDF version)
$165 $87 member price

ANSI/IAF-9 2005 Standard for Aquatic Recreation Facilities
For the design, construction, equipment, operation, signs, installation, sanitation, new construction, and rehabilitation of water parks. Items covered by this standard include pools, wave action pools, activity pools, catch pools, leisure rivers, vortex pools and interactive play attractions (water treatment and filtration only).

20-151 – Single copy (printed version)
$165 $87 member price
20-151-PDF – Single copy (PDF version)
$165 $87 member price

ANSI/APSP/ICC-11 2019 Standard for Water Quality in Public Pools and Spas
For ideal water quality parameters in public swimming pools and spas to be used for bathing. Minimum guidelines are provided without specifying the technologies needed to achieve the recommended values. It can be incorporated into national or regional health codes and adopted by states and/or municipalities as a local code or ordinance.

20-160 – Single copy (printed version)
$165 $87 member price
20-160-PDF – Single copy (PDF version)
$165 $87 member price

ANSI/APSP/ICC/NPC-12 2016 Standard for the Plastering of Swimming Pools and Spas
For the plastering of cementitious finish coatings for inground swimming pools or other cementitious water-containment vessels covering both materials and application. It includes Supplement A approved by ANSI on May 10, 2019.

20-165 – Single copy (printed version)
$165 $87 member price
20-165-PDF-Single copy (PDF version)
$165 $87 member price

For residential and public recreational pools, spas, portable spas and swim spas equipped with a filtration circulation system. It covers methods and technologies to increase the efficient use and conservation of water. This standard applies to both new and existing facilities to address water use by pools, spas, portable spas and swim spas, and provide a means of achieving a higher degree of water use efficiency, including but not limited to: 1) evaporation, 2) filtration, 3) leaks, 4) people use, 5) maintenance, and 6) total dissolved solids control. Pool owner tips and water conservation measures are provided in the appendices.

20-313 – Single copy (printed version)
$165 $87 member price
20-313-PDF – Single copy (PDF version)
$165 $87 member price

ANSI/APSP/ICC-14 2014 Standard for Portable Electric Spa Energy Efficiency
This standard is to cover the test procedures and methodology for determining the energy efficiency of self-contained portable electric spas and hot tubs. This standard has been updated as a result of input from the California Energy Commission (CEC) and members of the International Hot Tub Association (IHTA). The update includes new formulas to calculate Allowable Standby Power, including inflatable spas and new labeling requirements.

20-190 – Single copy (printed version)
$165 $87 member price
20-190-PDF – Single copy (PDF version)
$165 $87 member price

*Recognized by the International Code Council (ICC)
**Referenced in the International Swimming Pool and Spa Code (ISPSC)
Standards & Technical Resources

For energy efficiency requirements relating to permanently installed residential aboveground/onground and inground swimming pools and inground spas operated by the property owner and used for bathing. This standard is intended to cover certain aspects of the swimming pool filtration-system design; equipment, including pipe sizing, pool and spa heaters; installation; and operational capabilities, for the purpose of consuming less energy while maintaining water quality and temperature.

20-198 – Single copy (printed version)
$165 $87 member price

20-198-PDF – Single copy (PDF version)
$165 $87 member price

ANSI/APSP/ICC-16 2017 Standard for Suction Outlet Fitting Assemblies (SOFA) for Use in Pools, Spas and Hot Tubs **
This test standard establishes materials, testing, use, installation, and marking requirements for new or replacement bather-accessible Suction Outlet Fitting Assemblies (SOFAs), other than maintenance drains, that are designed to be fully submerged for use in any pool, which include, but are not limited to a swimming pool, hot tub, spa, portable spa, or non-portable wading pool, or other aquatic venue intended for swimming or recreational bathing. Compliance with ANSI/APSP/ICC-16 is a requirement of the Virginia Graeme Baker (VGB) Pool and Spa Safety Act. The standard is developed in collaboration with representatives and research from the U.S. Consumer Product Safety Commission (CPSC).

20-170 – Single copy (printed version)
$165 $87 member price

20-170-PDF – Single copy (PDF version)
$165 $87 member price

Strive for quality and excellence! Learn key guidelines and practices for the resolution of many common disputes regarding the construction, installation, remodeling, renovation and warranty repair of inground pools and permanently installed spas. This publication is intended to be in sync with ANSI/APSP/ICC-3 2014 Standard for Permanently Installed Residential Spas and Swim Spas and ANSI/APSP/ICC-5 2011 Standard for Residential Inground Swimming Pools.

20-121 – Single copy (printed version)
$75 $45 member price

ICC/APSP International Swimming Pool and Spa Code 2012 (ISPSC12)
Developed jointly by PHTA and the International Code Council (ICC), the 2012 ISPSC is mandatory in Georgia and Washington D.C., and has been adopted by over 70 jurisdictions throughout the United States. This model code regulates the minimum requirements for the design, construction, alteration, repair and maintenance of swimming pools, spas, hot tubs and aquatic facilities. This includes public swimming pools, public spas, public exercise spas, aquatic recreational facilities, onground storable residential pools, permanent inground residential pools, permanent residential spas, permanent residential exercise spas, portable residential spas and portable residential exercise spas. The purpose of the code is to provide minimum standards to safeguard life or limb, health, property and public welfare by regulating and controlling the design, construction, installation, quality of materials, location and maintenance or use of aquatic vessels.

20-300 – Single copy (printed version)
$93 $73 member price

ICC/APSP International Swimming Pool and Spa Code with Commentary 2012 (ISPSC12)
The commentary edition of the 2012 ISPSC includes the complete 2012 ISPSC with expanded expert explanation for each paragraph with occasional pictures/line drawings for clarification and the APSP-7 Standard for Suction Entrapment Avoidance. The commentary, used in conjunction with the code, is advisory only and provides a convenient reference for pool and spa regulations. Own the manual Code Inspectors will rely on for issuing permits!

20-301 – Single copy (printed version)
$96 $76 member price

Strive for quality and excellence! Learn key guidelines and practices for the resolution of many common disputes regarding the construction, installation, remodeling, renovation and warranty repair of inground pools and permanently installed spas. This publication is intended to be in sync with ANSI/APSP/ICC-3 2014 Standard for Permanently Installed Residential Spas and Swim Spas and ANSI/APSP/ICC-5 2011 Standard for Residential Inground Swimming Pools.

20-121 – Single copy (printed version)
$75 $45 member price
minimum regulations for public and residential pools, PHTA standards. The ISPSC establishes requirements in the I-Codes and pool code coordinated with the current International Code Council (ICC), this is the only comprehensive swimming code corresponding commentary at the end of each section. It includes information on construction & design; including barriers, entrapment prevention, materials, finishes, dimensions and slopes, exits and entries, circulation, sanitization, signage and depth markers, and energy efficiency. It also covers ancillary components such as suction fittings, filters, pumps, motors, heaters, diving equipment, ladders and steps. It incorporates PHTA’s American National Standards Institute (ANSI) approved standards which comply with the Virginia Graeme Baker (VGB) Pool & Spa Safety Act. It is the first Code to include an energy standard for residential portable electric spas and for residential in-ground swimming pools and spas.

20-310 - Single copy (printed version)  
$107  $87 member price

**ICC/APSP International Swimming Pool and Spa Code with Commentary 2015 (ISPSC15)**

The commentary edition of the 2015 ISPSC provides a convenient reference for pool and spa regulations. This expanded edition of the ISPSC includes the full text of code, as well as tables and figures, followed by corresponding commentary at the end of each section. It includes information on construction & design; including barriers, entrapment prevention, materials, finishes, dimensions and slopes, exits and entries, circulation, sanitization, signage and depth markers, and energy efficiency. It also covers ancillary components such as suction fittings, filters, pumps, motors, heaters, diving equipment, ladders and steps. It incorporates PHTA’s American National Standards Institute (ANSI) approved standards which comply with the Virginia Graeme Baker (VGB) Pool & Spa Safety Act. It is the first Code to include an energy standard for residential portable electric spas.

20-311 - Single copy (printed version)  
$109  $99 member price

**ICC/APSP International Swimming Pool and Spa Code 2015 (ISPSC15)**

Developed jointly by PHTA and the International Code Council (ICC), the 2015 ISPSC is mandatory in Louisiana, Massachusetts, Michigan, Montana, New Hampshire, New Jersey, Pennsylvania, Rhode Island, Virginia, Washington and West Virginia and has been locally adopted by 125 jurisdictions throughout the United States. It is the only comprehensive model swimming pool and spa code available covering all types of aquatic vessels including residential and public pools, portable and inground spas, water parks, exercise spas, and hot tubs. It incorporates time-proven ANSI/APSP standards by reference and integration. Meets or exceeds Virginia Graeme Baker (VGB) Pool & Spa Safety Act compliance. Contains barrier, decking, lighting, circulation system, pump, accessibility, diving, sanitizing equipment, filter, and suction fitting provisions coordinating with the IBC and IRC. It also references an energy standard for residential portable electric spas and for residential in-ground swimming pools and spas.

20-318 - Single copy (printed version)  
$106 member price

20-319 - Single copy (printed Spanish version)  
$112  $97 member price

**2018 International Swimming Pool and Spa Code (ISPSC) with Commentary**

The commentary edition of the 2018 ISPSC provides a convenient reference for regulations in the 2018 International Swimming Pool and Spa Code™ (ISPSC™). Presented in an easy-to-reference format, the commentary includes the full text of the code, including tables and figures, followed by corresponding commentary at the end of each section in one document. Every chapter begins with “General Comments” and “Purpose” sections followed by code and commentary to subsequent sections, tables and figures. This in-depth publication focuses on providing the full meaning and implications of the 2018 ISPSC™. The commentaries are designed to suggest the most effective method of application and the consequences of not adhering to the code.

20-320 - Single copy (printed version)  
$116  $106 member price


This standard, developed in partnership with the International Code Council (ICC), establishes minimum criteria for the design and installation of solar water heating systems for pool and spa applications. It allows pools and spas to benefit from sustainable heating technologies without sacrificing safety or performance. It addresses both residential and commercial pools and spas, consistent with the requirements of ICC’s International Swimming Pool and Spa Code® (ISPSC®) and other relevant ICC/APSP standards for these applications.

20-350 - Single copy (printed version)  
$165  $87 member price

**Solar Pool and Spa Heating System Standard**

This standard, developed in partnership with the International Code Council (ICC), establishes minimum criteria for the design and installation of solar water heating systems for pool and spa applications. It allows pools and spas to benefit from sustainable heating technologies without sacrificing safety or performance. It addresses both residential and commercial pools and spas, consistent with the requirements of ICC’s International Swimming Pool and Spa Code® (ISPSC®) and other relevant ICC/APSP standards for these applications.

20-350 - Single copy (printed version)  
$165  $87 member price
While it is essential that all facilities and equipment comply with Federal and State and local laws, regulations and codes, these often fail to address all the critical safety, design and construction issues involved with a pool, spa or hot tub. Complying with the ANSI/APSP voluntary industry standards provides an important additional layer of protection for your customers, their family and guests, and for your company as well. Below are just a few of the key reasons why compliance with the ANSI/APSP Standards and the International Swimming Pool and Spa Code (ISPSC) is so critical for your business:

1. **ANSI/APSP Standards are developed by industry experts and reviewed and approved by industry and safety experts as well as public health officials under the rigorous ANSI process. They are also continually updated to represent the latest technologies and learning.**

2. **ANSI/APSP Standards address all the critical safety issues pertaining to design and construction including barriers, entrapment prevention, exits, entries, circulation and sanitization. Compliance provides maximum protection for your customers, their family and guests.**

3. **In the event an injury does occur in a pool or spa you installed, compliance with these standards will often be your best defense in court or in arbitration or mediation. Even where the standards have not been adopted into law, you can show that you are following the industry’s best practices. If you don’t comply, these Standards can be used against you, increasing the risk that you may be found guilty. Most pool related injury lawsuits these days are targeted against builders/dealers because they failed to comply with the ANSI/APSP Standards.**

4. **Compliance with The Standards, as well as component manufacturer instructions (which typically follow the Standards) may also impair your ability to defend a warranty claim by your customer. It may also void the manufacturer’s warranty, leaving the builder/dealer on the hook and without recourse. It may also void any indemnity protection or additional insurance provided by the manufacturer.**

5. **Pools built in compliance with the latest ANSI/APSP-15 Energy Efficiency Standard and the ANSI/APSP-13 Water Conservation Standard are more efficient, resulting in significant savings for your customer over the life of the pool.**

6. **Customers do their homework, scouring the internet for information on pool safety, efficiency and operating costs. A commitment to comply with the ANSI/APSP Standards is an excellent way to elevate your company above your competition as a consummate pool and spa professional and gain the trust and respect of the homeowner.**

Order Today!
MemberServices@phta.org | PHTA.org/Store | 703.838.0083 ext. 301
Protecting what’s important starts here.

For less than $50 per month you can support the effort that helps keep unnecessary regulations from hurting your hot tub sales! Join today! Learn more at PHTA.org/hot_tubs.

The IHTA is working to protect your business. Membership with the International Hot Tub Association (IHTA) makes it easy to make the right connections, stay up to date on hot industry issues and give back to the industry you love. For less than $50 per month you can support the effort that helps keep unnecessary regulations from hurting your hot tub sales!
Research

Stay Ahead of Your Competition

To operate profitably, you must have regular business intelligence keeping you up to date on significant industry developments—and help you quickly identify all-important growth opportunities. To help you do this, PHTA has YEARBOOK which is an essential product for your business success.

YEARBOOK
PHTA’s YEARBOOK, is the ideal reference tool for anyone in the pool, spa and hot tub industry who needs to quickly identify important growth opportunities. It provides complete, up to date, and reliable information on the residential aboveground and inground pool and hot tub industries. Get thousands of dollars of research for a fraction of the price that it would take to gather and assemble the data on your own.

This year’s report covers new unit sales, value of new sales, the installed base of existing pool and spas, the pool products aftermarket for chemicals, equipment, and service, and the underlying econometrics that influence the direction of the business. Also, it will address indoor pools for the first time as well as the expanding remodel market and the continued impact of pool and hot tub depletion and its effect upon their respective existing bases.

YEARBOOK can impact your bottom line by helping you:

- Gain access to regular business intelligence so you can stay current on significant industry developments and to quickly identify growth opportunities.
- Discover what issues are influencing buying decisions.
- See how diverse factors—from growth of imports to an aging population—are changing the way companies are thinking and planning for the future.
- Consider current factors in investing in aftermarket equipment or chemicals.

2019 Yearbook 40-107 (PDF only)
$199 FREE member price

2018 Yearbook 40-106 (PDF only)
$199 FREE member price

Economic Impact Study
FREE to Members

The overall economic impact of the pool and spa industry reaches far beyond the direct revenue collected from the sales of products or delivery of services. The impact also includes jobs created, the ripple effect of income earned and expended, and the assessment and collection of taxes at varying points of all transactions. During 2017, the U.S. swimming pool and hot tub industry contributed more than $36.5 billion and 382,000 job equivalents to the economic of the U.S., according to the newly released The Economic Impact of the Swimming Pool and Hot Tub Industry in the U.S., an extensive report commissioned by the Pool & Hot Tub Alliance (PHTA).

Attention Members:
PHTA is offering this study to you for free! Download PHTA’s exclusive, comprehensive report, The Economic Impact of the Swimming Pool and Hot Tub Industry in the U.S. at PHTA.org/Research.

If you’re not a member but are interested in this research, contact PHTA Director of Membership and Business Development, Seth Ewing at sewing@phta.org.
Safety & Consumer Awareness

The Sensible Way to Enjoy Your Aboveground/Onground Residential Swimming Pool
Help ensure safety in aboveground/onground pools with this must-read safety and maintenance guide. Included is information about safe practices, such as rules for no diving and jumping based on depth restrictions, plus drowning prevention tips and key maintenance information.

10-350
50 booklets
$55 $37 member price
100 booklets*
$99 $68 member price
500 booklets*
$445 $314 member price
1,000 booklets*
$824 $544 member price

The Sensible Way to Enjoy Your Inground Pool
Help ensure inground pool safety with this information on general safe use, operation and maintenance of inground pools, including information about layers of protection, drain covers, suction entrapment avoidance, diving, safety rules and ideas for pool enjoyment. Refer to specific manufacturer’s instructions for more details on installation, use, maintenance and pool safety.

10-300
50 booklets
$55 $37 member price
100 booklets*
$99 $68 member price
500 booklets*
$445 $314 member price
1,000 booklets*
$824 $544 member price

The Sensible Way to Enjoy Your Spa or Portable Hot Tub
Help ensure spa and hot tub safety with these guidelines that include information about supervision, soaking safety, exercise, entertaining, safe operation, and maintenance.

10-109
50 booklets
$55 $37 member price
100 booklets*
$99 $68 member price
500 booklets*
$445 $314 member price
1,000 booklets*
$824 $544 member price

Pool Maintenance - Protecting Your Investment and Enjoying Your Pool
Help ensure years of enjoyment customers expect from their pool investment. This booklet will help them understand: basic pool maintenance operations, including how to keep the water free from harmful bacteria, pool circulation systems, different types of pool treatment chemicals, optional and helpful pool accessories and ways to efficiently care for their pool.

10-227
50 booklets
$55 $37 member price
100 booklets*
$99 $68 member price
500 booklets*
$445 $314 member price
1,000 booklets*
$824 $544 member price

Residential Pool Chemical Guide
Educate your customers on understanding how to safely maintain their swimming pool. It will explain the basic facts about pool maintenance and chemical storage and handling.

10-228
100 pamphlets
$44 $30 member price
500 pamphlets*
$180 $115 member price
1,000 pamphlets*
$305 $205 member price

Need Higher Quantities?
Contact PHTA Member Services
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NEW! COMING SOON! NEW! COMING SOON!

PHTA is your source for all of your consumer product needs.
Children Aren’t Waterproof
Prevent drowning! Learn these important safety tips on how to prevent drowning for infants and children younger than 5 years old. Distribute to your current and prospective customers.

10-215
100 pamphlets
$44  $30 member price

500 pamphlets*
$180  $115 member price

1,000 pamphlets*
$305  $205 member price

Entrapment Avoidance Guidelines
Educate your current and prospective customers on how to avoid entrapment in their pools, spas and hot tubs with this consumer brochure that follows Virginia Graeme Baker Pool and Spa Safety Act (VGBA) guidelines.

Help customers understand:
- The proper drain cover needed for their pool, spa or hot tub.
- Devices that can provide additional protection.
- The five types of entrapment caused by a loose, broken or missing suction fitting or drain cover.

10-226
100 pamphlets
$44  $30 member price

500 pamphlets*
$180  $115 member price

1,000 pamphlets*
$305  $205 member price

Layers of Protection
Learn the importance of adult supervision and the various supplemental “layers” of protection available for pools, spas and hot tubs and the surrounding area, including barriers, covers, gates and alarms. Distribute these to your current and prospective customers.

10-223
100 pamphlets
$44  $30 member price

500 pamphlets*
$180  $115 member price

1,000 pamphlets*
$305  $205 member price

Pool and Spa Emergency Procedures for Infants and Children
Educate customers about ways to prevent drowning accidents with these useful guidelines. Help them learn how to respond to emergencies involving infants and children, including CPR.

10-217
100 pamphlets
$44  $30 member price

500 pamphlets*
$180  $115 member price

1,000 pamphlets*
$305  $205 member price

Plan Your Dive, Steer Up
Encourage customers to follow these basic rules of safe diving so that everyone can avoid serious injuries and enjoy the pleasure of diving into a diving pool.

10-216
100 pamphlets
$44  $30 member price

500 pamphlets*
$180  $115 member price

1,000 pamphlets*
$305  $205 member price

SplashZone Coloring Books
For children ages 4 to 7, this coloring/activity book teaches water safety in a fun way.

10-080
25 books
$50  $33 member price

* To purchase higher quantities, contact PHTA Member Services at memberservices@phta.org or call 703.838.0083 ext. 301.
Customizable Consumer Safety Brochures
Follow an industry best practice by including a variety of PHTA safety brochures with every purchase. Customize these safety brochures with your company’s logo. It’s a great way to link your name and brand to water safety.

Customizable Products Include:
- The Sensible Way to Enjoy Your Aboveground/Onground Residential Swimming Pool
- The Sensible Way to Enjoy Your Inground Pool
- The Sensible Way to Enjoy Your Hot Tub
- Children Aren’t Waterproof
- Entrapment Avoidance Guidelines
- Layers of Protection
- Pool and Spa Emergency Procedures for Infants and Children
- Plan Your Dive, Steer Up
- I’m a Safe Swimmer Certificate

Get full details and pricing at PHTACustomized.org.

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No other show in the industry makes it this easy to connect and engage with professionals on-site.

PSP CONNECT will enable registered users to request meetings with one another through an online portal ahead of the show.

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International Swimming Pool & Spa Code

Benefits of the ISPSC:

- Meets or exceeds Virginia Graeme Baker Act requirements.
- Contains PHTA-7 Standard for Suction Entrapment Avoidance.
- Includes provisions for water parks, diving, barriers, general design and water quality safety.
- Covers fencing, decks, lighting, heaters, circulation systems, pumps, accessibility, diving, sanitizing equipment, filters and suction fittings.

Developed by the Pool & Hot Tub Alliance and the International Code Council, the ISPSC is the only comprehensive swimming pool code coordinated with the I-Codes and PHTA standards. The ISPSC contains minimum regulations for public and residential pools, spas and hot tubs using prescriptive and performance related provisions.

United States Adoptions Include:
- Over 30 States and More Than 275 Local Jurisdictions

Courses Taught by PHTA Members Throughout the Country

Contact PHTA’s Director of Government Relations, Jennifer Hatfield at jhatfield@phta.org

Order Today! PHTA.org/Store
Government Relations

PHTA protects the interest of the pool and spa industry.

PHTA’s acclaimed leadership role on Capitol Hill and with federal agencies such as the Environmental Protection Agency, Consumer Product Safety Commission, Department of Energy and Department of State protects members. Additionally, our grassroots efforts at the state and local level only continue to grow as PHTA Government Relations staff comb through thousands of legislation, proposed rules and local ordinances each year to determine any impact on the pool and spa industry and how to move forward. We’ll keep you updated on key issues that impact you through biweekly updates.

Highlights:

PHTA successes and next steps:

- Through PHTA’s work with the Department of Energy, effective July 19, 2021 one national energy efficiency standard for dedicated purpose pool pumps will be law of the land; eliminating the patchwork of regulations that currently exist across the country. PHTA and its members are now advocating for a similar DOE regulation for dedicated purpose pool pump motors with an anticipated effective date of July 19, 2021 to correspond with the dedicated purpose pool pump rule. Providing for one national energy efficiency standard for manufacturers to comply with also benefits installers and consumers by providing more affordable energy efficiency pump and motor choices.

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- To protect the public and raise professionalism in the industry, PHTA supports state pool and spa licensing efforts around the country to safeguard PHTA members and to defeat consumer exploitation by unskilled laborers. To see the development of licensing in your state, reach out to PHTA.

- PHTA continues to unite and strengthen the industry through unified standards and building code regulations by advocating for adoption of the International Swimming Pool & Spa Code. With over 30 states and more than 275 local jurisdictions having already adopted this code, members benefit from consistent requirements among the jurisdictions they work in and consumers benefit by having the peace of mind that their pool, spa or hot tub is built to industry standards.

“PHTA’s government relations initiatives provides an incredibly valuable service for our industry by raising our professionalism and ultimately benefiting our pool-owning customers while also improving our industry’s reputation in both the national and international markets. PHTA facilitates initiatives and coalitions that tap into our industry’s deep subject matter expertise that allows competitors to ethically collaborate for the common good of our industry. This kind of unified contribution amongst stakeholders just couldn’t happen without PHTA’s leadership in government relations...they’re an invaluable resource.”

Jeff Farlow, Program Manager of Energy Initiatives, Aquatic System
Jennifer Hatfield
PHTA Director of Government Affairs
jhatfield@PHTA.org
703.838.0083 Ext. 211

Jennifer Hatfield is PHTA’s Director of Government Affairs. For over 12 years, she has been involved with government and public affairs for the pool & spa industry. She is the owner of J. Hatfield & Associates which is a government consulting business that provides clients with federal, state and local legislative and regulatory services. Through her work with clients she has developed expertise in state and national building code processes, energy efficiency and construction contractor issues. Jennifer is a native of Virginia, has a Bachelor of Arts in Government from the College of William & Mary and is a graduate of the Frederic G. Levin College of Law at the University of Florida. She is a member of the Florida Bar and previously worked at the Florida Legislature as a committee attorney for the Florida House of Representatives. Jennifer also worked for the National Republican Senatorial Committee in Washington, D.C. Currently, she lives in Florida with her husband and son.

Brendan Scanland
PHTA Government Relations Associate
bscanland@PHTA.org
703.838.0083 Ext. 165

Brendan joined the Pool & Hot Tub Alliance in August 2019 as the Government Relations Associate. He is a recent graduate of Syracuse University and a Scranton, PA native. At Syracuse, he studied political science and government. During his time at Syracuse, he was active in local politics and worked for congressional and mayoral campaigns, as well as covering local politics for the University-run public radio station, WAER. He interned at Winning Strategies Washington in the summer of 2018, and was previously an intern for APSP, now PHTA, in the summer of 2017.

Carl Chidlow
PHTA’s Lobbyist on Capitol Hill and Principal at Winning Strategies Washington

Carl Chidlow is PHTA’s Lobbyist on Capitol Hill and is a Principal at Winning Strategies Washington. For over 25 years, he has been involved in Party Politics, which has given him opportunities to work on campaigns for U.S. Congress, the U.S. Senate and the Presidency. Prior to joining Winning Strategies Washington, Carl spent five years as a partner in a small DC-based lobbying practice. Through his work with clients, he has developed particular expertise in the areas of energy efficiency, environmental impact, federal contracting and higher education. Carl is a native of New York State and a graduate of Syracuse University. During college and shortly after, he served in the National Guard in both New York and Maryland as an infantry soldier. He currently lives in Northern Virginia with his wife and two children.

Can you imagine being in a market where 70% of hot tubs being sold today could have been eliminated by unnecessary regulations? The IHTA’s work prevented this from happening. If you are a manufacturer, supplier or reseller of hot tubs, you need to be involved. The PHTA/IHTA provides many benefits and resources. Protecting your business is a must.

Cindi Magray
President
Spa Manufacture, Inc.

PHTA is your voice for legislative matters that works to advance and protect your right to do business. The need for PHTA’s advocacy continues to grow. Contributing to PHTA’s Government Relations/Advocacy Efforts Makes a Difference! Learn how you can get more involved at PHTA.org/Advocacy.
The Texas Pool & Spa Coalition protects the interests of Texas pool and spa industry professionals and the consumer through education and advocacy, while promoting superior standards of safety and efficiency. By uniting lawmakers and industry, they work to bring about effective and sustainable change. The TPSC coalition partners include: The Aquatic Professionals Education Council (APEC), the Pool & Hot Tub Alliance (PHTA), formerly The Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF), and The Independent Pool and Spa Service Association (IPSSA).

APEC, now TPSC, was established in November of 2004 by a small group of pool service professionals with the objective to safeguard, improve and enhance the swimming pool and spa business climate in Texas. IPSSA, who has been standing by the side of APEC for years, is the world’s largest pool service industry organization. APEC members also included pool builders, many who were members of what was The Association of Pool & Spa Professionals (APSP).

The Coalition Works to
- Represent Texas pool and spa professionals and consumers at the state and local level.
- Proactively monitor legislative intent, examine and track bills to keep members up to date on critical industry issues.
- Testify before local governmental entities, and state legislative and regulatory bodies, on behalf of members and the industry.
- Maintain a constant presence at Texas legislature and state regulatory agency meetings.

Hot Items Impacting Your Livelihood
- Prolonged negotiations in 2018 with the Texas Department of Licensing and Regulation (TDLR) led to a positive clarification to the scope of work of Texas Residential Appliance Installer License (RAIL) holders that ensure they are now fully recognized to perform common pool-related services without the threat of TDLR violations.
- House Bill 2858, signed by Governor Abbott June 14, 2019, is a top priority bill which adopted the International Swimming Pool and Spa Code (ISPSC), 2018 edition, as the municipal swimming pool and spa code in Texas. A municipality may establish procedures for: (1) adoption of local amendments to the ISPSC, and (2) the administration and enforcement of the ISPSC. In addition, a municipality may review and adopt amendments made by the International Code Council to the ISPSC after May 1, 2019. HB 2858 takes effect September 1, 2020. To date, we have 76 current Texas ISPSC adoptions.
- During the 2019 legislation session, 13 bills were being monitored and acted on that effect the pool and spa industry and that TPSC continues to monitor local ordinances and regulations year round. In the previous eight legislative sessions, numerous bills were proactively mitigated to prevent unnecessary burdens on consumers and the pool industry.
- Education has long been the Coalition’s key element. Through education, TPSC raises the competency bar of industry professionals and further enhances swimming pool and spa safety. Education venues for the ISPSC Code application and compliance are being set-up for both industry professionals and code officials.

Questions?
Interested in joining TPSC? Contact us at membership@txpsc.org
Questions or Comments about TPSC? Contact us at president@txpsc.org

Join the Conversation!
Facebook.com/Ionestargr

TXPSC.org
# Order Form

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*(Shipping will be charged at current UPS rates + handling)* **Total**

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4. Fax: 703.549.0493
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PHTA brings together two legacy organizations: The Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF). Our mission is to promote and protect the aquatics lifestyle with a unifying voice that serves and engages our diverse stakeholders.

With an emphasis to CELEBRATE THE WATER, PHTA facilitates the expansion of swimming, water safety, water-related education and research, and outreach activities aimed at bringing more people to water safely.

The unification creates a powerful influence with a single voice for the aquatics industry.

Learn more about our vision and how you can benefit, visit phta.org/learn.

JOIN the movement:
#IAMPHTA

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Effective October 2019