

Return On Investment



*Figures represent an average of the estimated value each member receives each year as determined by the FSPA Board of Directors in June 2010.



CNA donates \$15,000 to Swimming Pool Safety & Education Foundation

The FSPA thanks CNA Insurance for donating \$15,000 to the Florida Swimming Pool Safety and Education Foundation. Patrick Cannassa represented the company at the Board of Directors meeting in June to present the check to the Board.

The Safety Council wishes to use the donation to provide swimming lessons to youth throughout the state. Anyone can make a tax-deductible donation to the Foundation at any time by calling the state office or mailing in a check.



FSPA Executive Director Wendy Parker Barsell, Patrick Cannassa, CNA Insurance, and FSPA President Eva Adcock.

News Splash

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Florida Pool Prosm

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Administrative Assistant

Valerie Swika-Bundy, Ext. 100

2555 Porter Lake Drive, Ste. 106

Sarasota, FL 34240

(941) 952-9293 / (866) 930-FSPA

Fax: (941) 366-7433

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PRESIDENT'S COLUMN

Investing in FSPA



Eva Adcock
FSPA President

Over the next few months you will see many feature articles on the benefits of being a member of the FSPA. At the most recent FSPA state meeting, return on investment (ROI) of membership dues was determined by members of the

Board. It was established that members have at least a six-fold return! That means you get six dollars worth of value back for every dollar paid in dues (called ROI = return on investment)! Not bad.

As good stewards of our industry, we should invite other pool professionals to

start gaining six dollars of value back on every dollar their investment. This analysis of ROI was a strategic and detailed line-item account of all the benefits of membership. In this economy of declining values it is refreshing that membership in the FSPA provides such an awesome return!

Strategically, the next step is to invite our swimming pool companions to start gaining value back for their money from membership in the FSPA. Additionally, we should make sure that the current members know the value of their membership and receive all the benefits. Look for the articles in upcoming issues of *Florida Pool Prosm* to be sure you know all of the benefits of membership and understand how they can provide you with a great value! The first one can be found on page 12 of this issue.

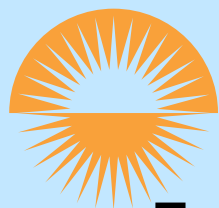
September 24-25, 2010

Committee Meetings

Board of Directors Meeting

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Jupiter

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FSPA membership... A good business decision



Wendy Parker Barsell
FSPA Executive Director

Does a six-time return on an investment within 12 months seem like a good business decision to you? For example, if you gave someone \$100 on January 1, and he gave you back \$600 on December 31 of that same year that is a six-time return on your investment.

In June, the FSPA Board (60+ individuals) met to go through the programs and benefits offered by your association to determine the Return On Investment (ROI) you get from membership. That process yielded very valuable information, including that members get an average of six times the value of what they pay in dues. For many of you, it may be even higher.

In my June column I provided some examples of how your dues pays you back – everything from discounts on prescription drugs to continuing education and consumer brochures. On the front page is an outline of the programs and their average return to members based on the Board's discussion. Each member is different; for one business the arbitration clause in their contract is worth thousands of dollars or for another having GPS in each service truck has reduced man-time and fuel costs by hundreds of dollars per month. If you are still sitting on the membership renewal invoice, please take a few minutes to really think about what being part of this trade association means to your business.

And don't forget what we can all do when we come together. The impact that hundreds of pool and spa companies have when it comes to influencing building codes and regulations is invaluable. As an Association, we cannot take on initiatives

or challenges without support and feedback from industry professionals. Being a member gives you the opportunity to share your experiences and have FSPA work on your behalf to speak to groups such as the Florida Building Commission, local building departments, the Construction Industry Licensing Board and the Department of Health. With a person dedicated to government relations and regulations efforts, we can stay at the forefront of issues to protect Florida's swimming pool and spa professionals.

In closing, I want to thank each of you who renewed your membership for the coming year. If you are still thinking, remember that we now offer quarterly and monthly payment options so you can spread the cost out but still maintain your benefits. Still have questions or concerns? Feel free to call me directly – I'd love to hear from every member!

If your license renews August 31 be sure you have enough CE credits!

The FSPA will not be holding a Mid-Year Education Conference in 2010. Some CE courses may be available from your local Chapter and there are other providers that offer courses.

Aquatic Training Institute is offering FSPA members a discount on CE courses offered online!

All 14 hours are available for \$199 instead of \$249. Visit the members' only area of www.FloridaPoolPro.biz to get the discount code and link to registration. Offer ends 8/31/10.

A list of all member CE providers can be found by going to www.FloridaPoolPro.biz and visiting the Education page.

FLORIDA POOL PERMITS Provided by HBW /

www.hbweekly.com



County Name	June 2009	June 2010
<i>Alachua County</i>	7	7
<i>Bay County</i>	9	5
<i>Brevard County</i>	43	40
<i>Broward County</i>	38	26
<i>Calhoun County</i>	0	0
<i>Charlotte County</i>	28	22
<i>Citrus County</i>	18	6
<i>Clay County</i>	14	16
<i>Collier County</i>	55	34
<i>Dade County</i>	61	73
<i>Duval County</i>	27	34
<i>Escambia County</i>	30	18
<i>Flagler County</i>	16	21
<i>Franklin County</i>	0	2
<i>Gadsden County</i>	0	0
<i>Gulf County</i>	0	0
<i>Hernando County</i>	14	14
<i>Highlands County</i>	9	0
<i>Hillsborough County</i>	72	62
<i>Holmes County</i>	0	0
<i>Indian River County</i>	19	20
<i>Jackson County</i>	2	0
<i>Jefferson County</i>	1	0
<i>Lake County</i>	20	19
<i>Lee County</i>	77	97
<i>Leon County</i>	5	7
<i>Liberty County</i>	2	0

County Name	June 2009	June 2010
<i>Manatee County</i>	38	36
<i>Marion County</i>	24	13
<i>Martin County</i>	20	11
<i>Nassau County</i>	5	3
<i>Okaloosa County</i>	30	7
<i>Orange County</i>	64	50
<i>Osceola County</i>	17	14
<i>Palm Beach County</i>	60	78
<i>Pasco County</i>	45	26
<i>Pinellas County</i>	34	34
<i>Polk County</i>	36	28
<i>Putnam County</i>	2	1
<i>Santa Rosa County</i>	21	30
<i>Sarasota County</i>	15	17
<i>Seminole County</i>	7	7
<i>St Johns County</i>	49	26
<i>St Lucie County</i>	18	17
<i>Sumter County</i>	10	20
<i>Volusia County</i>	15	35
<i>Wakulla County</i>	1	1
<i>Walton County</i>	10	6
<i>Washington County</i>	1	0
TOTALS	1089	983



Explore new sales opportunities with leads from HBW, Inc.

HBW, Inc. provides permit information on new swimming pool construction as well as residential and commercial construction for Florida, Georgia, Texas and Alabama.

Refer to www.hbweekly.com for county coverage.

HBW, Inc. 877-332-1411



Return On Investment for variable-speed pool pumps

By Fred Horowitz, Pentair Water Pool and Spa

During the weeks before Christmas last year Sears ran a television ad saying that a front-load washing machine saved so much money on water and detergent that it would pay for the front-load dryer. That got some wheels turning, so I went to my local store to flesh out some details. It turns out the time frame for one to pay for the other is over the life of the appliances – possibly 10-12 years. But I'm sure the lure of that marketing campaign helped put new machines in many laundry rooms. What Sears and all retailers of home appliances are trying to sell is ROI – Return On Investment – an invaluable tool in today's marketplace. Considering their affect on a monthly electric bill, all pool, spa and water feature pumps need to be classified as major home appliances and all segments of the pool industry should learn what they need to know about their ROI as quickly as possible.

Selling ROI is nothing new to the swimming pool industry. Salt systems have found their way onto new and existing pools for nearly a decade. Heat pumps and solar systems are no small investments either but they show their value. Variable-speed

pool pumps are now welcomed into this same group of equipment. Any retro-fit, renovation or repair that makes a pool more energy efficient will appeal to pool owners even in a down economy. These products will require complete familiarity with the technology; that means changing the way we've all thought about pumps.

A traditional pool pump only has one speed. Contractors size the pump to take on the most demanding jobs like cleaning the pool, running spa jets and driving water features. The downside is that the pump is running at that speed even when it's not needed for those jobs. A variable-speed pump can be programmed to run at slower speeds and then adjust to other requirements only when they are needed. Slower speeds for circulation save energy and money. They also reduce the noise levels associated with traditional pool pumps and reduce wear not only on the pump but also on filters, heaters, chlorinators and everything else water flows through. In the end, with a proper set-up, a variable-speed pump usually pays for itself in one to two years. That's a whole lot sooner than other major home

appliances at the same price, like that front-load washing machine.

Now back to ROI. On a 12,000 gallon pool with a 1.5 horsepower pump running eight hours per day at 15 cents per kilowatt hour, the yearly cost of electricity would total around \$900. A variable-speed pump should total less than \$200. If a pool owner had one installed when they were first introduced in 2006, in just 4.5 years they would already have paid for the pump and pocketed around \$1500, instead of paying that money to their local utility. Some variable-speed pumps on the market today even employ TEFC (Totally Enclosed Fan-Cooled) motors with a projected life of 10-15 years, a huge ROI factor. Now it becomes easy to use the savings generated by these pumps to help sell additional equipment since they will be paid for in the long run by the savings on the pump, and homeowners today have the luxury of plenty of payback time since people are moving less often due to economic uncertainty.

Even before HB 663 goes into effect on December 31, 2011, the Florida swimming pool industry needs to be describing pool, spa and water feature pumps as a major home appliances and learning how to steer consumers toward energy efficiency. Whenever you see a training class given on pool energy efficiency, enroll in it. Educate yourself and your employees so you can then educate the consumer on how this current technology truly benefits them and their monthly bills.

The pool industry is not alone in having to conform to new energy legislation. When a new home is built, contractors must use a minimum 13 SEER air conditioner. In fact, the entire HVAC industry around the world had to change from R-22 refrigerant to R-410A to help stop depleting the earth's ozone layer. These new laws benefit our health and our pockets, and even in a down economy we can benefit as an industry by selling the ROI on variable-speed pumps.



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Renew by August 31 or your membership will be terminated.

If you need another renewal form please e-mail membership@FloridaPoolPro.com or call 1-800-548-6774.

Vist www.FSPABenefits.com to see many of the programs that are included in your membership. Some of the newer programs include QuickBooks discounts, a reduced annual fee for MSDS, FleetBoss GPS and credit card processing.

*Based on membership cycle of July 1 - June 30. Some memberships are not on this cycle.

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INSURANCE UPDATE

The value of fleet safety and driver training

By David Griffiths, Insurance By Ken Brown

Fleet safety should play a very important role in the overall safety program for your company. Not only is it important to keep your vehicles in good mechanical condition, but a sound fleet safety program is an important tool in managing drivers and reducing accidents. While there are many facets to a fleet safety program, we can group them into the three main areas of driver selection, driver training, and fleet maintenance and inspection.

Driver Selection: There are several important considerations in the driver selection process. First, the age and experience of the driver should be considered. There is good reason why younger, inexperienced drivers pay more for their insurance. As intelligent, responsible and trustworthy as they may be, the fact is,

drivers who are young and inexperienced have accidents more frequently than most experienced drivers. Because of this, it is a good practice to hire drivers with a minimum of five years of experience who are usually in their mid-twenties. There should also be a thorough review of the prospective employee's actual driving record. We use the word prospective employee because all reviews of driving records should take place prior to hire.

Any driver with over three points is questionable and any accidents and violations should be explained in detail. The best way to do this is to ask the applicant to bring a copy of their driving record with them to the interview. All drivers should also complete a separate application with specific driving experience

questions. Both road and written tests should be administered to ensure the driver is competent driving your vehicles and has a good working knowledge of the "rules of the road" and safe driving practices. Finally, it is suggested that any new driver accompany a more experienced driver on a route, and/or in the vehicle they will be operating, for a time before driving solo. This is so that they are able to learn both the route and vehicle and any idiosyncrasies which may exist.

Read the continuation of this article in the September and October issues of *Florida Pool Prosm*. There you will read about driver training and fleet maintenance and inspection, the other two main areas of a fleet safety program.



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Pizza Hut ruined the market

Article provided by Grandy & Associates

I am sure you have heard this before: "What is done in the dark will be brought to the light." In other words, if you try to hide something, sooner or later it will come to the light where all can see.

It's happening all around us. Most of us were aware that employees of the major automotive manufacturers were given discounts if they purchased a car from the company. I have no problem with that; as a matter of fact, I think it's a great perk. I didn't know what the discount was, but I was happy for the employees.

However, when the auto market went south, the major manufacturing companies began offering "employee pricing" to the general public. The price of brand new cars and trucks was being discounted thousands of dollars, which were supposedly the same discounts employees had always gotten.

In my mind, two things happened. First, I didn't have to guess anymore what the employee discount was because now I knew what it was. The discounted pricing "came to the light." Second, I thought if they can discount this much and still make money, the general public, including myself, has been ripped off for a very long time!

I realize most of you don't sell cars, so this may not be a big deal to you. But, how about this ...

Nearly every week, my wife comes home from the grocery store upset. She notices the packaging on some of her favorite products changes. Upon closer scrutiny, she notices two things. First, the quantity purchased had been reduced. Second, the price either stayed the same or, in most cases, increased.

Over the past few weeks, I have noticed something in our small town of Owensboro, KY. At least once a day I drive down Frederica Street, which is the main street in town, and I pass a Pizza Hut restaurant. A

few weeks ago, the owners placed a banner outside along the street that said: "Any Size Pizza, Any Topping - \$10."

My initial thought was that it was a great deal, if it were true. The pizza I usually order runs about \$15 unless I have a coupon. So, I decided to test the advertisement and have a pizza. Sure enough, any size pizza, any topping, was only \$10. I instantly forgot about the other places we buy pizza because Pizza Hut was the place to be. It was quality pizza, and the price was right.

Guess what happened over the next few weeks. Every pizza place in town started offering "Any Size, Any Toppings - \$10." All of a sudden Pizza Hut didn't look so great any more. Now that everyone was doing it, I was starting to feel about pizza like I did about cars – I had been paying \$15 for large pizzas for years, and now they're selling the same thing for \$10! If they can make money at \$10, then they must have been making huge profits at \$15! What started as a great idea from Pizza Hut suddenly ruined the industry!

Sound familiar? The economy has been down for the past 12-24 months. What have most contractors done? They have lowered their prices. What are we now telling customer, without saying it? "We have been ripping you off at the higher prices we used to charge." And guess what? When one contractor lowered his price, so did the guy down the street. Does this sound familiar?

Pizza Hut ruined the market, and we are doing the same thing. The reality is that most contractors have lowered their pricing without making corresponding reductions in their overhead costs. The net result is predictable: we are now under priced. Now what? The more we sell, the quicker we go out of business. Ouch!

If you are selling based on price, you

might as well close your doors today. The low-price guy always – yes, always -- loses. The low-price guy will go out of business; it is simply a matter of how long it will take to happen. In today's economy, the answer is NOT cutting pricing. The answer is differentiating your company from others. If you didn't read last month's article sent out by Grandy & Associates entitled "Ducks Quack, Eagles Soar!" be sure to read it. The answer to becoming profitable in today's economy is there.

If you are serious about profitable growth, consider attending one of Grandy & Associates three-day "Basic Business Boot Camps. Check the schedule of dates and locations on our Web site at www.GrandyAssociates.com.

Tom Grandy is also teaching courses at the Orlando Pool & Spa Show In February. He will teach "Cash Flow and Cash Flow Budgeting", "Effective Collections Techniques", "Is Flat Rate Pricing Right for Your Company", "Tax Tips Your Accountant Never Told You About", "Pricing Service and Products for a Profit Workshop", and "Prevent Business Growth From Putting You Out of Business." Information on these courses will be available in the fall at www.OrlandoPoolShow.com.

Article provided by Grandy & Associates. They can be found online at www.grandyassociates.com and contacted at 1-800-432-7963. Grandy & Associates provides business training exclusively to the service and trades industry (HVAC, plumbing, electrical, chimney sweeps, pool and spa, landscaping, security, etc.) With over 30 years of experience in the trades industry, Grandy & Associates has the programs and tools to fully equip contractors to run more profitable companies!

Office space available in Sarasota

The FSPA state office has 470 sq.ft. of office space with a private entrance available. It includes two offices approximately 12' x 11' each, a reception area that is 12' x 16' and a restroom. Located near I-75. \$550/ month includes utilities. Contact Wendy Parker Barsell for additional information at (941) 952-9293 or (800) 548-6774.

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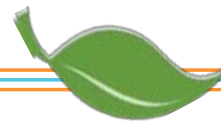
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What do typewriters have to do with swimming pools?

By Keith Johnson, Tri-FL Water Treatment d/b/a Pool Works

Do you ever wonder how the typewriter "experts" faired with the advent of the computer? Who could have ever imagined a pool tech carrying a laptop to a job to "flash" (reprogram) a circuit board. Today's creative pool designs require more complicated control systems than ever to perform the myriad of functions that the discriminating pool owner desires. Almost every pool owner or future pool owner is aware of the benefits of owning a salt system on their pool. With the new energy laws coming into effect in 2011 there will be very few pools in the future operating by the old analog time clock. Two-speed motors, variable-speed motors, LED lighting, specialized water features, salt systems and so many other pieces of the puzzle are controlled by, or will be controlled by, electronics.

You don't have to be an absolute computer guru to keep up with the times. Often when an automation system or a

salt system breaks down the untrained pool company simply tries to convince the homeowner that it isn't a good system and the pool tech simply bypasses or disconnects it entirely. As a warranty center for most major brands of salt systems and automation systems, the number one thing I often hear is "my cleaning guy/gal just doesn't understand my equipment."

By fighting modern day technology many pool companies are actually removing potential income from their radar. Many pool companies produce more revenue from repairing automation systems and salt systems than they do from changing pump motors and analog timers. Every distributor and manufacturer will gladly provide you with all of the detailed knowledge you could ever hope for when you utilize their electronics. Every manufacturer has a tech support line available for you to even call when onsite and they will walk you through

every possible diagnostic scenario. All of us have been "shopped" by our customers on the cost to replace a pump motor. I can promise that almost never happens on a circuit board or a bad relay.

Many of the education classes at the Orlando Pool & Spa Show also provide you with detailed knowledge on how to make the profitable repairs. It becomes much easier to justify your hourly rates when your customer realizes that you are capable of so much more than gluing a few PVC fittings. If you are willing to push yourself and learn everything there is to know about today's latest equipment and technologies you will find a virtually unlimited income stream waiting patiently for you to tap into it. Just like the typewriter guys of the old days, your failure to respond to technological changes may leave you sitting in the dust wondering how your industry left you behind.



Sponsors and volunteers are needed for this great event October 8-9.

Sponsorships start at just \$100 and include recognition on the meet T-shirt.

Volunteers are needed Friday and Saturday. The meet is at the YMCA Aquatic Center in Orlando.

Support these high school athletes while having your business exposed to parents traveling from around the state.

Visit www.FSPASwimMeet.com to sign up!

FSPA BENEFIT HIGHLIGHTS

Consumer leads through FloridaPoolPro.com

One very valuable FSPA member benefit is the "Find a Pool Pro" consumer search engine. On the FSPA Web site, www.FloridaPoolPro.com, consumers can enter their ZIP code and choose a category (such as builder, service, barriers, heating, etc.) and a randomly ordered list of FSPA members in their area will be generated. All FSPA members are included in the search engine and the category results they show up in are based on the Web categories chosen on the membership renewal form each year.

FSPA advertises this feature of the Web site to consumers through Web advertising and when a consumer calls the state office. There is an average of more than 1,000 searches being done each month. These search results lead to several hundred click-throughs to member Web

sites and an untracked number of phone calls to members.

If statistics are generated each month for your Web site, they probably include a list of "links from an external page" or "connected to site from." You can see how many leads this member benefit is generating for your company by looking at that list. If www.FloridaPoolPro.com is there, someone did a search and clicked on the link to your Web site to get more information about your company.

If you don't have Web statistics it may be worth the cost to have information on how your Web site is performing. Many consumers do their research online and the information may be useful for your marketing plan.

How much is just one customer gained through this member benefit worth to your

business over the lifetime of the customer's needs? This benefit alone may be worth the cost of membership dues. Be sure you are fully utilizing this great feature by checking off up to four categories to be listed under in the search while you are filling out your membership renewal form. View more member benefits at www.FSPABenefits.com and in future issues of *Florida Pool Prosm*.



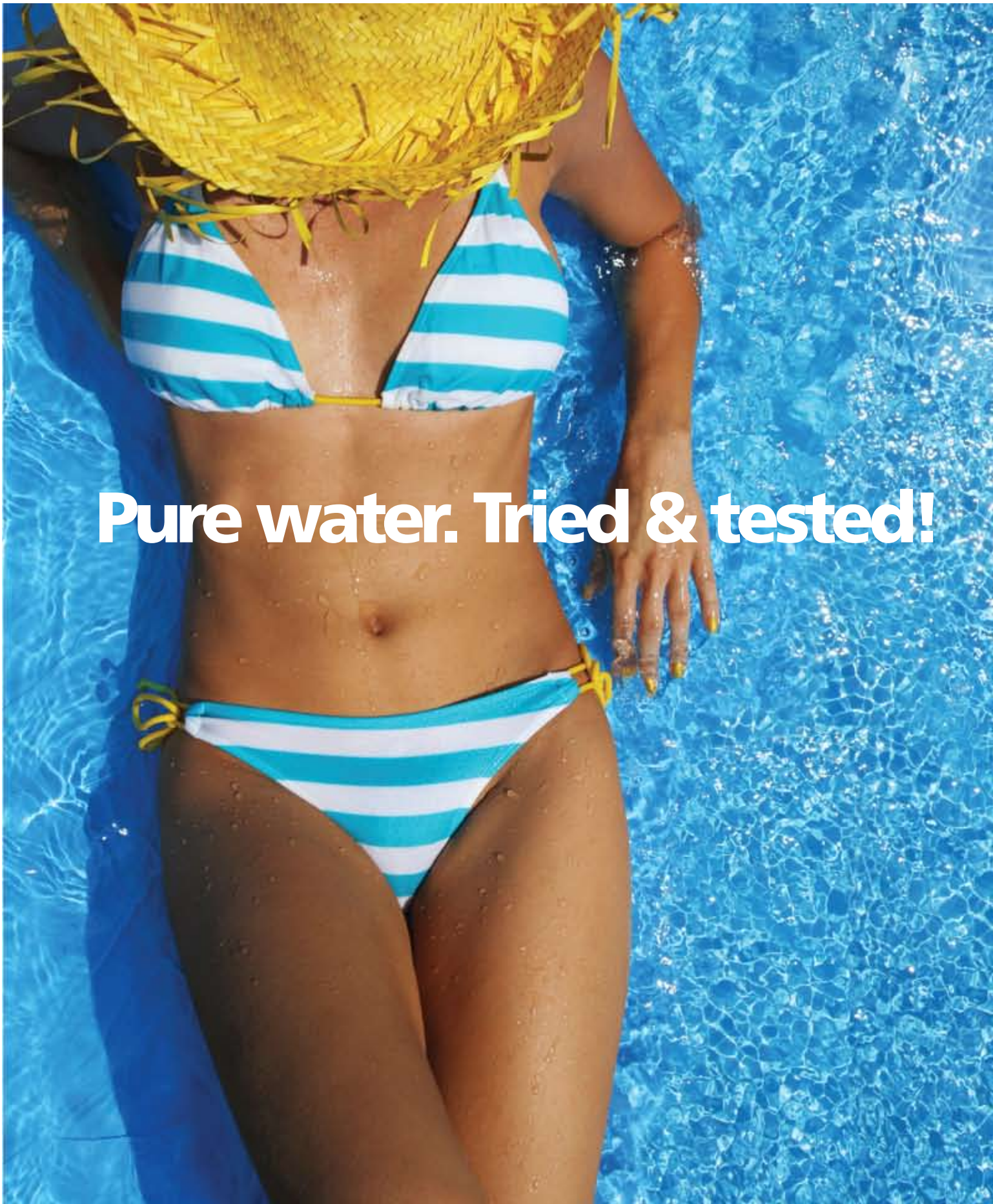
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2010-2011 Scholarship Award recipients

The recipients of the Florida Swimming Pool Association Merit Scholarships have been selected. For the 2010-2011 academic year 21 students are receiving \$17,150. The funds awarded to each student range from \$400 to \$1,500.

To qualify, applicants must be dependents of owners or employees of FSPA member companies. Transcripts, letters of recommendation, SAT / ACT scores and a research paper are required with each application. The scholarships are given out based on academic accomplishment, extra curricular activities, contributions to the community and the research paper on a pool industry related topic. Recipients were invited to the state Board meeting in June to receive a certificate and be recognized.

This year's recipients, where they are from and the school they will attend:

- Melissa Adams, Lakeland, University of Central Florida
- Thomas Adams, Lakeland, University of Florida
- Destyn Bailey, Moore Haven, Florida Gulf Coast University
- Alyssa Bertinelli, Punta Gorda, Florida State University
- Katy Blanton, Ormond Beach, Daytona State College
- Katie Bludsworth, Orlando, University of Florida
- Tracy Bludsworth, Orlando, Denver Seminary
- Samuel Burns, Ocoee, University of Central Florida
- Jessica Carlucci, Ocoee, University of Central Florida
- Benjamin Crayton, Tampa, University of Florida
- Hillary Hahmann, Tampa, University of Alabama
- Brandon Hensley, Melbourne, University of Central Florida
- Marcus Howard, Clearwater, University of West Florida
- Kimberly Kelly, Loxahatchee, University of Florida
- Jennifer Maine, Palm City, Florida State University
- Caitlin O'Rourke, Winter Springs, Queens University of Charlotte
- Justin Quintal, Neptune Beach, University of North Florida
- David "Tommy" Reed, Brandon, Montreat College
- Krista Reed, Brandon, Florida State University
- Adam Roth, Orlando, University of Central Florida
- Joshua Roth, Orlando, University of Florida



Ken Brown, Insurance By Ken Brown, presenting the scholarship recipients with certificates at the June Board of Directors meeting.



Melissa Adams thanking the Board and reading a letter of thanks from her brother Thomas Adams who was unable to attend.



Ken Brown with the scholarship recipients who were able to attend the June Board of Directors Meeting. Hillary Hahmann, Melissa Adams, Samuel Burns, Marcus Howard, Katy Blanton and Ken Brown.

(Below) Hillary Hahmann thanking the Board for her scholarship.





Samuel Burns thanking the Board for his scholarship.



Marcus Howard thanking the Board for his scholarship.



Scholarship recipient Kimberly Kelly was unable to attend the Board meeting but here is a recent photo of her with Michael Phelps at the International Swimming Hall of Fame!

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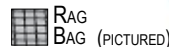


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Combating unlicensed activity

Use the DBPR to help reduce unlicensed work! The Department of Business and Professional Regulation has several resources available for the public and licensees to use to reduce unlicensed activity. There is a brochure and a flyer to educate homeowners on the importance of using licensed contractors. These items can be downloaded online and you can request printed copies to give out as well. The brochure can be found at www.myfloridalicense.com/dbpr/os/documents/ProtectYourInvestmentContractors.pdf, and the flier is at www.myfloridalicense.com/dbpr/os/documents/Owner-BuilderRiskyBusiness.pdf.

There is also a toll free hotline that anyone can call to report unlicensed activity: 1-866-532-1440. If you see an advertisement to report, e-mail it to ULA@dbpr.state.fl.us. Reports are forwarded to the local office and assigned to an investigator to handle.

The DBPR has also done sting operations in different areas around the state. If you are willing to assist in any of the logistics of performing a sting in your area, let the department know! If you would like to see a list of regional offices you can visit www.myfloridalicense.com/dbpr/reg/contact.html

The department is also running a Public Service Announcement on television and radio encouraging consumers to hire licensed contractors. You can view all of the current PSAs online at www.myfloridalicense.com/dbpr/eNewsroom.html.

The DBPR's local representatives are also available to speak at local chapter meetings about the subject. Talk to your chapter president and staff if you are interested in this.

CILB: 850-487-1395

www.myfloridalicense.com/dbpr/pro/cilb/

Be sure you are doing it right too! If you have a license, be sure you are working within the scope of that license. Also remember that each registered or certified contractor must include his/her license number on any:

- application for building permit;
- offer of service;
- business proposal;
- bid;
- contract;
- advertisement;
 - business cards,
 - construction site signs,
 - newspaper ads,
 - airwave transmissions,
 - electronic media including Internet sites,
 - phone directories,
 - handbills,
 - billboards,
 - flyers,
 - shopping/service guides,
 - magazines (including trade association publications),
 - classified ads,
 - manufacturer's "authorized dealer" listings and
 - signs on vehicles.
 - (Does not apply to balloons, pencils, pens, hats, shirts, and articles of clothing or other promotional novelties.)
- sign;
- vehicle that displays the name of the contractor or qualified business; or
- vehicle that displays graphics or text that would lead a reasonable person to believe the vehicle is being used for construction purposes.



Report
Unlicensed Construction
1-866-532-1440
MyFloridaLicense.com
FLORIDA DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

CHAPTER NEWS

Broward

Chapter Coordinator: Michelle D'Aiuto
(866) 930-3772
FSPABroward@FloridaPoolPro.com
www.FSPABroward.com

The Broward and Palm Beach Chapters hosted a joint Government Relations Dinner on June 24 at the Pavilion Grille in Boca Raton. There was a fantastic turnout of over 60 FSPA members from Palm Beach, Broward and Miami.

Rep. Joseph Abruzzo and Rep. Gwyndolen Clarke-Reed informed the group of House updates, legislation they worked on this year along and future bills they are hoping to pass.

Jennifer Hatfield, FSPA Director of Government & Public Affairs, gave a recap of the legislative session and the energy changes that will be occurring in 2011. It was a successful evening filled with fun and important information for the industry.

The Broward Chapter's Member Appreciation Fishing Mission will be held on August 22. This is a free event! We will set sail at 8:00 a.m. on the Helen S. drift boat. If you would like to help sponsor this event please contact Michelle D'Aiuto at michelle@floridapoolpro.com with your company information and logo.

The Broward Chapter is always looking for members who want to make a difference in the industry. Interested in getting involved as a Board member? Please contact the Chapter Coordinator to find out how.

We are looking for our members to communicate back to the meeting and event e-mails that are sent out. Please click your reply button with your RSVP; we want to hear from you.



Michelle D'Aiuto, Chapter Coordinator; Rep. Joseph Abruzzo, Chapter President Brian Kelly; and Rep. Gwyndolen Clarke-Reed at the Government Relations Dinner on June 24.

Central Florida

Chapter President: Steve Bludsworth
(800) 416-6774
FSPACentralFlorida@FloridaPoolPro.com
www.FSPACentralFlorida.com

The Central Florida Chapter had a Board meeting July 20. The items discussed were renewals, a legislative night and the poker tournament fundraiser.

There was no Builders' Council meeting in July but one is scheduled for August 25 at 2:00 p.m. at the Home Builders Association. The meeting will include an update on the August FBC meeting. All builders need to mark this meeting on the calendar and plan to attend.

Thank you to all of you who have renewed their membership. If you haven't renewed yet, do it now. This association does so much for us individually and for the industry. Renewing your membership allows the association to continue to represent us and make a difference for the industry. You know what happens when you assume someone will represent our interest. We only have to look back a few short years and see how that worked.

Chapter members check your e-mails for additional Chapter news.

Charlotte Harbor

Executive Director: Andy Mallison
(800) 569-6774 Ext. 11
FSPACharlotteHarbor@FloridaPoolPro.com
www.FSPACharlotteHarbor.com

The Chapter meeting schedule has been set for the next several months. The Chapter Board will hold its annual strategic planning meeting on Wednesday, August 25 at 4:30 p.m. at 258 Bangsberg Road.

The September Chapter meeting is set for Tuesday, September 14 starting with a social at 5:30 p.m. and dinner at 6:00 p.m. Details will be sent to all members and to local distributors soon. See you there!

The Chapter staff is looking for information from our members! A survey will be sent to all member companies to determine interest in certain activities, CE course topics and other ideas. So, please take a moment to complete the survey and fax it back to the Chapter office.

East Central Florida

Executive Director: Lynn Hecklinger
(386) 673-0038
FSPAEastCentralFlorida@FloridaPoolPro.com
www.FSPAEastCentral.com

The East Central Florida Chapter continues its summer hiatus in August with no Board or membership meetings scheduled. The only FSPA assignment anyone in the Chapter has is to renew their membership!

The Chapter congratulates Katy Blanton, daughter of **John Blanton, Artesian Pools of East Florida**, for receiving an FSPA Merit Scholarship to be used for her first year in college. Good luck, Katy!

Florida Gulf Coast

Executive Director: Mitch Brooks
(800) 569-6774 Ext. 12
FSPAFloridaGulfCoast@FloridaPoolPro.com
www.FSPAGulfCoast.com

The Florida Gulf Coast Chapter will be holding several meetings with builders and service companies in the area of Lee

and Collier counties to specifically combat unlicensed activity and the underground economy. We will map out a strategy to get licensing for pool service in the Chapter area, particularly in Lee County. For more information, please contact Mitch Brooks, Chapter Executive Director.

The Florida Gulf Coast Chapter is still looking for a few volunteers! The Chapter is seeking members to become active on the local Chapter Board of Directors and participate in issues with government relations, Builders' Council, Service Council and on the state Board level. For more information, please contact Mitch Brooks, Chapter Executive Director.

Florida West Coast

Executive Director: Malinda Howard
(727) 638-6072

FSPAFloridaWestCoast@FloridaPoolPro.com
www.FSPAWestCoast.com

The Florida West Coast Chapter kicked off the Independence Day weekend celebration with a night at the ballpark on Saturday, July 3 at Bright House Field in Clearwater. Despite the rain delay, the Clearwater Threshers defeated the Lakeland Tigers. Our pool professionals, their families and friends enjoyed an all-you-care-to-eat buffet, the baseball game and an outstanding post-game fireworks show!

The Chapter Board of Directors met at noon on Tuesday, July 6 at Applebee's at Tri City Plaza in Clearwater. Thank you to **Helen Daniels-Twinam, AAA Solar Source**, for sponsoring this month's luncheon. The next Board of Directors meeting will be held at noon on Tuesday, August 3 at Applebee's, 5110 East Bay Drive, Clearwater (Tri City Plaza). Remember that any Chapter member can sit on the Board of Directors

and every member is encouraged to attend Board meetings. Our Board of Directors meetings are usually scheduled for the first Tuesday of the month, but please call or e-mail the office if you plan to attend.

The Chapter is pleased to announce that **Ian Ferguson, Jack's Magic Products**, is our newest director. He has also stepped up as our Membership Chairman. Thank you, Ian, for your hard work and dedication to the FSPA!



Night at the ballpark: (Above) FSPA was welcomed on the big sign during the game.

(Right) Ian Ferguson, Jack's Magic Products, and Rick Howard, Rick's Pool Service, enjoying the game.

Below) Helen Daniels-Twinam, AAA Solar Source, and her daughter Sophia.



(Below) Rick Howard and Ian Ferguson with the Threshers mascot.



Night at the ballpark: ((Left) Jack Pink, Don Ball and Sandi Ball, The Pool Works of Pinellas County.

Manasota

Executive Director: Andy Mallison
(800) 569-6774 Ext. 11
FSPAManasota@FloridaPoolPro.com
www.FSPAManasota.com

The August Board of Directors meeting for the Chapter is Tuesday, August 10 in the FPSA state office board room beginning at 11:45 a.m.

Many thanks to **Don Archer, Olympic Pools; Herman Weinberg; John Ritzenthaler, Freestyle Pools and Spas; Rich Tarricone, Aquatic Pool Systems; and Rob Sanger, Galaxy Pools**, for organizing the first ever Chapter BBQ and Cornhole Tournament held at the Turtle Beach on July 24. Their hard work made for a very fun day at the beach; thanks!

North Central Florida

Chapter Coordinator: Michelle D'Aiuto
(866) 930-3772

FSPANorthCentralFlorida@FloridaPoolPro.com
www.FSPANorthCentral.com

The next Chapter/ Board of Directors meeting will be held on Wednesday August 11 at Ruby Tuesday's in Ocala. Registration information will be sent out soon.

The North Central Chapter is always looking for members who want to make a difference in the industry. Please contact the Chapter Coordinator with your ideas on how to grow your Chapter or to schedule a speaker. We are looking for our members to communicate back to the meeting and event e-mails that are sent out. Please click your reply button with your RSVP; we want to hear from you.



North Central Florida Chapter members at the FSPA State Board Meeting in June: Larry Losciale, Easy Modern Living; Michelle D'Aiuto, Chapter Coordinator; and Randy Taylor, HornerXpress.

Northeast Florida

Chapter President: John Garner
State office: (866) 930-3772

FSPANortheastFlorida@FloridaPoolPro.com
www.FSPANortheast.com

Our last Chapter meeting was held June 24 at the Holiday Inn Town Center. We were fortunate to have **Jeff Farlow, Pentair**, present "Green Equipment Choices for Green Market Segment". CE credits were earned by many members and the feedback indicated this was one of the best classes we have had! Thanks, Jeff!

If you are still in need of CE credits, there are online courses through Aquatic

Training Institute. A discount code for the online courses is available in the members' only section of www.floridapoolpro.biz.

There will be no meeting in August but get ready to gear up for September and our annual Oktoberfest.

Membership renewals were due June 30. If you have not renewed yet, you are technically past due! Terminations will be effective August 31. Don't lose your valuable benefits as parts of this amazing organization; renew! Just a few of the benefits you receive are: Education, insurance programs, Orlando Pool & Spa Show, credit card processing, and discounts on many things such as cruises, holiday cards, GPS program, and QuickBooks software, to name a few. The state office has made renewal very easy with an online option and different payment plans.

The Northeast Chapter congratulates Justin Quintal, son of **Mike and Kimberley Quintal, Blue Haven Pools**, for receiving a 2010 FSPA Merit Scholarship. The FSPA members have underwritten the scholarship program for more than 20 years. Justin, we are proud that you qualified for this scholarship and wish you well with your future academic pursuits.

While we talk about this each month, we receive no requests for meeting topics. Remember, this is your Chapter – let your voice be heard. All suggestions are welcome regarding any programs or CE courses you would like to have at the Chapter meetings. Please forward suggestions to John Garner, Sr.

There is an engineer willing to provide engineering forms and TDH forms to Chapter members for a discount. Please contact John Garner at 904-743-2060 for additional information.

Northwest Florida

Chapter President: Mack Crumpler
(850) 902-1151

FSPANorthwestFlorida@FloridaPoolPro.com
www.FSPANorthwest.com

No news this month.

Palm Beach

Executive Director: Doris Rohner
(888) 818-9618

FSPAPalmBeach@FloridaPoolPro.com
www.FSPAPalmBeach.com

Thanks to Jennifer Hatfield, FSPA Director of Government and Public Affairs, for attending and moderating the Palm Beach and Broward Chapters joint Government Relations Meeting on June 24.

Held at the Pavilion Grille in Boca Raton, the event drew over 60 in attendance. Local legislators had an opportunity to provide legislative updates on the 2010 session, along with insight on future legislative issues. Thank you to Rep. Joseph Abruzzo, Palm Beach, and Rep. Gwyndolen Clarke-Reed, Broward, for speaking to the membership of FSPA.

The Palm Beach Board of Directors will be supporting the Pool Industry Political Action Committee (PIPAC) and the Palm Beach Drowning Prevention Coalition with contributions. The winning ticket for a 50" 3D plasma HDTV giveaway was drawn at the Government Relations Meeting and belonged to Patrick Dion, DVD Pool Services. "The TV could not have gone to a more outstanding and deserving person than Patrick Dion," said the TV Giveaway chairman **Jim Bingold, Proline Distributors**. Way to go, Patrick! We hope you enjoy your new 3D plasma TV for many years to come.

Connie Sue Centrella, Director of Education for **HornerXpress**, and industry members gathered July 7 in West Palm Beach for a continuing education course. The audience was captive as Connie Sue presented "Chapter 489 - Contractor's



Connie Sue Centrella, HornerXpress, teaching at the Palm Beach Chapter Meeting.

Responsibilities.” “I signed on to the Web site to see what was being offered and found this perfect class. It was exactly what I needed to complete my 14 hours,” said **Dave Duecker, Vinly Inground Pool Corp.** Thank you, Connie Sue Centrella and Hornerxpress; your support of the FSPA Palm Beach Chapter is greatly appreciated.

Have you marked your calendars for the September CPO class? This class is 16 hours and will span over two Saturdays, September 11 and 18. It will be held at Contractors Business Park. The Chapter Board of Directors is pleased to offer this class for the member rate of \$215. Non-members are welcome and may attend for \$265. A registration form can be found at www.fspa-pb.com.

Please extend a warm welcome to the Chapter's newest member **Ian Fischer, Precision Pool Services, Inc.** Ian attended his first membership meeting on July 7 and plans to attend many more. Welcome, Ian!



New Palm Beach Chapter member Ian Fischer, Precision Pool Services, Inc., at the July 7 Chapter meeting.



Jim Bingold, Proline Distributors, and Jjim Stevens, Crystal Blue Pools, Inc., at the registration table for the Government Relations Dinner.

Members who provide the Chapter with referrals for FSPA membership will be entered to win. The membership referral form can be found as the last page of the monthly newsletter, *The Return Line*, or go to www.fspa-pb.com. All upcoming Chapter meetings and events are posted on the Web site as well as direct links to the FSPA Web site, www.floridapoolpro.com.

Polk County

Chapter Coordinator: Michelle D'Aiuto
(866) 930-3772

FSPAPolkCounty@FloridaPoolPro.com
www.FSPAPolkCounty.com

The Polk County Chapter was well represented during the FSPA State Board meeting in Sarasota by **Tracy Thompson, Pool Corp – Lakeland; Keith Johnson, Pool Works; and Dillon Daniels, Superior Solar Systems.**

The new energy changes that will go into effect in 2011 were discussed in length at the Board meeting. The Polk County Chapter will be putting together a Chapter meeting in the fall with a qualified speaker to review the changes and how it will affect your business. Look for the e-mail announcement and registration.

The Polk County Chapter is always looking for members who want to make a difference in the industry. Interested in getting involved as a Board member? Please contact the Chapter Coordinator to find out how.

We are looking for our members to communicate back to the meeting and event

e-mails that are sent out. Please click your reply button with your RSVP; we want to hear from you.

Space Coast

Chapter President: Dominick Montanaro
State office: (866) 930-3772
FSPASpaceCoast@FloridaPoolPro.com
www.FSPASpaceCoast.com

The Space Coast Chapter wants to thank everyone who has renewed their membership with the Chapter and FSPA. The benefits of the free education hours that are available to you from the Chapter are just a start of the many benefits that you receive as an FSPA member. Business insurance, employee benefit insurance, being listed in the “Find a Pool Pro” search list, MSDS hazmat compliance programs, arbitration, Fleetboss GPS systems, Greenflag debt collection services, scholarship program and prescription discount cards are some of the benefits you can take advantage of as a member. Most of you already are aware of the constant stream of information that comes to you in the FSPA E-newsletters. *Springboard* highlights legislative and regulatory issues that affect our industry and *Splash* updates you on all issues. Membership does have its benefits and we hope that if you have not renewed yet, you will today.

The Chapter is offering a seminar for Chapter members only. It is August 12 at noon at Beef ‘O’Brady’s in Melbourne. **Rob Dimare, Pentair**, will discuss multi-speed pumps and their applications as we begin the process of coming into compliance with the new restrictions that will be in place next year. Chapter members, please do not miss this opportunity to hear Rob’s presentation.

September 16 the Chapter will be offering a CE course that fills the workplace safety requirement. “Workplace Safety: Reducing Back Injuries” will be taught by Jonathan Parker, Amerisure Insurance (CILB course #0608023, ECLB course #0800068, BOLA course #0008598, one hour, meets workplace safety requirement. FSPA d/b/a FSPA CILB/ECLB/BOLA providership #0000917). The course starts at noon at Beef ‘O’Brady’s, 3030 Lake Washington Rd., Melbourne.

The class is free to all members and

their employees; all you have to do is pay for your own lunch and drink. The class is open to non-members for \$30 plus the cost of lunch; join FSPA and the Chapter will refund the \$30 after the application has been processed. Building officials, building inspectors and planners are welcome to attend the CE course at no charge

The Chapter will be offering education throughout the year so that members can get it free locally; this benefit alone offsets part of your membership dues.

Please let Dominick Montanaro know if you will be coming to the August 12 and September 16 meetings; call 321-777-4847 or e-mail dmontanaro1@cfl.rr.com.

Tampa Bay

Chapter Coordinator: Michelle D'Aiuto
(866) 930-3772
FSPATampaBay@FloridaPoolPro.com
www.FSPATampaBay.com

Take me out to the ballgame! Join the FSPA Tampa Bay Chapter for a night out with the Tampa Bay Rays on Tuesday, August 17. The game begins at 7:10 p.m. Tickets are \$20 for a seat along the baseline. Come have fun and network with other FSPA members. Contact Michelle D'Aiuto or go to www.FSPATampaBay.com for tickets and information.

The July Chapter Board of Directors meeting was held at the Spaghetti Warehouse. The Board will be sending out a summer survey to all Tampa members.

We would like to know what the positives and negatives of the Chapter are for you and what you would like to see in the future. We are looking for open and honest responses so we can get to work on improvements.

Our next Board of Directors meeting will be held on August 11 at 11:30 a.m. at the Tampa Ale House. All Chapter members are encouraged to attend.

The FSPA State Board of Directors Meeting in June was well represented by the Tampa Bay Chapter. We will be scheduling a Chapter meeting in the fall regarding the new energy codes that were discussed during the Board meeting.

The Tampa Bay Chapter is always looking for members who want to make a difference in the industry. Please contact the Chapter Coordinator with your ideas on how to grow your Chapter or to schedule a speaker. We are looking for our members to communicate back to the meeting and event e-mails that are sent out. Please click your reply button with your RSVP; we want to hear from you.



Treasure Coast

Executive Director: Susan Gilbert
(772) 263-2653

FSPATreasureCoast@FloridaPoolPro.com
www.FSPATreasureCoast.com

The Chapter had a great meeting June 24! Everyone was encouraged and inspired by the information brought back from the state Board meeting. The Chapter will be using many of the ideas provided by speaker Ed Rigsbee regarding membership recruitment. We want to thank **Darlene Fuggetta, Safety Pool Covers**, for the information and also for volunteering to be our membership spokesperson! We have great volunteers in our Chapter. **Mauread Miller, Palm City Pool & Spa**, has set up a great meeting for Thursday, September 30 at 5:45 p.m. The meeting is at HornerXpress, 2850 S.E. Iris Street, Stuart, with **Misty Knight, Jandy**, as the guest speaker! We hope to have a great turn out!

The next Board meeting is August 19 at noon at Manero's in Palm City. Hope you are having a great summer!

For additional information about any of the events or meetings listed in the Chapter News, please contact the Executive Director listed at the top of each Chapter's News. Event meeting and information can also be found in Chapter newsletters sent to members and available at local distributors.



Tampa Bay Chapter members at the FSPA State Board Meeting in June: Cathie Alderman, HornerXpress; Ken McKenna, Tampa Bay Pools; Annie Marquis, Amerigas Propane; Scott Andrews, Sunshine Pool Service and Supply; Michelle D'Aiuto, Chapter Coordinator; and Tim Converse, Solar Solutions.

CALENDAR OF EVENTS

August 2010

- 3 FSPA Florida West Coast Chapter Board Meeting
Noon at Applebee's, 5110 East Bay Dr., Clearwater (Tri City Plaza)
- 10 FSPA Manasota Chapter Board Meeting
- 11 FSPA North Central Chapter Meeting
6:30 p.m. Ruby Tuesday's, Ocala

FSPA Tampa Bay Chapter/Board Meeting
11:30 a.m. Tampa Ale House
- 12 FSPA Space Coast Chapter Meeting (members only)
- 17 FSPA Tampa Bay Chapter
7:10 p.m. Tampa Bay Rays game, Tropicana Field
- 19 FSPA Treasure Coast Chapter Board Meeting
Noon at Manero's, Palm City
- 25 FSPA Central Florida Chapter Builders' Council Meeting
2:00 p.m. Home Builders Association

FSPA Charlotte Harbor Chapter Board Planning Meeting
- 29 FSPA Broward Chapter Annual Fishing Mission
8:00 a.m. Helen S. drift boat

September 2010

- 7 FSPA Florida West Coast Chapter Board Meeting
AAA Solar Source
- 11 FSPA Palm Beach Chapter CPO Course (part 1)
Contractors Business Park
- 14 FSPA Charlotte Harbor Chapter Meeting

FSPA Manasota Chapter Board Meeting
- 16 FSPA Space Coast Chapter CE Course
Noon at Beef 'O' Brady's, 3030 Lake Washington Rd., Me
- 18 FSPA Palm Beach Chapter CPO Course (part 2)
Contractors Business Park
- 22 FSPA Charlotte Harbor Chapter Board Meeting
- 24 FSPA State Committee Meetings**
- 25 FSPA State Board Meeting**
- 28 FSPA Manasota Chapter Meeting
- 30 FSPA Treasure Coast Chapter Meeting
5:45 p.m. HornerXpress, 2850 SE Iris St., Stuart

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Jim Stevens, Crystal Blue Pools, Inc., delivering a PIPAC (Pool Industry Political Action Campaign) check to candidate for Florida House of Representatives Pat Rooney.