

Florida Pool Prosm

A PUBLICATION OF
FLORIDA SWIMMING POOL ASSOCIATION

www.FloridaPoolPro.com

FSPA and APSP redefine relationship

by Wendy Parker, Executive Director

In 2000, the Florida association became an Affiliate of the National Spa & Pool Institute (NSPI), now known as the Association of Pool & Spa Professionals (APSP), in order to provide better member service and retain more of members' dues within Florida. This was successful, allowing the Florida association to strengthen its member benefits and government relations presence throughout the state and in Tallahassee. Earlier this year, the APSP terminated our Affiliation Agreement, asking to develop a new agreement rather than renegotiate the existing affiliation.

Both organizations have verbally agreed to a new "Cooperative Agreement" rather than an Affiliation Agreement. The new agreement allows each organization to operate independent of one another; meaning your dues to FSPA will no longer include membership in APSP. Your entire dues payment will remain in

Florida. Should you pay dues to APSP, it will not include membership in FSPA. This proposed Cooperative Agreement is on the agenda to be discussed by the FSPA Board of Directors on June 28 (after this newsletter has been produced) and APSP Board of Directors in July. The result will be shared with FSPA members quickly after the meeting via facsimile and e-mail. This is a significant change for our organization, but one that will benefit you as a member of FSPA.

You can be confident that both organizations will work on behalf of the swimming pool industry and provide excellent programs for members. FSPA is committed to serving the Florida swimming pool professional and will continue the exceptional programs, services and representation with legislative and regulatory groups. In this issue of *Florida Pool Pro*sm you will find

additional information about the membership benefit programs offered by FSPA. Staff and volunteers are continuing to develop new programs to help your business – just last year health and benefit programs for employees became available to members. Requests and suggestions from members made this a reality. Please share your ideas and needs so FSPA can continue to add benefits that

make a difference in your business.

You may have many questions and comments about the new relationship with APSP or suggestions for FSPA's member benefit programs. Please feel free to call me at the state office in Sarasota toll free (866) 930-3772 or call volunteer leaders in the organization. FSPA is a member driven organization and your feedback is important.

News Splash

- **Digging up Ideas:** Before the effective date of regulation, let building officials know how you will meet the new required flow rates. This will show that we are professionals in the swimming pool industry. Page 5
- **NSPF Web site now available in Spanish.** Page 5
- **The Scoop on Service.** Create customer loyalty by thanking each customer for their business in person. Page 7
- **U.S. Consumer Product Safety Commission staff interpretations** are available for Section 1404 Public Pools of the Virginia Graeme Baker Pool and Spa Safety Act are available at www.FloridaPoolPro.com. More analysis of what this means will be available in upcoming issues of *Splash* and *Florida Pool Pro*sm.
- **Gov. Crist signed HB 697.** This is the building code bill that includes the addition of a pool contractor on the FBC. As of June 20, he has also received the energy bill and the homeowner association bill. View all legislation and final outcomes on our Web site.

The insurance dividends are here, \$384,694!

by Bill Hodgkins, Insurance by Ken Brown, Inc.

Attention all FSPA members that are clients of Insurance by Ken Brown, Inc. and are insured through the Amerisure Insurance Company. The FSPA member dividends have just been declared and your checks are on their way! This should be a welcome sight to everyone considering the current economic climate. Amerisure and Insurance by Ken Brown have just declared a total dividend of \$384,694! This amount will be distributed to 258 eligible FSPA members. With this declaration, this brings the total amount of dividends returned to the members of the FSPA to nearly \$2,000,000 over the past five years.

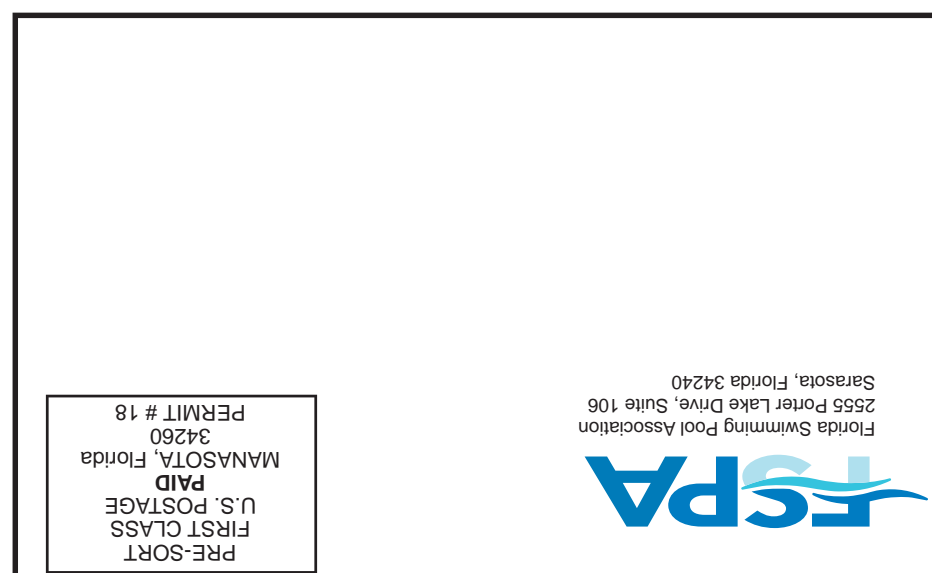
In addition to the dividend return to members, Amerisure and Insurance by Ken Brown, Inc. contribute to the general operating fund of the FSPA on a quarterly basis. This contribution helps the FSPA to continue all of its member services and helps defray the overall cost to the members. So as you can see, your participation in the FSPA insurance program not only benefits you but also benefits your Association. All of the members are to be congratulated because without

diligent work to operate safe and profitable businesses, these dividends would not be possible.

It should be noted that in addition to the dividends and FSPA contribution, the Amerisure and Insurance by Ken Brown, Inc. insurance program is now able to offer even more coverage than ever before. This year we have been able to add limited pollution coverage as well as the ability to increase the per occurrence pool popping limits.

For those businesses that are not receiving their dividends, you should take note that in order to be eligible to receive dividends you must be a member of the FSPA at the time the dividend is calculated and declared. In addition, you must be insured through the Amerisure Insurance Company and your agent must be Insurance by Ken Brown, Inc. Lastly, dividends are only awarded to those companies that have a loss experience that meets the eligibility requirements of the program.

For more information on the FSPA dividend program, please feel free to contact Insurance by Ken Brown, Inc.



President's Column

Membership



Dominick Montanaro
FSPA President

Have you renewed your Florida Swimming Pool Association Membership yet?

Now more than ever you have to look at the big picture in our industry and

with our economy. We are all affected across the spectrum by the economic conditions since they relate to everything we do. Builder, service, retail, solar, manufacturers, distributors and all the specialty areas associated with our product will tell you times are different. But... membership does have benefits and, as I have said in the past, it comes with responsibilities. Now more than ever "YOU" have to be responsible. We cannot do it without you!

I would like to take this opportunity to remind you how pivotal our Association has been in addressing issues that are relative to our industry's viability. The concerted effort by our Chapters to speak up on items that came before the Legislature this year speaks volumes of the impact we have garnered in Tallahassee.

The success these last two years comes from hard work and FSPA being in Tallahassee as events unfold. The communication between Jennifer Hatfield, Director of Government and Public Affairs, Lobbyist Kari Hebrank and staff in the state office has allowed us to quickly disseminate information for members' input. The ability to quickly respond to Legislators and proactively correct misinformation contained in

language being presented has given our industry additional credibility.

Legislation presented this year proposing the "Green initiatives" was a prime example of how we interceded. Through positive persuasion, the FSPA showed how some of the proposed timelines would have been detrimental to our industry and the consumer.

The pool industry seat on the Florida Building Commission is another area where representation will allow communication we have never had in the past. A voting member to articulate our position and support our industry was on the Legislative agenda for several years and only by not relenting to failure were we successful.

Payment plans for your FSPA dues are available to assist our members in keeping their benefits in place. Education, arbitration, government relations, scholarship programs, safety programs, insurance, the Florida Pool Prosm, the Florida Pool and Spa Show and our Web site for members and consumers all come with membership in the FSPA. The MSDS program is now available and our Builders and Service Councils are actively working issues as they come up locally and across the State for your benefit. We have also been involved in national issues that have ramifications in Florida such as the ANSI-7 standard and International Code Council hearings.

We represent the Florida industry where you make your living, here at home in Florida! Please continue your support by sending in your Membership renewal. Doing what we do best is difficult without you supporting us!

Thank you, Dominick



It's FSPA dues renewal time. Please pay your annual dues and fees to FSPA so you can continue to receive valuable member benefits from your Florida trade association.

	FSPA	APSP
CILB Credit courses for State license renewal	<input checked="" type="checkbox"/>	
Local regulations - continuous monitoring and participation	<input checked="" type="checkbox"/>	
State legislation & regulation - continuous monitoring and active participation including CILB, FBC and Dept. of Health	<input checked="" type="checkbox"/>	
Federal legislation & regulation - continuous monitoring and active participation with ICC and standards organizations including ANSI & ASTM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Active cooperation with Building Officials Association of Florida, Construction Coalition, DOH Office of Injury Prevention	<input checked="" type="checkbox"/>	
MSDS - OSHA compliance program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Arbitration program for alternative dispute resolution	<input checked="" type="checkbox"/>	
Code of Ethics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monthly newsletter addressing issues facing Florida professionals	<input checked="" type="checkbox"/>	
Web site listing with find a member search capabilities for consumers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Insurance programs paying dividends to FSPA members	<input checked="" type="checkbox"/>	
Health insurance and employee benefit programs	<input checked="" type="checkbox"/>	
FREE brochures for members to give consumers including swimming pool safety, storm preparation and why to consider FSPA members	<input checked="" type="checkbox"/>	
Produce & manage pool and spa industry trade show	<input checked="" type="checkbox"/>	
E-newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Scholarships for college students	<input checked="" type="checkbox"/>	

Florida Pool Prosm
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<p>President Dominick Montanaro M & M Pools, Inc. Satellite Beach</p> <p>Vice-President Clay Andrews Aquapool of Jacksonville, Inc. Jacksonville</p> <p>Secretary Alan Cooper Alan Cooper Consulting Orlando</p> <p>Treasurer Eva Adcock Best Pools of Brevard, Inc. Melbourne</p> <p>Past President Scott Egglefield Mirasol FAFCO, Inc. Nokomis</p>	<p>Executive Director Wendy E. Parker, APR, CEM, Ext. 102</p> <p>Director of Government & Public Affairs Jennifer Hatfield, Ext. 111</p> <p>Accounting Manager Dan McDevitt, Ext. 101</p> <p>Technical Training Coordinator Bernice Ryder-Smit, Ext. 109</p> <p>Meeting & Event Coordinator Jackie Fisher, Ext. 114</p> <p>Communications Specialist Charis Tyson, Ext. 103</p> <p>Administrative Assistant Valerie Swika-Bundy, Ext. 100</p> <p>2555 Porter Lake Drive, Ste. 106 Sarasota, Florida 34240 (941) 952-9293 Toll-free: (866) 930-FSPA Fax: (941) 366-7433 www.FloridaPoolPro.com</p>
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Just a reminder:
If you have not paid dues to APSP, you may no longer use their logo.
Membership in the FSPA no longer includes APSP.

Mid-Year Education & Networking Conference

August 22-23, 2008 • Doubletree Castle Hotel, Orlando

Don't miss out on these sponsorship opportunities:

Reception Sponsor: \$500 • 1st Round Drinks Sponsor: \$500 • Tabletop Exhibit: \$225

Course Fees - seeking CILB Credit

FSPA / APSP Members: \$125 per day, \$199 for both days
 Non-members: \$170 per day, \$299 for both days

Course Fees - No CILB credit

\$50 per day, (seating preferences will be given to those seeking credit)

Seats are limited, register early! Lunch is provided Friday & Saturday.

Friday Track 1

8:00 a.m. - 9:00 a.m. Workers' Compensation, CILB course #0006955
 9:15 a.m. - 10:15 a.m. Workplace Safety, CILB course #0006954
 10:30 a.m. - 11:30 a.m. Effective Collections Techniques, CILB course #0008759
 12:30 p.m. - 1:30 p.m. Lunch
 1:45 p.m. - 3:45 p.m. Florida Building Code Advanced Training: Residential Swimming Pools, CILB course #0009300
 4:00 p.m. - 5:00 p.m. Chapter 489: Contractors Responsibilities, CILB course #0010147

Friday Track 2

8:00 a.m. - 10:00 a.m. Bonding and Ground for Pools, Spas & Other Bodies of Water, CILB course #0009897
 10:15 a.m. - 11:15 a.m. Water Chemistry for Aggregate Pool Finishes, CILB course #0009893
 11:30 a.m. - 12:30 p.m. Construction and Pool Prep Considerations for Aggregate Pool Finishes, CILB course #0009892
 12:30 p.m. - 1:30 p.m. Lunch
 1:45 p.m. - 3:45 p.m. Alternative Dispute Resolution, CILB course #0007785
 4:00 p.m. - 5:00 p.m. Mesh Safety Barriers, CILB course #0007794

Saturday Track 1

8:00 a.m. - 9:00 a.m. Chapter 489: Prohibitions and Penalties, CILB course #0010148
 9:15 a.m. - 11:15 a.m. Department of Transportation Regulations for the Pool Industry, CILB course #0008307
 11:30 a.m. - 12:30 p.m. Workers' Compensation, CILB course #0006955
 12:30 - 1:30 p.m. Lunch
 1:45 p.m. - 3:45 p.m. Florida Building Code: Entrapment Protection for Suction Inlets, CILB course #9991111*
 4:00 p.m. - 5:00 p.m. Small Business Communication, CILB course #0007788

Saturday Track 2

8:00 a.m. - 10:00 a.m. Soil and Groundwater Consideration in Swimming Pool Construction in Florida, CILB course #0008404
 10:30 a.m. - 12:30 p.m. Vanishing Edges: How to Make the Magic, CILB course #0006964
 12:30 p.m. - 1:30 p.m. Lunch
 1:45 p.m. - 3:45 p.m. Automatic Sanitizing Devices, CILB course #9992222*
 4:00 p.m. - 5:00 p.m. Solutions in Chemistry, CILB course #9993333*

*Courses subject to approval by CILB

FPSA d/b/a Florida Swimming Pool Association CILB providership #0000917
 All courses and instructors may be subject to change.

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Florida Pool Permits

Provided by HBW. www.hbweekly.com.



County Name	May 2007	May 2008
Alachua County	14	9
Bay County	25	17
Brevard County	85	43
Broward County	100	48
Calhoun County	0	0
Charlotte County	67	17
Citrus County	40	20
Clay County	25	11
Collier County	102	32
Dade County	127	67
Duval County	41	31
Escambia County	34	20
Flagler County	29	29
Franklin County	0	4
Gadsden County	1	1
Gulf County	1	0
Hernando County	59	18
Highlands County	20	3
Hillsborough County	137	65
Holmes County	1	0
Indian River County	20	38
Jackson County	1	1
Jefferson County	3	2
Lake County	83	31
Lee County	243	89
Leon County	16	12
Liberty County	0	1
Manatee County	39	22
Marion County	72	27
Martin County	24	15
Nassau County	6	8
Okaloosa County	16	15
Orange County	179	101
Osceola County	75	27
Palm Beach County	158	93
Pasco County	114	43
Pinellas County	57	28
Polk County	126	71
Putnam County	0	0
Santa Rosa County	38	23
Sarasota County	41	31
Seminole County	23	10
St Johns County	42	33
St Lucie County	57	27
Sumter County	21	8
Volusia County	86	38
Wakulla County	2	4
Walton County	10	17
Washington County	1	0
TOTAL	2461	1250

New Member Applications

Broward

Kevin Moore (Retiree: RP0066982)
Kevin Moore, Ft Lauderdale

Central Florida

Roc's Pools, Inc. (Builder / Installer: CPC1456814)
Ryan Holland, Altamonte Springs

Florida Gulf Coast

Gulfcoast Pool Supply, LLC (Provisional: Other: Wholesale/
Distributor)
N. Douglas Learn, Naples

Manasota

HEDJ Engineering, Inc. (Other firm: Pool Engineer)
Herman R. Weinberg, P.E., Sarasota

Tampa Bay

R & K Pool Mechanics & Control, Inc.
(Pool / Spa Service: Full Service: CPC1456954)
Daniel A. Knapke, Zephyrhills

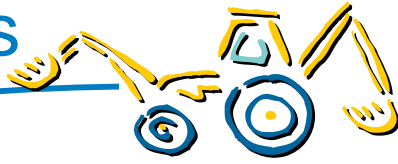
If you have actual knowledge of any grounds why the above companies do not meet FSPA criteria, contact the Chapter Director in writing

**Up to your neck in missed opportunities?
Call 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**

Digging up Ideas



Opportunity to excel

by John Salvo, Pensacola Pools East, Inc.

With the passage of the legislation this past session, we have been given the opportunity to show our professionalism. The legislature adopted the ANSI/APSP-7 Standard for Suction Entrapment Avoidance in Swimming Pools, Wading Pools, Spas, Hot Tubs, and Catch Basins which means that all new construction, both residential and commercial, must meet the flow rates indicated in Para. 4.4 of the standard. The standard also specifies various allowable configurations of the suction outlets (typically main drains or unblockable drains).

Most building officials and inspectors are unfamiliar with the terminology of the swimming pool industry, and certainly are not hydraulic and flow experts, nor should we expect them to be (that is our job). We, as professional pool contractor,

must take the initiative and show our building officials and inspectors how each one of us is going to achieve the required flow rates and meet the standards requirements. Let's use our knowledge and experience to diagram and calculate our pool hydraulics.

Providing the building offices with this information, prior to the effective date of the regulation, will show that we are the professionals of the swimming pool industry. Now is the time to dust off the flow calculation tables, gather up the head loss charts, get out the calculators, fire up our brains, and get those diagrams and calculations together.

FSPA will be offering classes on ANSI/APSP-7 to both builders and building officials. Everyone should be signing up for the class. Check with you local Chapter or the state office.

64E-9: The latest 64E-9 revisions are available on the FSPA Web site. Go to www.FloridaPoolPro.com and go into the industry professionals area. Login with your member ID and password and then click on document downloads. You will find it in the government relations section. Another set of revisions is expected soon and will be posted when we have it.

NSPF Web site now available in Spanish

The national Swimming Pool Foundation (NSPF) has a Spanish Web site at www.nspf.org/espaniol. A certified translator and interpreter is used to translate the information.

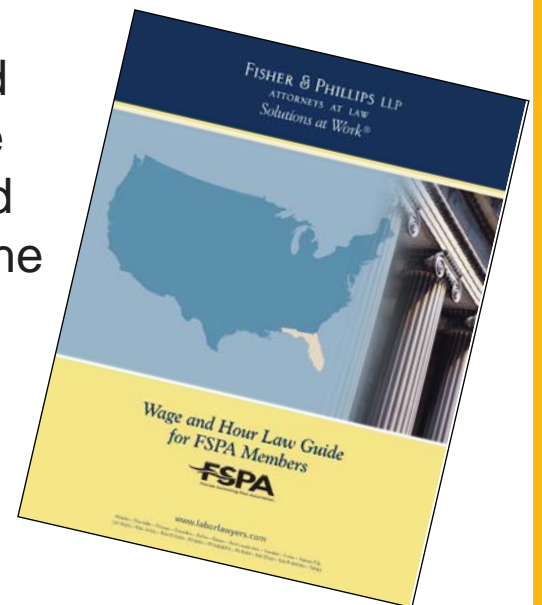
According to NSPF the Web site is intended to help Spanish speakers in the U.S. understand prevention tools while their English develops, and also to bring the information to Spanish speakers in Central America, South America, the Caribbean and Spain.

FSPA has a new toll-free number!
(866) 930-FSPA
 Please update your rolodex, phone books, etc.

Wage and Hour Law Guide

The Wage and Hour Manual is available to members for FREE!


Go to www.FloridaPoolPro.com and login with your member ID and password. The guide is tailored specifically to the swimming pool industry and you can download it to your computer!




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June Online Audio Presentation

Free to FSPA members

Are Your Techs Bringing in the Money they Should?

By: **Bill Kinnard**

Service "should" be the most profitable department within your company... but it usually is not. Why? Few company owners and/or service managers set goals for their techs and then measure their productivity against that goal. This presentation will touch on three key areas of productivity that need to be tracked by tech. Set the goal and measure against that goal – by tech.

Key Points:

Measure these three Key Performance Indicators for each tech:

1. First, determine the average revenue per billable hour for all your techs – Take total revenue for the service department and divide it by the total service departments "billable" hours. This will tell you the average revenue brought in for all techs.
2. Secondly, measure average revenue per billable hour by tech. Note the differences. Who really is the most productive – when billing? It is not just total revenue brought in but what they are bringing in WHEN they are billing.
3. Thirdly, how well do your techs understand your billing format? – Watch billing efficiency. This is a process of determining what each tech should be bringing in per hour (by taking the hourly rate, diagnostic fee and materials sold to set the goal) verses what they actually brought in. Now, who is hitting the goal? With this number you will truly see which tech is your most productive.

Goals have to be set before they can be met! The key is to set the goal and then measure each tech's productivity against that goal. Provide feedback to your techs on a regular basis not to beat them up, but to help them become better at what they do.

Classified Ads/ Job Listings

PoolDesign.net Since 1996. Engineered swimming pool plans • Residential • Commercial. **Expert design - layout - planning.** All Florida. *Certificate of Authorization 9871.* For more information: Phone: (954) 941-1124. Fax: (954) 941-1142. E-mail: info@swimmingpoolplan.com. www.pooldesign.net.

Also check www.floridapoolpro.com for listings!

For \$15 a month your listing will be posted on our Web site and for \$75 it will also be published in an issue of the *Florida Pool Prosm*. For more information, contact Charis Tyson at Ctyson@FloridaPoolPro.com or (941) 952-9293.

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Insurance by Ken Brown, Inc. has been providing superior insurance coverage for Florida pool contractors for 34 years. As the only endorsed property and casualty insurance provider of the Florida Swimming Pool Association, Insurance by Ken Brown, Inc. offers specialized coverage for "pool popping."



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FAX 321.397.3888 | Email: info@insbykenbrown.com | www.insbykenbrown.com

CILB Discipline

Final Action, January - February, 2008

Vitas Ramanauskas
License #(s): CP C1456446
Award Pools, LLC
122 N Kirkman Road
Orlando, FL 32811
Case #(s): 2006-043390
Revocation
Restitution in the amount of \$7,302.01 to Alexis Mercado
Pay administrative fines in the amount of \$12,000 and costs of \$588.31
No one present at hearing
Case #(s): 2006-043884
Revocation
Restitution in the amount of \$8,586 to Chad Wilson
Pay administrative fines in the amount of \$9,500 and costs of \$247.35
No one present at hearing
Case #(s): 2006-035612
Revocation
Pay administrative fines in the amount of \$1,000 and costs of \$205.60
No one present at hearing
Case #(s): 2006-044139
Revocation
Restitution in the amount of \$20,704.12 to Edwin Montes
Pay administrative fines in the amount of \$10,500 and costs of \$306.59
No one present at hearing
Case #(s): 2006-024661
Revocation
Restitution in the amount of \$24,657 to William and Mary Schurick
Pay administrative fines in the amount of \$6,500 and costs of \$327.08
No one present at hearing
Case #(s): 2005-046631
Revocation
Pay administrative fines in the amount of \$5,500 and costs of \$468.41
No one present at hearing

Case #(s): 2006-045315
Revocation
Restitution in the amount of \$4,617 to Daniel dos Santos
Pay administrative fines in the amount of \$9,500 and costs of \$254.31
No one present at hearing
Case #(s): 2006-043206
Revocation
Restitution in the amount of \$26,000 to Marc Ansell
Pay administrative fines in the amount of \$9,500 and costs of \$247.35
No one present at hearing
Case #(s): 2006-046290
Revocation
Restitution in the amount of \$20,000 to Roberto DeLeon
Pay administrative fines in the amount of \$9,500 and costs of \$306.59
No one present at hearing
Case #(s): 2005-031097
Revocation
Restitution in the amount of \$12,000.00 to Justo Pena
Pay administrative fines in the amount of \$6,500 and costs of \$322.86
No one present at hearing
Case #(s): 2006-063167
Robert Lee Merickle
License #(s): CP C055619
Blue Haven of West Palm, Inc.
1156 Auraria Road
Dawsonville, GA 30534
Voluntary Relinquishment
Diane Perera, Esq. present at hearing
Case #(s): 2006-001185
John Franklin
License #(s): CP C1456674
Franklin Pools, Inc. Santa Rosa Beach Pools and Spa
109 Flamingo Drive
Santa Rosa Beach, FL 32459
Revocation

Pay administrative fines in the amount of \$12,500 and costs of \$778.55
No one present at hearing

James Patrick Harrigan
License #(s): CP C54840
4 H Pool Creations, Inc.
4500 Shannon Lakes Drive, Unit 17
Tallahassee, FL 32308
Case #(s): 2006-068599
Revocation
Pay administrative fines in the amount of \$11,000 and costs of \$185.44
No one present at hearing
Case #(s): 2006-060811
Revocation
Restitution in the amount of \$10,000 to Douglas B. Ray
Pay administrative fines in the amount of \$13,500 and costs of \$318.56
No one present at hearing
Case #(s): 2006-035546
Roy Gonzales
License #(s): CP C044093
Ascott Pools, Inc.
3047 NW 60th Street
Ft. Lauderdale, FL 33309
Revocation
Restitution in the amount of \$13,444.50 to Amy Scalia
Pay administrative fines in the amount of \$16,000 and costs of \$274.64
No one present at hearing

Case #(s): 2006-017240
Ismael Perez
License #(s): CP C1456509
Paradise Pools & Construction, Inc.
14108 SW 168th Lane
Miami, Florida 33177
Restitution in the amount of \$63,369 to David Saez or proof of having satisfied civil judgment case no. 06-9057 CA-27, (7)Seven hours of Live Continuing Education on Chapter 489 Florida Statutes.
Pay administrative fines in the amount of \$6,100 and costs of \$442.47
No one present at hearing
Case #(s): 2006-029189
Gary Leroy Howe
License #(s): CP C56934
Villa Pools, Inc.
3030 Del Prado Blvd. South
Cape Coral, FL 33904
Restitution in the amount of \$10,000.00 to Dennis Brown or acknowledgement of satisfaction.
Probation for 2 years
7 Hours of live continuing education on Ch 489 Florida Statutes, Pay Administrative fines in the amount of \$3,000 and costs of \$416.87
No one present at hearing

The Scoop on Service

Forming Customer Loyalty

by Steve Bludsworth, All-Pool Service & Supply, Inc.

In these tough economic times, what will keep your current customers loyal to you? What will keep them from jumping ship to a less expensive and unskilled pool service company? That could be the million dollar question for a number of service companies, but many have overcome price versus professionalism issues in the past. Now may be the best time for you to "upgrade" your professional approach to your customer's backyard and not lose this account to the "one polers" and "cleaning crews."

Analyze how the firms you deal with retain your important and valued business. Do they call frequently asking about the quality of their service? Do they provide neat and legible reports of what they've done for you? How are they dressed when on your property?

Schedule some time (about five minutes or so) with your customers at their backyard pool or spa. Rearrange your schedule to service the pool when they are home and then work and "interview" at the same time. Wear a CLEAN, tucked in shirt (bring a spare company shirt to change into before seeing your customer), brush your hair and find a breath mint as well. Don't chew gum during this trip.

Before asking any questions, thank them for the privilege of doing this important work for them. A valued and loyal customer is going to tell others about your GREAT service. Ask about the use of their pool during the season; do they entertain or have lots of kid's parties. Leave a new business card (or several) that lists the best way of getting in contact with you if they need to. Reconnect. Let your customer see who they are paying

for the work.

Now is the time to plant the seed that you know more than just how to use a test kit or fill out a "was here" door hanger. Mention one of the industry happenings regarding energy efficient equipment, safety upgrades (drain covers) or just the latest in water chemistry (salt or ozone based systems). Do you have a manufacturer's flyer you can leave with them to review? You are suggestive selling and at the same time providing the latest information about new products for their pool. You may not offer these products, but you may be able to network with someone who does. This type of symbiotic relationship can give you extra money if there is a referral program and extra area leads when the firm is looking to recommend a quality, licensed, trained and insured pool service company.

Be careful when talking about anything that could be considered a negative; gas prices, food prices, material costs, etc. They are probably facing these issues just as much as you are. Do not bring these issues up as a way of introducing a price hike in your fees.

Thank the customer again for their loyalty and business. Close by saying, "I am here to make your pool or spa a safe and enjoyable part of your home. As a member of a state-wide industry trade association, I pride myself on staying up to date on the latest trends, equipment and regulations. Let me know if you ever have any questions I can help answer." Sure it may be corny but it is more effective and professional than, "Yeah, have a nice day."



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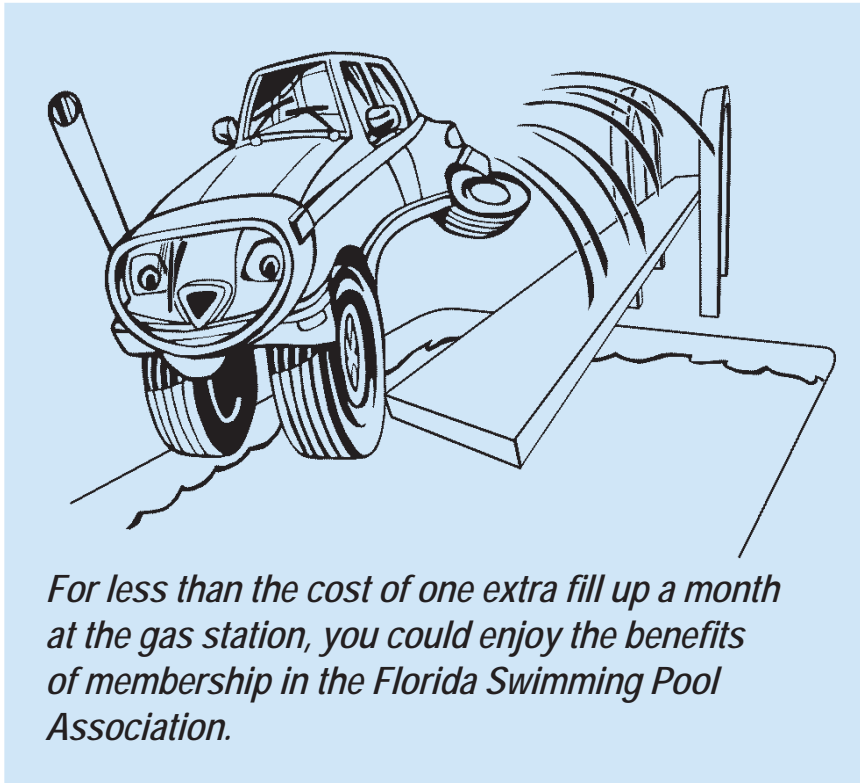
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If you have any questions or would like to join as a new member, please call the Florida Swimming Pool Association at (941) 952-9293 or toll-free at (866) 930-FSPA

PROFIT

FSPA membership offers you customer referrals through FloridaPoolPro.com, profitable business and construction strategies through our educational programs, scholarships for your children and member discounts for the state's most important trade show, the annual Florida Pool & Spa Show.

INTEGRITY

FSPA membership affords you the collective knowledge and support of the state's leading pool companies via local Chapters, up-to-date resources of the *Florida Pool Pro*SM newsletter, and the Uniform Arbitration Program for rapid dispute resolution.

SAFETY

Membership provides you a voice in state rules and regulations with the highest quality governmental affairs leadership, insurance programs to protect your company, and vocal industry outreach with safety information for homeowners and businesses through our Web site, public relations and marketing materials.

EDUCATION

The Florida Swimming Pool Association is the premier provider of continuing education specific to pools and spas in Florida. Education has grown tremendously over the last few years from a handful of courses to over 100 different courses and instructors. They are all reviewed by the Education Committee to maintain diversity and the high standards contractors have come to expect.

FSPA continues to develop and expand its education programs, while also, keeping pace with technological development to include online courses and remain the first choice for Continuing Education (CE) amongst swimming pool and spa contractors.

FLORIDA POOL & SPA SHOW

The Florida Pool & Spa Show is an annual exhibition and education event for the pool industry, which meets the needs of professionals throughout Florida and the southeastern United States. It is a forum where ideas are shared with over 75 individual educational courses. The Florida Pool & Spa Show has become a marketplace where deals are made, new products discovered and lasting relationships are formed.

The education courses and trade Show are excellent places to bring employees and give them a deeper understanding and experience of the pool industry. For many, the Design Awards offers a look at what is possible when you consider the swimming pool as an art form. In addition, the annual golf tournament provides a fun, competitive day full of prizes and challenges while supporting the FSPA scholarship program.

The Florida Pool & Spa Show is a great investment for all companies associated with the industry.

GOVERNMENT RELATIONS

FSPA volunteers and professional staff work to ensure constant contact and interaction with policy makers to protect your interests and to ensure that your ability to operate your business in a free market system is not impeded.

The Association maintains an active voice in government relations through lobbying Federal, State and local government, attendance at monthly CILB meetings, working with the Department of Health, maintaining an active presence with the Florida Building Commission and helping Chapters work with local building departments and licensing boards.

INSURANCE PROGRAMS

Insurance Programs endorsed by FSPA provide competitive premiums, great service, and knowledgeable underwriting and cash dividend payments for good performance.

FSPA LOCAL CHAPTERS

Participate with a local Chapter and get connected with other pool industry professionals. Regularly scheduled Chapter meetings provide speakers on local issues such as building codes, offer inexpensive courses for continuing education requirements and host social activities for members and their families.

SCHOLARSHIP PROGRAM

The Florida Swimming Pool Association Scholarship Program is available to dependents of owners and employees of a member's company. This program helps members meet the high cost of college expenses for their children.

THIS NEWSLETTER!

Members receive a free subscription to *Florida Pool Pro*SM, a monthly publication written especially for swimming pool professionals in Florida. It concisely summarizes important industry news to keep you in the know before something impacts your business and lists local chapter meetings and news.

To keep members informed in a timely manner there is also an e-newsletter, *Splash*, that is sent throughout the month.

UNIFORM ARBITRATION PROGRAM

Alternative dispute resolution may be handled through binding arbitration administered locally by your Chapter. Use this program for rapid and inexpensive resolution of consumer disputes.

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FSPA maintains www.FloridaPoolPro.com, which has areas for consumers and for industry professionals. The site is regularly updated to be a resource of information for members and consumers.

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Chapter News

Check out Chapter Web sites for current information!

Broward

Executive Director: Kathy Bohlander
(866) 414-4771
FSPABroward@FloridaPoolPro.com
www.FSPABroward.com

June 8, Broward had their 10th Annual "Fishin Mission". There was a slight mist as the boats left the dock at 7:00 a.m. **Van Kirk and Sons** on the Offsides brought in not only first place but won the "Fishin Pool" with **Penny Mangum** catching the largest fish, a 19lb. 9oz. kingfish!

Second place was **TeamHorner** and third place was **Miller Pools**. The day was picture book perfect and the boats caught an abundance of fish that everyone shared.

The Chapter would like to thank the sponsors, **HornerXpress, AquaCal/ Auto Pilot, SCP, Pentair** and **Proline** for their continued support of this event.

On the downside, two boats were docked and the Chapter offers sincere apologies to Superior Pools Commercial Division, Advanced Pools and Swimming Pools by Ike Jr.

Broward Chapter will be breaking for the summer; there will be no Board meetings in July or August.

The Broward Chapter Board of Directors is looking for ideas to make this Chapter a members' Chapter, please contact President Ike Eikevik Jr. 954-444-9940.

Central Florida

Executive Director: Mary Manion
(800) 416-6774
FSPACentralFlorida@FloridaPoolPro.com
www.FSPACentralFlorida.com

Although there are no formal Chapter meetings in June, July or August, the Board of Directors meets and works on the programs for the fall and winter months. The Chapter is planning on a Meet Your Candidates event on Sept. 9 at the Sheraton Downtown Orlando. We will be asking local and state candidates to join us for an open meeting where we can get to know them and their views; as well as, introduce ourselves and discuss the wants and needs of the pool industry.

The Chapter will host its annual Charity Event on Oct. 10 at the Home Builders Association. Our theme for this year's event is "the Good Old Days" and will feature a review of the 50's and 60's. Over this past year, the Chapter took on the motto

"Charity Begins At Home" and has spent funds promoting our industry and its members in TV commercials and on the newly formed Web site waterwaiting4.com.

The Builders Committee, chaired by Ken Gregory, will continue to meet throughout the summer months. The committee meets at 2:00 p.m. on the fourth Wednesday of the month at the Home Builders Association. As always, these meetings are open to all members. The committee will not only be working with the electric and utilities departments but will begin focusing on the plumbing issues that will be coming forth in October.

Our newly formed Energy Task Force, chaired by **Barbara Austin, HornerXpress – Lake Mary**, is currently one of our busiest committees. This ad hoc committee was formed from the Builders Committee as members stepped forward to work with the utility and power companies to develop new and innovative ways to educate the public on energy conservation. Thanks to **Ken Viert, Sunsational Electric; Randy Kusiv, Hayward Products; Joe Gilman, Pentair; Donna Christenson, SCP; Adrian Sanchez, Jandy; Scott Jones, American Pools and Spas; and Tony Caruso, T. C. Water Features**, for working with Progress Energy, Orlando Utilities Commission, Kissimmee Utility Authority and Winter Park Utilities toward developing an energy and money saving educational brochure that directly relates to the swimming pool industry.

The Water Safety Fair was held at **American Pools and Spas** on May 31. The YMCA, CPR Advantage, Edgewood Police, the Orlando Fire Department and **Roll-A-Way Pool Fence** were all involved. Splash the Penguin was there and helped give away coloring books and pool watcher badges. Our goal was to save "just one life" through education and we feel we accomplished that.

Charlotte Harbor

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

Many thanks to Jennifer Hatfield, Director of Government and Public Affairs, Florida Swimming Pool Association, for her presentation of the one hour laws and rules CE course at our Chapter meeting on June 11. As always, the Chapter

members appreciated the legislative update provided by Jennifer.

Due to the busy summer schedule, there will be no Chapter meetings held during the summer months. The board planning meeting will be held on Wednesday, Aug. 27. Information about that meeting will be sent to board members.

East Central Florida

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

The East Central Florida Chapter begins its summer break this month with no board or membership meetings planned. The Chapter owes a huge thank you to Jen Hatfield, FSPA Director of Government and Public Affairs, for traveling to Daytona Beach for both a CE class in May and to host the "Evening with our Legislators" on June 18. Everyone here was most appreciative of Jen's expertise, her time and her effort on our behalf!

Florida Gulf Coast

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

There will be no Chapter meetings held during the summer months, due to a busy summer schedule. The board planning meeting will be held on Wednesday, Aug. 3. Information about that meeting will be sent to board members.

The Florida Gulf Coast Chapter Pool and Spa Industry Golf Classic was held on Friday, June 6 at the Club at Grandezza in Estero and can be considered a great success! Registration began at 11:00 a.m. with a shotgun start at 12:15 p.m. Many thanks to our sponsors, including: Lunch Sponsor – **HornerXpress**; Beverage Cart Sponsors - **Siesta Pebble Interiors, Florida Stucco Corp, SCP/National Pool Tile Group**; Golfer Grab Sponsor - **Superior Pool Products**, Hole-In-One Sponsor – **Pool One Plastering**; Raffle Prize Sponsor - **Darling Daughters, LLC**; Tee/Green Sponsors - **Splash Man Pool Service, RayPak/Rheem, Pool One Plastering, TriCircle Pavers, Inc., Gunn Sales, Serenity Pools & Spas, Pebble Technology, Florida Pool Service, Custom Pools by Design, Premix Marbletite, Advanced Solar and Spa, Inc., Hayward Pool Products, Insurance by Ken Brown, Superior Pool Products, Florida Stucco Corp., and Jack's Magic Products**. Many thanks to our volunteers who did a lot of hard work in setting up our tournament!

Florida West Coast

Executive Director: Jean Oxley
(727) 517-9340
FSPAFloridaWestCoast@FloridaPoolPro.com
www.FSPAWestCoast.com

The next Board of Directors meeting will be at noon on Tuesday, July 8 at Chemilizer Products located

Florida Pool Prosm • July 2008 9

at 230 Commerce Drive North in Largo. 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 the office if you plan to attend.

The Annual Golf Event was held at Lansbrook Golf Club on May 17. The weather was wonderful and, despite less than perfect greens, all 60 golfers had a great time both on the course and at the luncheon. Thank you all for participating. The first place trophies went to team **Noble Tile**, second place was won by team **Pip's Pool** and team **Absolute Pools** took third place.

Thanks to all of the generous sponsors: **A Pool's Best Friend, Anchor Pool Service, Florida Leak Locators, Gorman – Clearwater, Gorman – Largo/St.Pete, Gunn Sales, Hayward Pool Products, HornerXpress – Tampa Bay, Jack's Magic Products, Jandy, Lo-Chlor, Pebble Tec, Pentair – Sta-Rite, Premix, SGM, Solar Solutions, Solar Source** and **The Pool Works**. We appreciate all that you do for us!

Please call the office with your ideas for Chapter meetings and programs.

Greater Miami

Please contact the FSPA office
(866) 930-FSPA
www.FSPAMiami.com

No news this month.

Manasota

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

The Chapter would like to personally thank **Rob Sanger, Galaxy Pools**, for their tee sponsorship at the golf tournament held on May 17 at Capri Isles Golf Course in Venice.

The Chapter trade show committee is hard at work in organizing and setting up the 2nd Annual Table Top to be held on July 17 at the Sun 'N Fun RV Resort in Sarasota. The trade show will feature exhibitors and the three required courses for your license, provided by HornerXpress. There will be two additional courses provided as well. Be sure to look for additional information in your mailbox and at local distributors.

North Central Florida

Chapter President: Dino Muggeo
(352) 333-7946
FSPANorthCentralFlorida@FloridaPoolPro.com
www.FSPANorthCentral.com

Our Chapter Board/ member meeting was held in Ocala on June 4. Meeting attendance was up thanks to efforts of **Connie Ripley**, Vice President and Membership Chair, and **Randy Taylor**, Past President. The Chapter wishes to thank **Rodney Littlefield, Insurance by Ken Brown**, for the donation of a door prize that was won by Wayne Patterson. Members were reminded



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of the proposed bylaws change to add the Immediate Past President to the Executive Committee which will be voted on at our July meeting.

Before teaching a CE course, Jennifer Hatfield gave the Chapter a brief summary of FSPA's legislative accomplishments and promoted supporting PIPAC either with a monetary donation or a donation of time to a candidate. The Chapter wishes to thank Jennifer for all her hard work.

The Chapter's golf tournament will be held at Gainesville's Ironwood Golf Course on Oct. 18. For more information please contact Tom Bush at 352-317-6640.

Our July 9 meeting in Gainesville will include the CE course "Workers' Compensation" (CILB course #0006955, 1 hour, meets workers compensation requirement, FSPA d/b/a FSPA providership #0000917).

Northeast Florida

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

There are no Chapter meetings in July or August! Watch your mail and fax for updates over the summer. Please contact the Chapter office if you need assistance.

Did you renew your dues? Did you make your pledge to PIPAC? Please do so as soon as possible so you continue to receive faxes and information from the Chapter and state office!

We have a great relationship with our building departments and have partnered to solve some of the challenges contractors are having in the field with inspectors. If you have any questions or concerns contact Mitch Brooks, Executive Director.

Northwest Florida

Chapter President: John Salvo
(850) 668-4202
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

Phosphate Control in Pools was the program topic at the June 4 membership meeting and it proved to be of great interest. The Pizza Night meeting was held at Contractor's Business Park in West Palm Beach with a near full house attendance. Thank you to Harold Evans II, from Orenda Technologies, Inc. for his most informative presentation.

Don't forget to mark you calendars for the first Wednesday of each month. We are continuing our membership meetings throughout the summer. The next meeting, July 2, will be held at Duffy's Sports Bar in Palm Beach Gardens. Mr. Peter Spirito, Town of Jupiter Building Department, will

be the guest speaker. Come and learn about the new laws that affect you and your business. Join in on a question and share all your problems, questions, concerns and ideas.

Polk County

Executive Director: Mary Manion
(800) 416-6774
FSPAPolkCounty@FloridaPoolPro.com
www.FSPAPolkCounty.com

The Polk County Chapter is known to many in the FSPA as the little Chapter with the big heart. Like the Florida summer temperatures, the Polk County Chapter has again risen to the top! After seeing our Chapter advertisements in the local newspaper, the Chapter office was contacted by consumer Tammy Pate of Auburndale. She wanted to find out where she could special order a vinyl liner for her swimming pool. The pool had been purchased to assist their very ill, 5-year-old daughter Lacy with hydro-therapy. Lacy was born with a very rare genetic disease, Kings Syndrome, and there are only three children worldwide who have lived past the age of 2 with this disease. Right after the pool was erected, along came the hurricanes and destroyed the liner of the pool. The Pate's did not have the funds to replace the liner and the pool sat.

Since then, Lacy has had multiple surgeries on her back and legs and is truly a miracle child. Lacy continues to grow and thrive and is the most adorable 8-year-old, red-headed

angel you have ever met. **South Central Pool Supply of Lakeland** and **Pool Works of Auburndale**, along with other volunteers, are working together and Lacy will be in her newly lined and refurbished pool for the family's Fourth of July celebration. This is all being done at no cost to the Pate family. The joy in Lacy's eyes when she was told she would be able to swim in her pool this summer was priceless! In this time of hearing negativity about business in our industry, it was like a bolt of lightning to everyone involved to meet the Pates and see what hard times are really all about. Our businesses may be slower than we would like, but one minute with Lacy can change your perspective on life in general. Lacy, enjoy your pool from the Polk County Chapter.

The Battle of the Larry's was a huge success! Everyone who attended the May 21 Chapter meeting was treated to some of the best barbeque this side of the Mason Dixon line! Larry "the Griller" Bosse, Traeger Grills, arrived with his professional griller trailer and gave demonstrations on the fine art of grilling. Then he served up some of his award winning ribs! Larry Scott, Pool Works, cooked some of his special "Boston Butt", which is to DIE for, and Larry "Chicken Little" Bosse, did something magical to his barbeque chicken, the likes of which was unbelievable! What a feast! After dinner, **Marc Gordon, HornerXpress**, gave an excellent one hour CE class on water chemistry. Marc traveled to Polk County from Ft. Lauderdale and found out what true southern cookin' was all about. Wonder how he described the Lake

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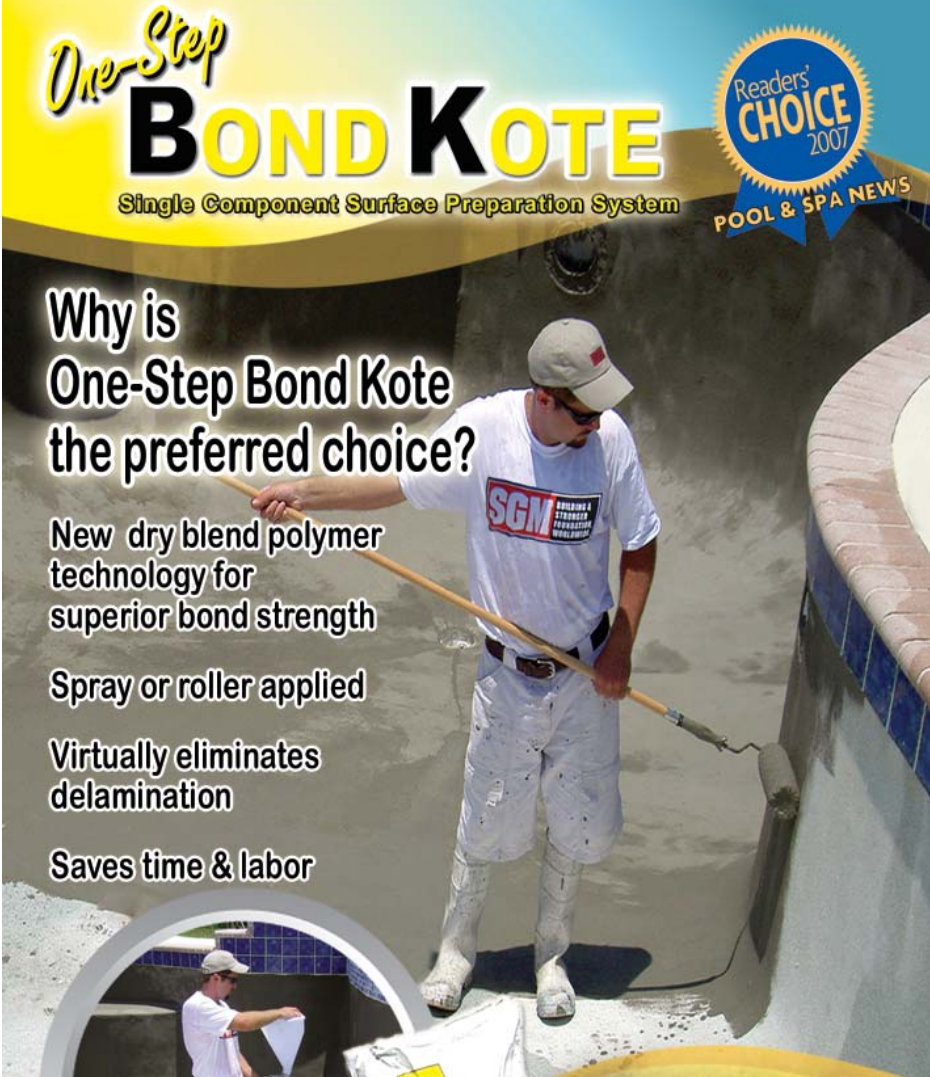


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Ariana Yacht Club back in the "city"! Thanks, Marc!

Every summer the Polk Chapter takes a hiatus and there are no meetings in June, July or August; so the May meeting is usually a blow out. This year proved to be one of our biggest ever summer celebrations! Congratulations **Kay Fecht, Griffin Pools!** She is \$5,000 richer! She purchased a "lucky charm" and her name was drawn as the winner of the Polk Chapter Give-A-Way Summer Vacation Bonus! Thank you to everyone who supported this event and purchased "charms." Better luck next time!

Space Coast

Executive Director: Bill Britz
(321) 779-0103

FSPASpaceCoast@FloridaPoolPro.com
www.FSPASpaceCoast.com

The Space Coast Chapter Builders Council and Service Council will have a joint meeting on Thursday, July 3, from 1:00 p.m. to 2:30 p.m. at Beef O'Brady's, 3030 Lake Washington Road, Melbourne.

The Space Coast Chapter Board of Directors will meet on Thursday July 10, from 4:00 p.m. to 5:30 p.m. at

the Executive Director's house.

For your planning purposes, we will be having our Holiday Party on Dec. 6 this year, so plan now to attend.

On behalf of your Board of Directors, I would like to thank Sen. Haridopolos, Rep. Altman, Rep. Needelman and Rep. Sasso for attending our Government Relations Reception. We had 44 of our members in attendance and every one felt that it was a very productive meeting.

Tampa Bay

Executive Director: Karen Cobo
(813) 265-2907

FSPATampaBay@FloridaPoolPro.com
www.FSPATampaBay.com

The next board meeting will be Wednesday, July 2 at 11:30 a.m. at Beef O Brady's, 8816 N. Himes Avenue, Tampa. All members and non-members are welcome to attend. Please call with your ideas for Chapter meetings and programs.

The Chapter extends its condolences to the family of Robert Stewart "Stu" Lang who passed away May 31, 2008.

Treasure Coast

Executive Director: Susan Gilbert
(772) 263-2653

FSPATreasureCoast@FloridaPoolPro.com
www.FSPATreasureCoast.com

Summer is here. School is out. Families are taking vacations. They are also spending more time enjoying their pools! Business is looking up!

We look forward to our Government Meeting Aug. 13 at Manero's in Palm City. Please be looking for more details for meetings and events to come by e-mail or fax.

Enjoy the summer and your families!



For the cost of a cup of coffee a day you could stay up to date on industry changes, take CE courses and stand out as a reliable professional.

Renew your membership today!

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.

Spiky T, host of the Kids' Concerns show on Radio Disney, and Greg Hand, Safety Chair for the Northeast Florida Chapter



Team Noble Tile, first place winners at the Florida West Coast Chapter's Annual Golf Event



Hosts of the Radio Disney Kids' Concerns show Sammi, Anjelique and Sunny K with Paul Roth, Central Florida Chapter



First place team at the Broward Chapter's 10th Annual "Fishin' Mission" was Van Kirk and Sons



Penny Magnum - caught the largest fish at the Broward Chapter's 10th Annual "Fishin' Mission"



Palm Beach Chapter Meeting in June



Rep. Thad Altman, Dominick Montanaro, Rep. Mitch Needelman and Jen Hatfield at Central Florida Chapter's Legislative Night



Splash the Penguin at the Water Safety Fair at American Pools and Spas in Central Florida

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Calendar of Events

July 2008

- 2 FSPA Tampa Bay Chapter Board Meeting
11:30 a.m. Beef O' Brady's, 8816 N. Himes Ave., Tampa
- 2 FSPA Palm Beach Chapter Meeting
Duffy's Sports Bar, Palm Beach Gardens
- 3 FSPA Space Coast Chapter Builder & Service Councils joint meeting
1:00 p.m. - 2:00 p.m. Beef O' Brady's 3030 Lake Washington Rd.,
Melbourne
- 8 FSPA Florida West Coast Chapter Board Meeting
Chemilizer Products, 230 Commerce Drive North, Largo
- 9 FSPA North Central Florida Chapter
6:30 p.m. Chapter Board/ Member Meeting
7:30 p.m. Dinner and CE course
Napolitano's, 606 NW 75th Street, Gainesville
- 10 FSPA Space Coast Chapter Board Meeting
4:00 p.m. - 5:30 p.m. Executive Director's house
- 16 FSPA Polk County Chapter Board Meeting
12:00 p.m.
- 17 FSPA Manasota Chapter 2nd Annual Table Top and Education Day
Sun 'N Fun RV Resort, Sarasota
- 23 FSPA Central Florida Chapter Builders Council Meeting
2:00 p.m. Home Builders Association, 501 Mayo Ave., Maitland

August 2008

- 3 FSPA Florida Gulf Coast Chapter Board Planning Meeting
- 6 FSPA Palm Beach Chapter Meeting
- 13 FSPA North Central Chapter
6:30 p.m. Chapter Board/ Member Meeting
7:30 p.m. Dinner and CE course
Grill 754, 754 NE 25th Ave., Ocala
- 13 FSPA Treasure Coast Chapter Government Meeting
Manero's, Palm City
- 23 FSPA Central Florida Chapter Builders Council Meeting
2:00 p.m. Home Builders Association, 501 Mayo Ave., Maitland
- 27 FSPA Charlotte Harbor Chapter Board Planning Meeting
- 28 FSPA Manasota Chapter Board Planning Meeting

September 2008

- 9 FSPA Central Florida Chapter Meet Your Candidates
Sheraton Downtown Orlando
- 10 FSPA North Central Florida Chapter Board/ Member Meeting
Gainesville

October 2008

- 8 FSPA North Central Florida Chapter Board/ Member Meeting
Ocala
- 10 FSPA Central Florida Chapter Annual Charity Event
Home Builders Association

November 2008

- 12 FSPA North Central Florida Chapter Board/ Member Meeting
Gainesville

December 2008

- 6 FSPA Space Coast Chapter Holiday Party
- 10 FSPA North Central Florida Chapter Annual Christmas Party/ Social
Ocala

In Remembrance

Robert Stewart "Stu" Lang, 83, passed away Saturday, May 31, 2008 at his Tampa home following a prolonged battle with cancer. He was born March 4, 1925 to Ruth and L.F. Lang in Butler, Pennsylvania. He relocated to Tampa with his parents after World War II.

In 1951, after receiving his contractors' license, Stu and his father formed L.F. Lang and Son Builders. The homes they built with swimming pools sold more rapidly, so in 1957 they opened L.F. Lang and Son Pools on S. Dale Mabry, moving solely into swimming pool construction. The company later became Lang Aquatech Pools with Stu Lang as owner and president. As a swimming pool contractor and designer he had numerous innovations and patents to his credit. He built over 6,000 pools in the Tampa area, as well as commercial and public pools statewide.

He was a charter member and past-president of United Pool & Spa Association and recently received their "Silver Anniversary Industry Pioneer Award." He was also a charter member of the National Spa & Pool Institute (NSPI) where he has received 29 awards for design excellence and was inducted into the NSPI-Florida Hall of Fame in 1994. Lang served on dozens of committees and task forces to improve quality and safety in the swimming pool industry. He retired from active pool construction in 1985 and since then has been a prolific designer.

He is survived by his wife of 23 years, Laura, his three daughters and three granddaughters.

In lieu of flowers, donations may be made to the Shiner's Hospitals for Children or LifePath Hospice.

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