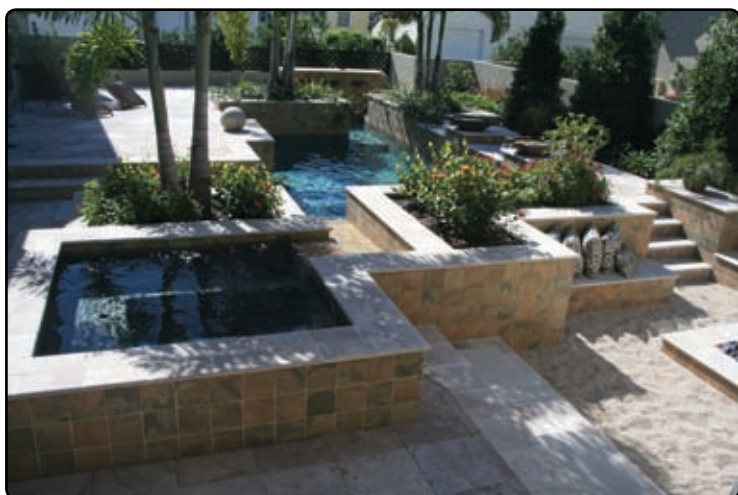


Florida Pool Prosm

A PUBLICATION OF
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Send in your Design Awards entries



2009 Best of Show - Pools of Jade

All Design Awards entry materials are due October 30! The plaque and special logo the winning companies receive are great tools for gaining new customers. Receive recognition for the great work you do by entering the Design Awards. Don't forget to enter the new category, energy efficient pools.

The judges will look at the installation itself and the supporting materials. The projects achievements will be considered as well as the quality of workmanship, soundness of design, beauty, functionality and client testimony.

Winners will be recognized at the Orlando Pool & Spa Show reception held Thursday, February 18.

Pictures of the winning pools are also displayed outside the exhibit hall and are sent to newspapers and industry publications with a press release about your accomplishment.

To find more information go to www.FloridaPoolPro.biz and click on member services and then programs. You can also call 866-930-3772.

Congratulations to the 2009 winners: American Beauty Pools, Inc.; Backyard Aquatics by Joyce Bowles; Essig Pools; Florida Bonded Pools, Inc.; Grand Vista Pools; Hackl Pool Construction Co., Inc.; Lucas Lagoons, Inc.; Nautilus Pools, Inc.; Pools by Bradley; Pools of Jade; Signature Pools & Spas, Inc.; and Southern Pool Designs, Inc.

Volunteer at the FSPA Swim Meet

The FSPA High School Invitational Swimming & Diving Meet will be held October 9-10 at the YMCA Aquatic Center, Orlando. This is the 32nd year this meet is being held and the athletes look forward to it each season.

It takes many volunteers to run a swim meet and we need your help. It takes more than 35 volunteers at any given time to run this meet! Join in on the fun while supporting pool users. Help is needed Friday from 3:30 p.m. - 8:30 p.m. and Saturday from 8:00 a.m. - 2:00 p.m. and 5:30 p.m. - 8:30 p.m. Sign up at www.FSPASwimMeet.com. Volunteers receive a meet T-shirt and earn points for their FSPA Chapter!

The meet is presented by the Florida Swimming Pool Association to benefit the Swimming Pool Safety and Education Foundation. Sponsors are still welcome! As a sponsor you will be supporting these athletes, supporting pool safety and your sponsorship is tax deductible. Go to www.FSPASwimMeet.com to sign up!



News Splash

- **Energy Talk:** Solar energy - the future is here. Having a solar heating option is a win-win for builders and buyers. Page 3
- **Digging up Ideas:** The cost of change. Cost increases from changes far exceed the average family affordability. Page 4
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- **FSPA 2010 Executive Committee Nominees** Page 6



The Clearwater High Tornadoes enjoying the 2008 meet.

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Notice: The FSPA is looking for the names and information for previous FSPA scholarship winners. Our records only go back to 1996. If you know of anyone who received a scholarship prior to 1996 please let us know. Any information is appreciated. E-mail us at info@FloridaPoolPro.com.

Glitch code changes in effect October 1

The glitch code changes to the 2007 Florida Building Code go into effect October 1.

Visit <http://www.floridabuilding.org/BCIOld/bc/default.asp> to view the changes

This glitch code has the following pool / spa related items: revision to 424.1 (public pool section) to make it consistent with 64E-9 and the 2008 National Electric Code, with an exemption from GFCI protection for one and two family dwellings.

Florida Pool Prosm

Published monthly by the Florida Swimming Pool Association
Association Mission: Promoting Florida's swimming pool industry.

<p>President Alan Cooper Alan Cooper Consulting Orlando</p> <p>Vice-President Eva Adcock Best Pools of Brevard, Inc. Melbourne</p> <p>Secretary Keith Johnson Tri-FL Water Treatment d/b/a Pool Works Auburndale</p> <p>Treasurer Rick Howard Rick's Pool Service, Inc. Clearwater</p>	<p>At-Large Director Pete Coccaro, Jr. Nautilus Pools, Inc. Port Charlotte</p> <p>At-Large Director Richard Moseley Champagne Pools of Central FL Sanford</p> <p>Past President Dominick Montanaro M & M Pools, Inc. Satellite Beach</p> <p>Executive Director Wendy Parker Barsell, APR, CEM, Ext. 102</p> <p>Director of Government & Public Affairs Jennifer Hatfield, Ext. 111</p> <p>Technical Training Coordinator Bernice Ryder-Smit, Ext. 109</p> <p>Communications Specialist Charis Tyson, Ext. 103</p> <p>Administrative Assistant Valerie Swika-Bundy, Ext. 100</p> <p>Bookkeeper Kari Haggard, Ext. 101</p>
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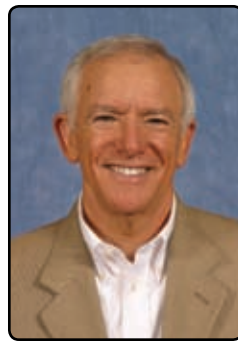
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President's Column

Bottom-up or top-down?



Alan Cooper
 FSPA President

A "bottom-up" approach is one that works from the grassroots – from a large number of people working together, causing a decision to arise from their joint involvement. The advantage of the bottom-up approach is the great level of expertise provided, combined with the motivating experience of any member to be responsible. A bottom-up advocate will say, "Without a bottom-up approach, you'll lose the grass-roots support you need to implement any strategy. Without the support of those who actually have to run the program, operational components will not be implemented, or will be implemented only in a slow and inefficient manner." A bottom-up approach puts the onus on every individual to see his/her role in advancing the diverse initiatives.

A "top-down" approach is one where an executive, decision maker, or other person or body makes a decision. This approach is disseminated under their authority to lower levels in the hierarchy who are, to a greater or lesser extent, bound by them. Most diversity initiatives start from the top with the leadership commitment. A high-level strategy is developed, complete with vision, mission and goals. By the time it gets to the bottom (if it ever makes it!), it is often interpreted very differently. Often, accountability is viewed as the responsibility of top management.

How does your organization

operate? If you ask State Board members, they will tell you we should be a bottom-up organization. How do your local chapters operate?

I believe that our grassroots start with our committees, councils and task forces. The next levels would be as follows: Board of Directors, Executive Director and Staff, and the Executive Committee.

The committees, councils and task forces should initiate all plans of action. They should set the direction and activities of the organization. The Board of Directors approves of these directions and activities. The Executive Director, Staff and Executive Committee assist in carrying them out.

In my September article it was stated that "A budget is the numerical representation of an action plan for a specified time period, it expresses in dollars the year's plan of action." If the Budget is the plan of action and was developed, or should be developed, by the committees, councils and task forces and then approved by the Board of Directors, I would ask you as a bottom-up organization are we truly supporting the plan of action? Why is it so difficult to get volunteers to carry out this plan? A couple of examples, we have a swim meet in October and the show in February, are we doing our part to ensure their success?

If we truly want to be a "bottom-up" organization we need to participate in the process to set the plan of action and participate in making sure it succeeds.

How do your Chapters operate, "top-down or bottom-up?"

**Information for this article was taken from the following sources. Wikipedia, Only One Planet: Blending Top-Down and Bottom-Up Management (Jon Nevill), Workinfo.com*

New Member Applications

Central Florida

Universal Heating & Air Conditioning, Inc. (Other Firm: Pool Heat Pump & Gas Heater Service & Repairs) CAC053238
 David & Julie Jereczek, Altamonte Springs

Florida West Coast

Gorman Company (Manufacturer / Distributor)
 Linda Bice, Clearwater

Northeast Florida Chapter

Earth Works Design & Maint., Inc. (Other Firm: Landscape & Irrigation)
 Douglas McGregor, Jacksonville

Palm Beach Chapter

Proline Distributors Inc. (Manufacturer/Distributor Multiple Chapters)
 Daryl Coles, Boca Raton

Space Coast Chapter

Rich Mackey's Pool Service, Inc. (Pool / Spa Service: including repair, refinishing & equipment servicing) RP252555086
 Rich Mackey, Merritt Island

Treasure Coast

Protec Engineering, Inc. (Other Firm: Engineering Firm)
 George Pellington, Vero Beach

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

Insurance Update

Insurance by Ken Brown and FSPA in *SafetyNews*

Insurance by Ken Brown and the Florida Swimming Pool Association were recently in the front page article of *SafetyNews*, the Amerisure Insurance newsletter.

The insurance affinity program for FSPA members was highlighted for its success in filling a void in the insurance marketplace and the hard work Insurance by Ken Brown puts forth to implement it.

Insurance by Ken Brown's employee safety program, cash dividends for good loss control and experience with pool companies are some of the reasons FSPA member companies of all sizes use this member program.

Jonathan Parker, Amerisure, and Ken Brown, Insurance by Ken Brown, traveled to the FSPA state office and presented a framing of the article.



Wendy Parker Barsell, Ken Brown and Jonathan Parker

Energy Talk

Solar energy - the future is here



By Wayne Phillips, Wayne's Solar

For decades Americans have been an oil-dependant society. To be anything different was going against the norm and possibly difficult to do. Paying our high electric bills or gas bills was just something you did. Fast forward to today and times have changed. With crippled economies and rising unemployment, everyone is looking for alternatives in order to save their precious dollars.

The most popular alternative that is becoming commonplace in Florida is without a doubt solar energy. The evidence is overwhelming and rightfully so. Here in Florida we are at a huge advantage. We enjoy substantial amounts of sunshine on a daily basis. What that means for solar consumers is daily free energy.

Just open any local newspaper or magazine and witness for yourself how many companies are now "going green" or offering "green products" to consumers with an objective to save them money. With state rebates and federal income tax credits available, more and more people who were once considering using solar are now taking advantage of its endless effectiveness.

The most common and most easily understood solar energy system being utilized today is for heating swimming

pools. On a countrywide scale there are over 300,000 solar heated pools in operation, and that number is climbing daily. Of course, owning a swimming pool is a luxury and owning a heated swimming pool is often a decision that is growing more complex for consumers with such an emphasis on saving money. Having a solar heating option is a win-win for swimming pool contractors and potential swimming pool buyers alike.

If comparing solar to the other forms of pool heating such as natural gas, propane and electric it is obvious which system will save money. Solar heat has no operating cost making the simple payback period well under two years and typically closer to one year. Another comforting piece of mind is that most solar panels come with manufacturer warranties that range from 10 to 20 years and in some cases even lifetime. Warranties with those terms far exceed any conventional heater on the market.

When talking with fellow contractors and potential customers about the benefits and possibilities that solar has to offer it is clear that people are catching on. It seems daily I hear the common statement that "solar is the way of the future." The simple fact is that the future is here.

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Florida Pool Permits



County Name	August 2008	August 2009
Alachua County	12	4
Bay County	9	19
Brevard County	34	47
Broward County	67	42
Calhoun County	0	0
Charlotte County	15	18
Citrus County	20	25
Clay County	5	16
Collier County	37	48
Dade County	69	56
Duval County	23	37
Escambia County	19	11
Flagler County	15	9
Franklin County	1	1
Gadsden County	0	0
Gulf County	1	2
Hernando County	20	12
Highlands County	12	5
Hillsborough County	65	77
Holmes County	2	0
Indian River County	26	19
Jackson County	2	0
Jefferson County	1	1
Lake County	15	21
Lee County	82	86
Leon County	6	11
Liberty County	0	0
Manatee County	56	24
Marion County	24	19
Martin County	17	6
Nassau County	3	3
Okaloosa County	16	11
Orange County	75	49
Osceola County	31	22
Palm Beach County	95	89
Pasco County	39	41
Pinellas County	58	19
Polk County	58	35
Putnam County	1	2
Santa Rosa County	20	22
Sarasota County	25	27
Seminole County	13	12
St Johns County	29	36
St Lucie County	27	17
Sumter County	23	14
Volusia County	33	32
Wakulla County	0	2
Walton County	10	7
Washington County	2	0
TOTALS	1213	1056

Provided by HBW / www.hbweekly.com

Digging Up Ideas



The cost of change

By Pete Coccaro, Nautilus Pools, Inc.

As we are all aware, anytime you add new regulations and new construction requirements there are direct and indirect cost consequences. This has become dynamic over the last decade and these increases are severely shrinking the number of pool buyers. The average young family is the largest user of swimming pools but they cannot afford to build anymore. Every few hundred dollars in increased costs reduces the number of pool buyers. Are we pricing ourselves out of the market?

How did this happen? Like government, with good ideas and intentions there are mandated changes that have associated costs. The big picture shows that this is always in motion, involving advisory groups, committees, boards, federal and state government, manufacturers, special interest groups and politicians just to name a few. Everyone has an opinion on what should be happening. More input creates more change. We would like to think that it is for the greater good all of the time. However, sometimes there is too much change creating a domino effect and we have to look at what the long-term consequences will be.

When is there enough change to make it a perfect code, perfect house or a perfect swimming pool? Can we afford to keep chasing perfection? Are we, as humans, never satisfied and is this our true demeanor? These are all questions that need answers by contractors in Florida. With 58,000 people leaving the state of Florida last year, are we at the crossroads? Historically speaking, last year has been the only year with negative growth since World War II. Have we expedited change to a point which we cannot analyze the true cost of change?

Maybe these two-year code cycles need changing to four or five-year cycles with only minimum changes that are truly needed. Swimming pools and homes are being built to the best quality and safety standards in history. Cost increases from changes far exceed the average family affordability. As builders and business owners we need to stay involved with the local, state and federal agencies to voice our opinions and keep control of the mandates as only we know the true cost of change.



Get "in touch" with your inner marketplace - job leads from HBW

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.

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The Scoop on Service

Take an inventory

By Bobby Johnson, Aqua-Rite, Inc.

Wow, another year has blown by! Before we know it we'll be carving the Thanksgiving turkey, packing away the Christmas decorations and celebrating the arrival of 2010 (or maybe the departure of 2009).

As we face the toughest times that have existed in my 30 plus years in the industry, I believe we must resolve to continue putting our best foot forward. There are times when we just need to stop, pull out our yellow pad and take an inventory. No, I'm not referring to motors and o-rings and VGB main drain covers. I am referring to the Webster's New Collegiate Dictionary definition. *Inventory (2)c: a list of traits, preferences, interest, attitudes, or abilities used to evaluate personal characteristics or skills.* If you really think about it, the word "personal" can be replaced with any number of adjectives. Company, organization, industry, family, team or group.

We all consciously or unconsciously define ourselves by our inventory. We should make sure that our inventory doesn't become stale. We should make sure that our interest, attitudes and skills remain pleasant and sharp. As an industry we have many traits that define our "pool." Health, fitness, family recreation and relaxation are a few that come to mind. Consumers are screaming for these commodities. It is our job to help them maintain and improve what they already have in

their backyards.

You may be a one poler with a very personal inventory or a medium or large sized company that's inventory encompasses many families. Maybe you're a distributor or manufacturers representative trying to build rapport with your dealers. However large or small your inventory may be, whether or not you are a member of an industry organization or if you are an individual in the industry, we owe it to ourselves, our industry and our consumers to continually check our inventory.

Take 20 minutes, find a quiet place and a yellow pad, list your positive and negative traits and get rid of the negative ones (it's easy, just draw a line through them). Make sure your preferences are flexible; it is okay to embrace new products, technology and ideas. Pick three interests in the industry that you are uncomfortable with and learn more about them; knowledge always trumps fear. Resolve to maintain a positive attitude; negative ones are as contagious as swine flu and nobody wants that. Practice to improve your abilities and skills; there is always room for improvement.

See, it doesn't take long to do an inventory and once we have put our inventory on paper it is easy to see where we need to improve. If we all improve personally, we will see our company, organization, industry, family, team or group prosper.

Cold water chemistry

By Rick Howard, Ricks Pool Service, Inc.

Fall has arrived. For some of us, we started looking forward to cooler temperatures in April! With the cooler weather we need to look at what that means for our water chemistry. I would like to consider how the time of the year affects the chlorine demand. One of the factors in chlorine demand is temperature; some of the others being bathing load, organic loading, sun light and algacides.

During our colder months in Florida, for a majority of our state, we should see a significant drop in chlorine demand as our water temperatures drop and our days get shorter.

Pools that have been on Trichlor tablets throughout the peak season are most likely over stabilized with cyanuric (cyn) acid levels exceeding 100 parts per million (ppm). Testing is always required. It is a perfect time to switch over to a non-stabilized chlorine. Using non-stabilized chlorine can save money and allow cyn levels to come down over the cooler months. Due to the drop in demand it is very easy to over chlorinate and over

stabilize the water.

Also, all chlorine generators should be turned way down. Some do this automatically because the internal programming understands that lower water temperatures use less chlorine. This significantly extends the life of the conversion cells.

Staining can increase in the winter time as the chlorine levels can remain very high for a longer period of time. For example: you arrive and test the pool and find its reading a 2.0 ppm chlorine. You add one gallon of liquid chlorine bleach which raises the level to, lets say, 5.0 ppm. In the summer that level will start dropping immediately and, most likely, go down to 3.0 to 4.0 ppm with 24 hours. That same amount in the cooler months could last three days or longer. The duration of chlorine above 5.0 ppm can drive metal out of water as it attacks any metals in the pool lights, heaters, etc.

Testing is always key and understanding chlorine demand can keep you from over using chlorine and keep the pool looking great!

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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FSPA 2010 Executive Committee Nominees

Notice:

Nominations by Petition: Nominations for any officer may be made by petition. The petition must be endorsed with the names of representatives of not less than ten percent (10%) of the voting members of the Florida Pool and Spa Association, Inc. Petitions must be received by the FSPA Executive Director no later than October 15. Members nominating candidates by petition shall accompany the petition with the written prior acceptance of all nominated candidates. Such nominees must also meet the membership requirements imposed on nominees named by the nominating committee.

Elections (if necessary): Ballots will be mailed to members no later than October 20. When you receive the ballot package, the contact person for your company should cast their vote and return the ballot in the provided envelopes. The return envelope will be pre-addressed and have postage pre-affixed for your convenience. To be valid and counted, ballots must be returned to the Executive Director, postmarked no later than October 30. Announcement of the winner will be made by November 15 on the Florida Swimming Pool Association Web site and in the December issue of *Florida Pool Prosm*.



President
Eva Adcock
Best Pools of Brevard, Inc., Melbourne

Eva Adcock has been a member of FSPA since 1992. She has served on the Board of Directors for the Space Coast Chapter and has been Vice President as well as Treasurer since 2005.

Eva stepped in to the Executive Committee during 2007 as Treasurer and was elected in 2008 to the same position. In 2009 she started as Treasurer and then became Vice President. She has been a Certified Public

Accountant since 1988. Eva started working at Best Pools of Brevard in 1992 as an accountant, but after a few years she became a co-owner with Art Lueck.



Vice President
Richard Moseley
Champagne Pools of Central Florida, Sanford

Richard Moseley has been in the pool industry and with Champagne Pools of Central Florida for more than 20 years. He has served on the state Board for a total of nine years. Throughout those years, he has chaired and served as a member on numerous committees. Richard is also a Past President for the Central Florida Chapter.

In 2009 Richard was on the Executive Committee as an At-Large Director.



Secretary
Keith Johnson
Tri-Florida Water Treatment d/b/a Pool Works, Auburndale

Keith Johnson is a licensed pool service contractor and a license certified water plant operator. He is the owner of Tri-Florida Water Treatment, Inc. and started a swimming pool service division, Pool Works, in 1998.

Keith has served on the state Board of Directors for the past six years. During these years he has been on numerous committees including serving as Service

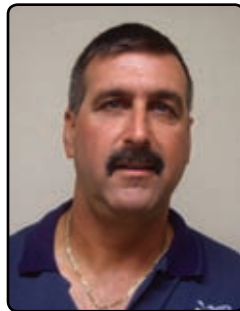
Council chair in 2008. He was the Polk County Chapter President in 2004, 2005, 2007 and 2008, and was chosen as Director of the Year in 2006. In 2009 Keith served on the Executive Committee as Secretary.



Treasurer
Rick Howard
Rick's Pool Service, Inc., Clearwater

Rick Howard is a certified pool servicing contractor in Pinellas County. He is the President of Rick's Pool Service, Inc., which he started in 1981. He has been a member of the FSPA since 1992.

Rick has served on the state Board of Directors for the past six years. He has been on numerous committees, including serving as PIPAC Chairman since 2007. He was the Florida West Coast Chapter President from 2005-2009. He was chosen as the Chapter's Director of the Year in 2006 and 2007. He is currently serving on the Executive Committee as Treasurer.



At-Large Director
Rob Sanger
Nautilus Pools, Inc., Sarasota

Rob Sanger is a licensed commercial pool contractor and holds a gas installers license. He is the president of Galaxy Pools in Sarasota and has been in the pool business for 34 years.

Rob has been on the Manasota Chapter Board for many years holding the offices of Treasurer, President, and is currently Vice President. He has also has been on the State Board off and on for many years.



At-Large Director
Pete Coccaro, Jr.
Nautilus Pools, Inc., Port Charlotte

Pete Coccaro has been in the pool industry since 1979 and has been president of Nautilus Pools, Inc. since 1989. He is a certified contractor for residential and commercial pools and is a certified aluminum specialty contractor.

Pete has been active in the Charlotte Harbor Chapter since 1990. He has served three terms as Chapter President, four years on the FSPA Board of Directors and was vice chair of the Builders' Council in 2008. In 2009 Pete served on the Executive Committee as an At-Large Director.



Immediate Past President
Alan Cooper
Alan Cooper Consulting, Orlando

Alan Cooper has been in the pool industry for nearly 35 years and has also been a Certified Public Accountant. He served as the Central Florida Chapter President for three years and has received Chapter Director of the Year three times.

Alan has served on the Executive Committee as FSPA President, Vice President, Treasurer and two years as Secretary. In addition, Alan has served on numerous FSPA committees, was co-chairman of F.S. 489 committee and was FSPA chairman of the Finance Committee for four years.

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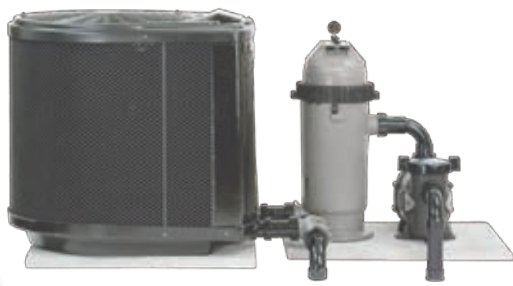
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Chapter News

Check out Chapter Web sites for current information!

Broward

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

Broward Chapter sends a warm welcome to our newest members **Larry and Marlene Kaydas, Pelican Pools Service and Repair**. Welcome aboard Larry and Marlene!

On August 23 the Broward Chapter held their Annual Fishin' Mission. This year's theme was "membership appreciation." The event was free to all of the FSPA members and their families that renewed their membership.

The weather was beautiful for this year's mission as more than 50 members boarded the drift boat "Helen S" in search of the biggest fish first prize. **Danny Shiffman, Zodiac**, caught the biggest fish of the day, a monster red snapper that weighed in at a little over three pounds.

This tournament was only possible with the support of our sponsors; **HornerXpress, Proline, SCP and Zodiac**. Thanks, sponsors, for always being there for us!

The deadline to renew was September 30, 2009. The Broward Chapter would like to thank all of those members that renewed and hope that as the economy improves, past members will be able to once again become part of Florida's biggest and

most active industry organization that is dedicated to the issues that affect all of us in our profession.

Nominations for the Broward Chapter Board of Directors are being accepted for the Chapter Slate of Officers. Nominations can be sent to the Chapter office marked ATTN: Nominations. The deadline for nominations is October 31. If you have any questions please contact the Chapter office.

Central Florida

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

Save the date, Friday, October 16. It will be a huge night for the Central Florida Chapter with a Texas hold'em tournament benefiting the Chapter and sponsorships for local high schools swim teams at the FSPA Invitational Swimming and Diving Meet.

The tournament is at the Home Builders Association, 501 Mayo Street, Maitland. Festivities will begin with registration, free Texas hold'em lessons and dinner all from 6:00 p.m. - 8:00 p.m. The tournament will begin at 8:00 p.m. The barbecue dinner will feature award winning country style ribs and chicken plus all the trimmings. A full cash bar will be



FSPA Broward Chapter members and their families fishing off the drift boat.



Misty Knight and Danny Shiffman, Zodiac, showing off the largest catch of the day.

open all night and will offer bottomless beer and wine from 6:00 p.m. – 8:00 p.m. for \$10.

The cost is \$100 per player and the event is sponsored by the Texas Hold'em and Fold'em Poker League, Inc. The cost includes professional dealers, \$10,000 in chips, dinner, drink specials and free lessons. The last 10 players standing will receive special prizes including a \$1,500 Visa

gift card for first place, a \$750 Visa gift card for second place and a \$500 Visa gift card for third place.

If anyone does not participate in Texas hold'em there are plenty of other activities. We will have something for everyone! For \$30 you can enjoy dinner, drink specials and games! Play bingo for bills, play trivia for braggin' bucks, visit the palm reader, enjoy a chair massage and

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more.

One of the highlights of the evening will be our silent auction. A few items that will be up for bid are Magic tickets, golf packages, golf balls, dinner gift certificates, jewelry, purses, paintings, gift bags, theater tickets and plenty of swimming pool related products including cement, fencing and an AquaCal heat pump.

Because of limited space, this event is RSVP only. Sign up by October 10 by e-mailing the office at FSPACentralFlorida@FloridaPoolPro.com or calling the Chapter office at 800-416-6774. Sign up ahead of time and pay at the door by credit card, check or cash. There will be no billing for admission to this event so come prepared.

Several member companies are using the tournament as an incentive program for their employees. This is a great idea! Give the person who sells the most or signs up the most new customers over the next two weeks a free ticket. Award those employees who have gone way above and beyond. Have this fundraiser work for your Chapter and your company.

This is our only Chapter fundraising activity for the whole year. This event is what keeps our Chapter functioning. Without the support of our members we could not continue with the types of programs we have throughout the year. Events like the meet and greet with legislators on November 10, supporting our legislative programs like legislative days through the Builders' Council, and a Chapter staff person would not be possible. Please support the Chapter and make your reservations today!

Charlotte Harbor

Executive Director: Andy Mallison
(800) 569-6774 Ext. 11

FSPACHarlotteHarbor@FloridaPoolPro.com
www.FSPACHarlotteHarbor.com

There are just a few tables still available for the First Annual Ladies Night Out event on Friday, October 23 at the Charlotte Harbor Event and Conference Center, Punta Gorda. The event, featuring The Savage Men, will start with the door opening at 7:30 p.m. and the entertainment starting at 8:30 p.m. Tickets are available from **True Blue Pool Supply**, 815-1888; **Howard's Pool World**, 626-2293; **Fulton Pools**, 625-7929; and **Casa Pools**, 625-5056. The Chapter would also like to thank the major sponsors of the event: **First Financial Employee Leasing**, **Jack's Restaurant**, **beach 98.9** and **The Wyvern Hotel**. For more information or tickets, you may also contact the Chapter office.

The next Chapter membership meeting is Wednesday, October 14 beginning with a social at 5:30 p.m. and the dinner/ meeting at 6:00 p.m. at Visani's Restaurant. The October Chapter Board of Directors meeting will be held on Wednesday, October 28 at 258 Bangsberg Road beginning at 4:30 p.m.

Ballots for the Slate of Officers and the Charlotte Board of Directors have been mailed to all active Chapter members. Member companies are being asked to mail or fax back the ballot to the Chapter office. The fax number is 941-764-6050. If you have any questions, please feel free to contact the Chapter office.

East Central Florida

Executive Director: Lynn Hecklinger
(386) 673-0038

FSPAEastCentralFlorida@FloridaPoolPro.com
www.FSPAEastCentral.com

The East Central Florida Chapter will meet on Wednesday, October 21 at River Grille on the Tomoka, Ormond Beach. The program will be "CPR for Friends and Family," an introductory course to be presented by a representative from the Ormond Beach Fire Department.

Thanks of the Chapter are extended to **Roy Lenois, Artesian Pools of East Florida**, for teaching a CE course and to **Lori Bryant, Bryant Pools**, for presenting the Slate of Officers for next year at the September meeting.

Florida Gulf Coast

Executive Director: Mitch Brooks
(800) 569-6774 Ext. 12

FSPAFloridaGulfCoast@FloridaPoolPro.com
www.FSPAGulfCoast.com

Ballots for the Slate of Officers and the Florida Gulf Coast Chapter Board of Directors have been mailed to all active Chapter members. Member companies are being asked to mail of fax back the ballot to the Chapter office. The fax number is 941-764-6050. If you have any questions, please feel free to contact the Chapter office.

Planning is still underway for a Texas Hold 'em Poker Tournament for the Chapter. Information will be made available to all members via mail and at local distributors. If you are interested in participating as a committee member or in the actual tournament, please contact the Chapter office. The Chapter is also planning a skeet shoot.

Florida West Coast

Executive Director: Malinda Howard
(727) 638-6072

FSPAFloridaWestCoast@FloridaPoolPro.com
www.FSPAWestCoast.com

The Chapter Board of Directors met at noon on Tuesday, September 1 at **Chemilizer Products, Inc.**, Largo. Thank you to **Terri Scott** and **John Olden** of Chemilizer for hosting the meeting/ luncheon and providing a presentation on their company and a tour of their facility. The next Board of Directors meeting will be held at noon on Tuesday, October 6 at **Jack's Magic Products**, 12435 73rd Court, Largo. We will be electing new Officers and Directors for 2010 at this meeting. Remember that any Chapter member can sit on the Board of Directors and every member is encouraged to attend Board meetings. If you would be willing to serve on the Board, please contact Malinda or any one of the current Board members. Also, we are always interested in hearing your ideas for Chapter meetings and programs. Please call Malinda if you plan to attend this meeting.



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Mark your calendars and plan to join us for Oktoberfest at the Annual Tampa Bay Area Pool Industry Table Top Event on Tuesday, October 27 from 6:00 p.m. to 8:30 p.m. at Ruth Eckerd Hall – Great Room, 1111 McMullen Booth Road, Clearwater, FL 33759. We will have an exciting mixture of pool industry displays, food by Wing House, drinks and live music by Tim Jacobsmeyer. All of this for only \$10 per person! Reserve your spot today, call or e-mail by Tuesday, October 20. All suppliers and vendors should make plans to display their products at this popular event that is always well attended by pool industry professionals. Call or e-mail the Chapter office today for exhibitor registration information.

Manasota

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

The October Chapter Board of Directors meeting will be held on Wednesday, October 13 at 11:45 a.m. The Chapter membership meeting will be on Wednesday, October 22 beginning with a social at 6:00 p.m. and dinner/ meeting at 6:30 p.m.

Ballots for the Slate of Officers and the Manasota Board of Directors have been mailed to all active Chapter members. Member companies are being asked to mail or fax back the ballot to the Chapter office. The fax number is 941-764-6050. If you have any questions, please feel free to contact the Chapter office.

North Central Florida

Chapter President: Randy Taylor
State office: (800) 548-6774
FSPANorthCentralFlorida@FloridaPoolPro.com
www.FSPANorthCentral.com

No news this month.

Northeast Florida

Chapter President: John Garner
State office: (800) 548-6774
FSPANortheastFlorida@FloridaPoolPro.com
www.FSPANortheast.com

A special thank you to those who have sent in their dues renewal. Please remember all the benefits you receive with your membership. Your dues money comes back directly to the Chapter and helps support the efforts your Chapter makes with local government relations, public relations and educational opportunities, just to name a few. New members can join any time and even though September is over you can still renew and become reinstated. Please call the State office at 866-930-3772 or one of your Board members for additional information.

Also, please consider how you would like to be involved in the Chapter; if you are interested in learning more please contact one of your Board members.

Chapter meetings resumed on September 24 with **Connie Sue Centrella, HornerXpress**, providing us with an informative course on cutting costs. All suggestions are welcome regarding any programs or CE courses you would like to have at the Chapter meetings. If you do

not have the updated list of available classes, please contact either the state office or Chapter President John Garner, Sr. Once you have had a chance to review, please forward suggestions to John Garner, Sr. for submission to the Board.

Mark your calendars! The annual Oktoberfest will be held on October 17 from 6:00 p.m. – 10:00 p.m. at Fast Boys Wings, 2309 Beach Blvd., Jacksonville Beach. We will be outside on the deck area overlooking the Intracoastal Waterway with the Jay Garrett Band playing live music! Last year's Oktoberfest was a huge success and we hope to see all of you again this year!

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.

Please make sure you have updated your records to the new address for the Chapter: PO Box 11543, Jacksonville, FL 32239. Business hour phones will be answered by the FSPA State office at 800-548-6774 and fax at 941-366-7433. Your Chapter leaders are: President John Garner, 743-2060; Vice President Jimmy Batts, 246-2455; and Treasurer David Pruette, 272-7225.

We are all feeling the crunch of the tough economic times. Let's continue to work together and make this Chapter the best! We all welcome your comments and suggestions to help our Chapter thrive in the coming year.

Northwest Florida

Chapter President: Mack Crumpler
(850) 902-1151
State office: (800) 548-6774
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

Tom Karst, VakPak, Inc., committed to sharing his knowledge of collector tanks, made a special trip from Jacksonville to make a presentation at the September 2 Chapter meeting. He had handouts for all attendees and offered his phone number for anyone

needing assistance in the calculations to properly install collector tanks. Several non-members attended including property management staff. Comments were heard after the meeting saying the meeting was one of the Chapter's best and showed the value in joining FSPA.

It was quite a night for **Randall Phelps, SCP Distributors, LLC**. He had multiple raffle tickets drawn. He spun the wheel of success and won a T-shirt, free registration for the next meeting and half of the raffle money collected. Randall then donated the money back to the Chapter. Thanks, Randall, for your continued support.

On October 7, the Chapter Service Council will meet at 5:00 p.m., Board of Directors at 5:30 p.m. and the Builders' Council at 6:15 p.m. At 6:30 p.m. there will be a social and light dinner/ refreshments followed by the Chapter meeting at 7:00 p.m. The program will be on gas heaters, just in time for the fall and winter season. The speaker is John Antonio, LP Gas Inspector, Bureau of LP Gas Inspection. The meetings are at Contractors Business Park.

It's a "Dress Up from the Neck UP Rally" tied into a Halloween theme. There will be raffles, unexpected prizes and more.

For only \$20 per person you can have the thrill of a lifetime. Plan to meet at 5:30 p.m. on October 24 in the Home Depot parking lot on I-95 and Woolbrite. The rally will commence in Boynton Beach with a dinner party (not included in the fee) and awards presentation.

At the starting location participants will be given a list of items to collect or projects to complete and the rally rules of play. All items must be photographed by digital and/or video cameras. Points for winning the rally will be given and tallied based on the pictures and video submitted. Anyone receiving a moving violation will be disqualified. A minimum of one person per team must be "dressed up from the neck up" in Halloween fashion.

Up to four participants are allowed per car. Come one, come all. Don't worry if you don't have four people in your group, we will pair you with others.

Proceeds from the Road Rally benefit the Palm Beach Drowning Prevention Coalition and member meeting programs in 2010. Please get as many people as possible to participate from your list of employees, family, neighbors and friends. The registration form is available at www.fspa-pb.com, local distributors or by calling the Chapter office.

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Steve Hackl, Hackl Pool Construction Co.; Tom Karst, VakPak; and Mike Geising, Gold Star Pools, at the September Palm Beach Chapter meeting.

Elections for the Slate of Officers and Directors for 2010 will be held at the October membership meeting. Anyone interested in being a decision maker for the Chapter please contact the Chapter office. Let your voice be heard. Take part in selecting your leadership for 2010. There are openings and a huge welcome wagon waiting. Be sure to register for the meeting; it's a great program just in time for the cooler fall season when people are thinking of heating their pools.

Polk County

Chapter President: Ed Delafield
(863) 665-8080

State office: (866) 930-3772

FSPAPolkCounty@FloridaPoolPro.com
www.FSPAPolkCounty.com

By Andy Heman

One of my favorite reads was a book written about one of my heroes, Sam Walton. The name of the book is *Made in America*. One chapter discusses how Mr. Walton loved changes in systems, goals or strategies because he felt change made his teammates tighter, smarter and more attune to handling challenges. Well Mr. Walton, I hope you're right because the Polk County Chapter has a major change that has left many members deeply saddened.

Mary Manion, Polk County FSPA Executive Director from November 1994 to August 2009, has said goodbye to many dear friends of her Polk Chapter. Economic conditions have given way to a Polk Chapter restructure that will leave Mary as the Executive Director of only the Central Florida Chapter where she will continue with her goal to elevate the image of the pool guy/gal to the swimming pool professional.

Appropriately enough, here are

a few tidbits about Mary. She was born and raised in Massachusetts and graduated from college in Maine. She married her childhood sweetheart Chick and they recently celebrated their 45th wedding anniversary! Mary has two children, Kelly and Katie and is blessed to have a granddaughter, Elizabeth, who is a full time student at Polk State College. Before she moved to Florida she worked as a dental hygienist and even taught elementary school. The Manion family moved to Florida so they could ride motocross in the winter and ski in the summer.

I asked Mary to comment about her long tenure serving the Chapter and its members. Mary said, "What has meant most to me about the Polk Chapter? One word, friends. We all developed the Chapter into a family of our own and I will truly miss the friends I have made over the years. Our Chapter was unique. We worked toward the common goals of raising the work ethic for builder and service members, elevating the image of the profession and most importantly educating."

In closing, admitting any less would be untruthful and not giving my opinion in the end would be out of character. When the Polk Board of Directors had to deal with this very difficult issue I witnessed their emotions, memories and deep appreciation for Mary's 15 years of service. Mary has left her permanent mark on the Polk County Chapter and I can only hope that all the members use her hard work to dull the edges of our pride, sharpen the edge of our humility, light the fires of our friendships and see ourselves as Mary saw us.

God Bless you Mary.

Space Coast

Chapter President: Shelly Grundhoffer

State office: (800) 548-6774

FSPASpaceCoast@FloridaPoolPro.com

www.FSPASpaceCoast.com

Free CE course for members! On October 6 at Doubles Hoagies Restaurant in I.H.B. the one hour course "Chapter 489 – Contractors' Responsibilities" (CILB course #0010147, one hour, meets laws and rules requirement, FPSA d/b/a/ FSPA CILB providership #0000917) will be given by **Roy Lenois, Artesian Pools of East Florida**, a sitting member of the Construction Industry Licensing Board. The evening will start at 6:30 p.m. with dinner for \$10 and the class begins at 7:00 p.m. Look for e-mails on this event for all the details.

The FSPA Swim Meet is October 9-10. We need volunteers to help with this event. This is our swim meet, so come to Orlando and see what it's all about. Go to the Web site, www.FSPASwimMeet.com for times and location.

The Web site has all the information about our association and it looks great. Visit www.FloridaPoolPro.biz and see all the things that are going on throughout our industry.

Tampa Bay

Executive Director: Karen Cobo

(813) 265-2907

FSPATampaBay@FloridaPoolPro.com

www.FSPATampaBay.com

We survived the summer! Let us hope that with autumn approaching the weather will cool down and business will heat up and we can count on a better economic forecast and new business.

Our next Chapter Board meeting is scheduled for Wednesday, October 7 at 11:30 a.m. at the Tilted Kilt, Dale Mabry. At that time we will share any and all new information with the Board. We encourage all members to attend.

The Board meets for lunch on the first Wednesday of every month at the Tilted Kilt and everyone is welcome. We are all feeling the crunch of the tough economic times. Let's continue to work together and make this Chapter the best! Come and be part of the decision making process for our Chapter.

Suggestions are always welcome! If you have an idea for a topic or a speaker for a Chapter meeting, please call the office or contact one of the Chapter Board of Directors. Board members are responsible for our meetings and will welcome your suggestions.

Suzanne Clavel, Solar Solutions, informed me that Eleanor Cox is doing well and in great spirits despite recently breaking her wrist. We all send her our well wishes and a speedy recovery to this great lady.

Hurricane season is here; contact the Chapter office for the timely and informative FSPA brochure "Swimming Pools and Storms – Tips for Storm Preparation and Reactivation." After you review the brochure, you can decide if you want to order more from FSPA to use as bill stuffers, promotional mailers or just have available in your office or retail outlet.

Treasure Coast

Executive Director: Susan Gilbert

(772) 263-2653

FSPATreasureCoast@FloridaPoolPro.com

www.FSPATreasureCoast.com

Our next Chapter meeting will be October 22 at 6:30 p.m. It will be at Golden Corral 5091 Okeechobee Road, Fort Pierce. We will be having a fall festival party. Please come join us and bring the family! We are anticipating a great time! More information will be available soon.

Ballots for the election have been sent and we will let you know who the officers are next month.

We want to thank **Ken Parker, Ken Parker Pools**, for volunteering to help at the FSPA Invitational Swim Meet. He is a very dedicated and faithful member; thank you, Ken.

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.

Code Commentary and ANSI/APSP Standards are available!

Call the FSPA office at 800-548-6774 to order your copies.

Code Commentary:

FSPA Members: \$30
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Includes commentary with the complete text of the code provisions for swimming pools from the 2007 Florida Building Codes.

ANSI/APSP Standards:

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Non-members: \$69
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You can have a black/white copy of your logo or your address printed on these brochures. It is \$15/ 100 plus a one time \$35 set up fee. Call (866) 930-3772 to order.

It is hurricane season!

Make sure your customers know the do's and don'ts for their pools when a storm is coming. The Swimming Pools and Storms - Tips for Storm Preparation and Reactivation brochure is available from the state office. Call (866) 930 -3772 to place your order.

50 brochures = \$2.50
100 brochures = \$5.00

250 brochures = \$10.00
500 brochures = \$15.00

(Plus shipping, plus tax for all prices)

Calendar of Events

October 2009

- 6 FSPA Florida West Coast Chapter Board Meeting
Noon at Jack's Magic Products, 12435 73rd Court, Largo
- FSPA Manasota Chapter Board Meeting
- FSPA Space Coast Chapter FREE CE Course
6:30 p.m. Social / Dinner
7:00 p.m. CE Course
Doubles Hoagies Restaurant, 1896 South Patrick Dr., Indian Harbor Beach
- 7 FSPA Palm Beach Chapter
5:00 p.m. Service Council Meeting
5:30 p.m. Board Meeting
6:15 p.m. Builders' Council Meeting
6:30 p.m. Social / Refreshments
7:00 p.m. Chapter Meeting
- FSPA Tampa Bay Chapter Board Meeting
11:30 a.m. Tilted Kilt, Dale Mabry
- 9-10 FSPA High School Invitational Swimming & Diving Meet**
YMCA Aquatic Center, Orlando
www.FSPASwimMeet.com
- 13 FSPA Manasota Chapter Board Meeting
11:45 a.m.
- 14 FSPA Charlotte Harbor Chapter Meeting
5:30 p.m. Social
6:00 p.m. Dinner / Meeting
Visani's Restaurant
- 15 FSPA Manasota Chapter Meeting
- 16 FSPA Central Florida Chapter Texas Hold'em
6:00 p.m. Registration, drink specials, dinner and free poker lessons
8:00 p.m. Tournament and silent auction
Home Builders Association
- 17 FSPA Northeast Florida Chapter Oktoberfest
6:00 p.m. - 10:00 p.m. Fast Boys Wings
- 21 FSPA Charlotte Harbor Chapter Board Meeting
- FSPA East Central Florida Chapter and Board Meetings
River Grille on the Tomoka
- 22 FSPA Manasota Chapter Meeting
6:00 p.m. Social
6:30 p.m. Dinner / Meeting
- FSPA Treasure Coast Chapter Meeting
6:30 p.m. Golden Corral, 5091 Okeechobee Rd., Ft. Pierce
- 23 FSPA Charlotte Harbor Chapter's "It's Raining Men" fundraiser
8:30 p.m. Charlotte Harbor Event & Conference Center, Punta Gorda
- 24 FSPA Palm Beach Chapter Road Rally
5:30 p.m. Meet in the Home Depot parking lot (I-95 & Woolbrite)
- 27 FSPA Florida West Coast Chapter Annual Tampa Bay Area Pool Industry Tabletop Event
6:00 p.m. - 8:30 p.m. Ruth Eckerd Hall - Great Room
1111 McMullen Booth Road, Clearwater
- 28 FSPA Charlotte Harbor Chapter Board Meeting
4:30 p.m. 258 Bangsberg Rd.
- 30 FSPA Design Awards entry deadline

November 2009

- 10 FSPA Central Florida Chapter Meet & Greet with Legislators
- FSPA Manasota Chapter Board Meeting
- 11 FSPA Charlotte Harbor Chapter Meeting
- 19 FSPA Manasota Chapter Meeting
- 24 FSPA Charlotte Harbor Chapter Board Meeting

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Blue Palm Tree Jacquard	\$45
Jacket (windbreaker)	\$47
Hats & Visors	\$14
Messenger Bag	\$25
Tervis Tumblers	\$8 ea., 2 for \$15, 4 for \$30
Business Card Holder	\$5
Multi-purpose Tool	\$15