

## Spread the word -Vote No on 4

If you like the recession, you'll love Amendment 4. Citizens for Lower Taxes and a Stronger Economy, Inc. is a non-profit, non-partisan organization working to defeat Amendment 4—a statewide "Vote on Everything" initiative—which will lead to higher taxes, fewer jobs and endless litigation at taxpayer expense. More than 270 leading business, civic, labor and planning groups have opposed Amendment 4; more join the fight every day.

Amendment 4 will require California-style, taxpayer-funded referenda for any change to a local government's comprehensive plan. Under this measure, it would not be uncommon for voters to decide 200 to 300 technical land-use planning amendments every year at the ballot box. The higher costs, longer delays and greater uncertainties imposed by such a measure

[www.Florida2010.org](http://www.Florida2010.org)

will hurt small businesses the most. According to The Washington Economics Group, Amendment 4 would cost more than 267,000 jobs in Florida. Each year, it would drain more than \$34 billion from our state's economy while taking nearly \$12 billion out of the pockets of Florida's working families.

After three failed attempts to reach the ballot, the special interest lawyers promoting Amendment 4 have finally succeeded in placing their amendment

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## Insurance By Ken Brown pays out dividends of \$160,000

FSPA members that are clients of Insurance by Ken Brown, Inc. and are insured through the Amerisure Insurance Company have received their dividend checks! A total of \$160,000 has been paid out. Congratulations! Your participation in the FSPA insurance program not only benefits you but also

the FSPA.

In order to be eligible for dividends you must be a member of FSPA at the time the dividend is calculated and declared. Dividends are only awarded to companies that have a loss experience that meets the eligibility requirements of the program.

**Design Award entries are due October 29!**

**See more details on page 4.**

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## Florida Pool Pro<sup>sm</sup>

Published monthly by the Florida  
Swimming Pool Association

**Association Mission: Promoting  
Florida's swimming pool industry.**

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# Sponsors and volunteers needed



Join us for this great event October 8-9 in Orlando!

Sponsorships start at just \$100. Show these future pool owners you support them!

Volunteers are needed Friday, October 8 and Saturday, October 9. The meet is at the YMCA Aquatic Center in Orlando. Volunteers are in the middle of the action as swim lane timers. Don't miss it!

Sign up at [www.FSPASwimMeet.com](http://www.FSPASwimMeet.com)!



*2009 FSPA Swim Meet - a race about to begin!*

**January 14-15, 2011**

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**Board of Directors Meeting**

**Hyatt Regency Grand Cypress  
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## == PRESIDENT'S COLUMN ==

# Accepting our circumstances



**Eva Adcock**  
FSPA President

I, like so many people, have been following the story of the Chilean miners that have been trapped since early August. You may remember the 33 miners were trapped for 17 days before the world ever knew!

We don't have an adequate perspective of the euphoria that everyone had when it was determined that they were still alive roughly 2,300 feet below the ground. Their lives had all changed in an instant and they found themselves now "living in a spot the size of a small apartment" (according to the

New York Post). The first reports seemed unbelievable that the men somehow didn't complain about any of their circumstances, but eagerly sent happy greetings to loved ones and strangers. Can you imagine the miners' disappointment when they heard that their rescue would be completed around Christmas? However, if they were disappointed, it was merely overshadowed by their perspective. They were all alive and would eventually be rescued. As famous English nobleman John Lubbock once said, "What we see depends mainly on what we look for."

I instantly thought of the world above the miners. Have we been inspired by them to make the best of our circumstances? When daily events throw a road block in front of us do we jump over it, go around it or just stop and wait for someone else to

clear the path? We each have more control over our lives and circumstances than we often give ourselves credit for. We're not limited to four walls and sitting in the dark. Our impact can be positive and it can be felt by many people.

We can learn many things from these miners who bravely have faced their circumstances. First, their willingness to look at the bright side; things could be worse. Second, the men have worked together. CNN reports that the men have split into two shifts and keep themselves entertained with exercise and playing cards. They hold daily meetings and make decisions by consensus. As Master Yoda said, "In a dark place we find ourselves and a little more knowledge lights our way."



## February 11-12, 2011

The Show doesn't conflict with Daytona 500 or Bike Week.

## Prepare for the 2011 Design Awards!

The FSPA Design Awards are a way to celebrate the fine workmanship and hard work that is put into building a great swimming pool, spa or water feature. Licensed pool builders judge each project on soundness of design, beauty, functionality, workmanship and client testimony.

Winners receive a plaque that displays a photo of the pool and the award they received. They can also use the Design Award Winner logo as a marketing tool. All winners will be recognized at the Orlando Pool & Spa Show. An award reception will be held Thursday, February 10 and the pools will be on display inside and outside of the exhibit hall during the Show.

Entries are due October 29! Go to [www.FloridaPoolPro.biz](http://www.FloridaPoolPro.biz) and click on Programs under the Member Services tab to get all the details and the entry form.

*This pool was built by Swim Incorporated and won a Gold Award and a Technical Achievement Award in the 2010 Design Awards.*



# FLORIDA POOL PERMITS

Provided by HBW / [www.hbweekly.com](http://www.hbweekly.com)



County Name	July 2009	July 2010
<i>Alachua County</i>	9	6
<i>Bay County</i>	14	19
<i>Brevard County</i>	12	18
<i>Broward County</i>	36	43
<i>Calhoun County</i>	0	0
<i>Charlotte County</i>	15	26
<i>Citrus County</i>	15	17
<i>Clay County</i>	22	13
<i>Collier County</i>	29	45
<i>Dade County</i>	52	55
<i>Duval County</i>	32	35
<i>Escambia County</i>	16	13
<i>Flagler County</i>	8	11
<i>Franklin County</i>	0	0
<i>Gadsden County</i>	0	0
<i>Gulf County</i>	0	0
<i>Hernando County</i>	8	15
<i>Highlands County</i>	2	9
<i>Hillsborough County</i>	38	60
<i>Holmes County</i>	1	1
<i>Indian River County</i>	20	18
<i>Jackson County</i>	1	1
<i>Jefferson County</i>	3	0
<i>Lake County</i>	19	11
<i>Lee County</i>	52	88
<i>Leon County</i>	6	7
<i>Liberty County</i>	0	0

County Name	July 2009	July 2010
<i>Manatee County</i>	32	33
<i>Marion County</i>	21	14
<i>Martin County</i>	10	10
<i>Nassau County</i>	9	4
<i>Okaloosa County</i>	12	13
<i>Orange County</i>	51	52
<i>Osceola County</i>	10	18
<i>Palm Beach County</i>	49	69
<i>Pasco County</i>	34	21
<i>Pinellas County</i>	37	35
<i>Polk County</i>	31	26
<i>Putnam County</i>	3	1
<i>Santa Rosa County</i>	16	29
<i>Sarasota County</i>	14	23
<i>Seminole County</i>	8	2
<i>St Johns County</i>	26	31
<i>St Lucie County</i>	17	11
<i>Sumter County</i>	14	27
<i>Volusia County</i>	16	19
<i>Wakulla County</i>	2	1
<i>Walton County</i>	9	10
<i>Washington County</i>	2	2
<b>TOTALS</b>	<b>833</b>	<b>962</b>

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**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](http://www.hbweekly.com) for county coverage. **HBW, Inc. 877-332-1411**

## ENERGY TALK



# The pool industry and LEED

## How do we get involved?

By Rick Myers, Auto Pilot Systems, Inc.

Probably in the year 2010 almost everyone has heard the acronym LEED, but do we know what it means to us, both as contractors and consumers? If any of us have been on a project that is attempting to achieve LEED green building certification then we may know what it is, but there is also a good chance that we know nothing of this and may not even know if we have been in a facility that has this building certification. It is a safe bet that sometime in the not-to-distant future we will probably be asked as manufacturers and contractors to be a part of this process.

LEED (Leadership in Energy and Environmental Design) is a third party certification program, and the nationally accepted benchmark for the design, construction and operation of high

performance green buildings. LEED gives building owners and operators the tools they need to measure building performance. LEED promotes a whole building approach to sustainability by recognizing five key areas. These areas are human and environmental health, sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality. I think the pool industry has a great many products that meet one or more of these categories.

In addition, ratings are done in the following building areas; new construction, existing building; operations and maintenance, commercial interiors, core and shell, schools, and healthcare, to name a few. The United States Green Building Council is also in the process of developing

a rating system for residential development. At the FSPA Board meeting in June, there was a house I walked by within a quarter mile of the hotel that is being built as a LEED certified structure.

Now, if a building has this certification, can they charge more for the services they offer, or can they charge a higher price for the real estate? The answer is probably no, but the value to the property is evident. If a commercial property achieves one of the four certifications in building operations and maintenance, then you can be pretty sure the building and all of its systems are running at the highest efficiencies possible. If a hotel, for instance, wants to get a certification for water efficiency,

*Continued on page 13*



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**Jandy**

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# Thank you to our loyal, longterm members

Thank you for supporting the swimming pool and spa industry for so many years. Your membership has made a positive impact and helps shape the environment of the industry. Here is a list of companies that have been members of the Florida Swimming Pool Association for five years or more.

## 39 to 35 year members

Org Name	Member Since
All-Pool Service and Supply	9/7/1971
Triangle Pool Service	11/26/1971
Aqua-Blue Aquatech of Central FL	10/24/1972
National Pools of Pasco Inc	1/22/1974
Florida Bonded Master Pools Inc.	6/23/1975
Gorman Company	6/24/1975
Griffin Pools Inc	11/3/1975

## 34 to 30 year members

Org Name	Member Since
Atlantic Pool Maintenance Inc	5/19/1976
Gator Pools & Spas Inc	5/5/1976
Clear Pool Maintenance Inc	7/18/1977
Florida Pool & Spa	5/13/1977
Portofino Pools	7/12/1977
Van Kirk & Sons Inc	5/24/1977
Surfside Pools & Spas	2/27/1978
Bay Area Pool Service	7/16/1979
Champagne Aquatech Pools of CF	4/26/1979
Naples Pool Service Inc	2/19/1979
Pool Corp, LLC	3/5/1979
All American Pool-N-Patio Inc	11/21/1980
Artesian Pools Inc	6/25/1980
Atlas Pools of Central FL Inc	4/7/1980

## 29 to 25 year members

Org Name	Member Since
C F Curtis Construction Inc	6/19/1981
Central Florida Swimming Pools	3/16/1981
Hoffa, Mr Dale	5/28/1981
Insurance By Ken Brown	11/2/1981
LaGasse Pool Construction Co	9/8/1981
All Florida Pools Center	10/29/1982
Artesian Pools of East FL Inc	12/20/1982
Kerry Martin Pool Builders Inc	5/7/1982
Pool Builders Inc	7/23/1982
The Batts Company	6/8/1982
Casa Pools	8/17/1983
Fun State Pools Inc	1/12/1983
Ike's Carter Pool Companies Inc	9/26/1983
Nassau Pools Inc	10/11/1983
National Pool Service Inc	4/25/1983
Team Horner	8/22/1983
Gunn Sales	5/2/1984
Pelican Pools	12/14/1984
Waterline Pools & Spas Inc	5/11/1984
Coastal Pool Service, LLC	4/1/1985
Hixon's Pool Repair & Supply, Inc.	2/13/1985
Pool Pal Inc	10/23/1985
Riviera Pools of Tampa	4/15/1985
The Pool Pleaser	10/9/1985
Tuttle's Pool Co Inc	8/8/1985

## 24 to 20 year members

Org Name	Member Since	Org Name	Member Since
Horizon Pool & Patio Inc	4/10/1986	Erickson Pools Clermont by Dasa Ventures Inc.	4/13/1988
Landmark Pools Inc	2/12/1986	Mirasol Fafco Solar	3/23/1988
Luli Pool Service & Supplies	4/16/1986	Seminole Excavation	4/13/1988
Matt's Pool Service Inc	9/8/1986	Superior Solar Systems LLC	5/18/1988
Reed's Swimming Pools & Serv Inc	11/12/1986	Swain Pools & Spas	5/11/1988
Roll-A-Way Protective Pool Fence	10/22/1986	Tile Specialties	8/9/1988
Twin Lakes Pool Corp	2/12/1986	Atlantic Coast Aluminum Inc	7/13/1989
Vinyl Inground Pool Corp	4/30/1986	Gulf Coast Pool & Spa Inc	10/23/1989
Abundant Energy Inc	7/16/1987	Ken Parker Pools Inc	4/6/1989
Bob Herrold's All Seasons Swimming Pools	11/30/1987	MMI Products dba Pilot Steel	3/2/1989
Broward Pool Company	7/9/1987	Nautilus Pools Inc	3/14/1989
Essig Pools Inc	1/7/1987	Solar Energy Systems	6/15/1989
Hackl Pool Construction Co. Inc.	3/16/1987	Southern Pools Inc	10/23/1989
Knox Pools Inc	6/3/1987	Star-Lite Pool Builders Inc	2/3/1989
Manning Brothers Pools Inc	7/16/1987	American Leak Detection PB	11/8/1990
Paradise Pools & Spas	1/29/1987	Bob's Pool Service Inc	10/10/1990
Swimming Pools Etc	2/11/1987	Bowles Custom Pools & Spas Inc	2/12/1990
Treasure Coast Pools	7/16/1987	Devin Cahn Associates, Inc.	2/12/1990
Advanced Pools	8/17/1988	Dixie Pools & Spas Inc	7/27/1990
Barb's Pool Service Inc	4/29/1988	Miller's Home Services Inc	2/12/1990
Challenger Pools of Tampa Inc	4/29/1988	Pools by John Clarkson Inc	2/1/1990

Continued on page 16

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## INSURANCE UPDATE

# The value of fleet safety and driver training (Part 3)

By David Griffiths, Insurance By Ken Brown

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

**Fleet Maintenance and Inspection:** Once there is a well-selected and trained driver you need to make sure he / she is behind the wheel of a safe and sound vehicle. There should be a formal, written checklist that each vehicle should be subjected to each day. Prior to leaving the

yard each day, the driver should be held responsible for inspecting lights, signals, tires, mirrors, seat belts, checking fluid levels and for fluid leaks, etc. This applies to vehicles as well as trailers. The driver should be required to sign the completed checklist as confirmation this has been done. There should also be a written policy on the proper transportation and storage of tools, equipment and supplies. There should be a formal periodic maintenance program that includes the inspection of all operating systems of the vehicle and includes the checking and changing of fluids, belts, hoses, tires, brakes, wipers, etc. Since there are corrosives and chemicals transported, the vehicles should be washed regularly.

We all know that accidents are much more costly than just absorbing the collision

deductible. There is loss of the use of the vehicle, negotiating with the insurance carrier, lost productivity and customers who may not receive attention from you in a timely fashion. In a worst case scenario you also lose an employee to injury for a period of time and all of the scheduling adjustments that must be made to compensate for the loss of vehicle and/or driver. Statistics tell us that 50 percent of all accidents are preventable. A sound fleet safety program can help keep your business running smoothly, avoid accidents and make your company much more attractive to an insurance carrier.

The first two portions of this article can be found in the August and September issues of *Florida Pool Pro<sup>sm</sup>*.

## Proposed Constitutional Amendments

By Kari Hebrank, FSPA Lobbyist

### **Constitutional Amendments**

Known as the "Hometown Democracy" amendment (Amendment 4), this proposed constitutional amendment would shut down construction in our state. This bad idea would require voters to approve every local government comprehensive plan amendment. If passed, it is estimated that Amendment 4 will cost Florida over 270,000 jobs statewide and shrink our state's economy by \$34 billion annually. FSPA is part of the "Vote No on 4" campaign to defeat this job-killing amendment and we encourage everyone to help mobilize industry opposition by registering online at: [www.Florida2010.org](http://www.Florida2010.org),

Constitutional amendments relating to the new federal health care system (Amendment 9), property tax relief for first-time homebuyers (Amendment 3) and

the Florida Legislature's redistricting plan (Amendment 7) were all recently struck down by the Florida Supreme Court due to ambiguity. Constitutional amendments 5 and 6 relating to redistricting proposed by the group entitled "Fair Districts" are still on the ballot. Amendments 5 and 6 would prevent lawmakers from drawing political boundaries favoring incumbents, minority representation or political parties.

Amendment 8 would revise the current restrictions on class size in Florida schools, relaxing the strict requirements by allowing a class size average rather than a specific number of students per classroom. Amendment 8 is being challenged by the Florida Education Association whose teacher members want to keep the per student ratios voted on in 2002. Interestingly, school administrators and superintendents

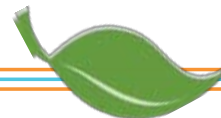
support an average-wide approach.

Lastly, two amendments, one to repeal the campaign finance law providing public funding to state candidates (Amendment 1) and another that provides an extra property tax exemption to active duty military members who served overseas (Amendment 2) have not faced opposition.

### **Building Permit Fee Surcharge**

An important piece of the recently-enacted HB 663, a.k.a., the building code bill, is a change in the methodology for calculating building code permit surcharge fees. The change is in large part due to the need to have a consistent methodology for calculating and collecting the fees necessary to fund enforcement of the building code, the

*Continued on page 16*



## Sell the benefits

By Bob Anthone, Mike O'Brien's Pool Store

The record of mankind is conclusive proof that progress is our most important commodity, but we are all most comfortable with what we know. This goes for our customers too. If we like what we have, why change? In the pool industry, as in many industries, progress in the form of innovation is growing rapidly. We, as pool professionals, are constantly learning about these new technologies and what is available to our customers. The question arises, how do we present these technologies to our customers to make a sale?

"I don't want to spend that kind of money." "It is too expensive." "Just replace what was there." "I don't need that." We have all heard these kinds of objections. It is our job to overcome these objections in order to make the sale.

Know what the objections are before they are raised and answer them before the customer asks. The most common is price,

but it can also be trust, reliability or timing. In order to overcome a price objection, our first inclination is to cut the price, but that is really not the answer. The answer lies in not only selling the features but showing the customer the benefits of owning it. The features are just what the product does. The benefits are what the product does for the customer and how it will make their life easier, save them money or help them live "green."

Salt chlorination features the manufacture of chlorine in the pool. The benefit to the customer is that they don't have to go to the store to buy chlorine and bring it home. Easy, but other benefits include soft water, no peaks and valleys in chlorine level, not ruining their vehicle's carpet, as well as being a "green" product. It makes their life easier.

Automation controls the valves, lights or other equipment so they don't have to go

around the home, climb into the bushes, etc. With the new technology, they can even do it from their computer or phone. Again, it makes things easier.

Variable speed motors are beneficial because they are energy efficient and save the consumer as much as 90 percent of energy costs by slowing down the speed while still providing plenty of filtration. The pump pays for itself within two years. Other features and benefits are that it lasts longer, which saves even more money, and that it runs quieter, so they can enjoy the aesthetics of their running water and nature. Again, explain not only what the product does but what it does for the customer.

By knowing the facts, features and benefits, you show your customer that you are a professional. Embrace all the new technologies and use them to benefit your customers and your bottom line.

## Spread the word - Vote No on 4

*Continued from front page*

on the November 2010 ballot. Citizens for Lower Taxes and a Stronger Economy was founded by sunshine state business and community leaders to alert voters to the dangers of this extreme amendment. Every small business, working family, teacher, health care provider, community leader, elected official, and mainstream environmentalist - every Florida voter - needs to know that our unique quality-of-life is at stake. If Amendment 4 is passed this November:

THE DISRUPTION of local communities and the daily lives of Floridians will be extraordinary. Cities and counties will be required to hold elections for each proposed comprehensive plan change - not just major projects, but even minor technical details. According to a review of state records, this amendment would have required an

average of over 10,000 additional local votes per year in Florida. In fact, had Amendment 4 been law in 2006, the voters of Carrabelle - a small Franklin County town - would have seen 617 separate questions on a single ballot!

THE DISORDER will further disenfranchise Florida's already-fatigued electorate. Voters will be deluged with highly technical background materials prepared by the local government planning staff. The legalese of proposed comprehensive plan changes, often puzzling for expert engineers and attorneys, will further dampen voter turnout. Lines at voting booths will grow as Floridians attempt the virtual impossibility of voting on hundreds of separate and often confusing ballot questions.

THE COST will be astronomical.

Every city and county in Florida will be burdened with the time and cost of holding additional elections to vote on proposed changes to comprehensive land use plans. The Orlando Sentinel wrote that the costs of these elections would "soar into the millions." In these tough times, the last thing Florida needs is an amendment that will cost jobs and waste taxpayer dollars.

THE RESULT will be a system that is far worse, not better. That's why respected environmental leaders refuse to support the amendment. They know this amendment will not put a stop to all development, but will make well-planned, smarter growth impossible - thereby encouraging sprawl that reduces green space and makes effective growth management unachievable.

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## FSPA BENEFIT HIGHLIGHTS

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Stop collecting MSDSs; sign up for access to millions of MSDSs and a telephone hotline for emergency assistance. Services are available 24 hours a day, 7 days a week, 365 days a year. You can sign up at any time.

Florida Swimming Pool Association and 3E Company are partnering to provide members easy-to-use, cost-effective, electronic MSDS sheets and information as part of your hazmat compliance program.

The 3E and Florida Swimming Pool Association partnership provides members with a suite of services that are tailored to assist pool professionals in lowering risk and cost, increase productivity, maintain a safe environment of care for customers and employees. You also get OSHA, DOT and SPA compliance support and expert live assistance and advice on compliance / hazardous materials.

As a Florida Swimming Pool Association member you can take advantage of the benefit of acquiring these services for \$75 annually, while non-members pay \$350.

3E MSDS On Demand offers live telephone assistance 24-7-365 for all MSDS requests. Round-the-clock hotline access to the 3E Company HazMat Mission Control Center to assist with compliance of OSHA's HazCom Standard.

3E Spill Hotline provides timely information resources and professional guidance for chemical spill management 24-7-365. When a chemical spill release results in an emergency situation, 3E can dispatch an emergency responder to the spill location while providing immediate MSDS and chemical information to assist the employees reporting the incident.

3E's Poison & Exposure Hotline provides access 24-7-365 to professionals for medical concerns related to a chemical or product exposure, inhalation or ingestion. We provide access to physicians, toxicologists and poison control specialists who are accredited with the American Association of Poison Control Centers.

3E is your trusted global provider of chemical, regulatory and compliance information services. Participants receive workplace posters and hotline stickers for all vehicles.

To sign up for only \$75 / year call FSPA at 800-548-6774.

### Type of MSDS Request:

- Emergency Requests – Immediate to 15 minutes
  - Poisoning / Chemical Exposure
  - Chemical Spill
  - Human or Environmental Contamination
  - Fire*\* These types of requests should not be faxed, e-mailed or mailed. Call our hotline for immediate assistance.*
- Urgent Requests – Immediate to 30 minutes (25 page maximum under 10 MSDS)
  - Regulatory Agency Requests (OSHA, EPA, fire department, Joint Commission)
- Standard Requests – Immediate to 8 hours (25 page maximum under 10 MSDS)
  - Employee Requests
  - Customer Requests
  - Contractor Requests
- Mail Requests – Standard: mailed within 3 business days  
Rush: mailed within 24 hours (Requests of 10 or more MSDS)

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www.puritypool.com

# The pool industry and LEEDS

## How do we get involved?

*Continued from page 6*

don't you think they would spend money to ensure their pool does not leak? If a pool is located indoors, then is the room that the pool is in part of the total package for indoor environmental quality?

With COP's of 5.0 or higher, I would think electric heat pumps would go a long way in helping a property achieve an overall energy efficiency rating. I think a heating system that uses the sun as its source would qualify as a sustainable heat source, wouldn't you think so? Lastly, a chlorine generator that makes chlorine on site by continually reusing the same ratio of electricity and salt fits my definition of sustainability. Fact is, this would meet the LEED criteria, as the addition of an electronic chlorine generator helped a resort in Colorado to achieve a LEED Silver

Certification.

All around us people and buildings are moving forward to help save money in operating costs. These people understand that in order to save they must spend on new technology. They are also thirsty for different industries within the framework of their properties to assist them in that task. Clear blue, heated water is pretty much a necessity for a hotel or resort to survive in Florida and the company that can show them the least costly way to get there without sacrificing the end product will be the one that gets the business.

Does are industry want to be in front of this or wait until it backs up to meet us? Any economic model will tell you the profit and consumer loyalty is on the front end. Where do we want to be?

Where do people go for information on pools?

[www.FloridaPoolPro.com](http://www.FloridaPoolPro.com)

Advertise directly to your target market!

Everyone can benefit from an ad on the Find a Pool Pro search page. Retail and service can put an ad on the maintenance page.

For all page availability and pricing, e-mail [ctyson@floridapoolpro.com](mailto:ctyson@floridapoolpro.com).

When your *pool* needs resurfacing...

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We gathered the entries...



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### Pleatco Perfect PoolGuy Entries 2010

I put my heart and soul into this industry. I wake up every morning thinking of different ways to improve this industry and make in-ground pools affordable for all classes of people. I really truly love what I do!!!  
Kris Sowers, Florida

My daughter was in the hospital for more than 2 months and we almost lost her. But the faith of my customers, their prayers and their referrals to new customers helped me stay above water and kept us all going. If I become the Pleatco Perfect Pool Guy I would owe it my wonderful customers and my family. All this gives me the strength to I think I'm making a difference in the world and helping to improve our great industry.  
Kent Simpson, California

She is the most awesome person on the planet. Pam is a wonderful worker and the best pool gal anyone could ever have. Everybody loves Pam Nagy!  
Veralin Phillips-Michael, Alberta

My dad Harry LOVES work, He is there 7 days during the summer. He knows everything, is the perfect pool guy and a Legend on Long Island. Everyone loves him.  
Stephen Maier, New York

I've been in the pool and spa industry for over 10 years, and strive to give my customers only the best products to fit their lives and needs with the least amount of work and worry. Time is money, and with pleatco we save both.  
Jacob Wheeler, New Hampshire

Nick Falco is so wonderful, he puts up with my daily calls and he comes and fixes the problems that other pool companies couldn't repair and for that I am fully grateful. He is so patient with me and answers all my questions.  
Carmen Ramirez, Illinois

Page 1 of 25 >

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## Now you pick the winners.

Pleatco in association with Genesis 3 and Reemay are proud to pay tribute to the unsung heroes of our industry and sincerely thank all the entrants into this years contest. With a multitude of great entries, we now need your help to decide the winners. Support the local nominated Pool or Spa Technician in your home state. **Every vote counts!**

**Visit our website and cast your VOTE today.**

**www.pleatco.com**

## Proposed Constitutional Amendments

*Continued from page 9*

Building Code Administrators & Inspectors Board (BCAIB), the Construction Recovery Fund and the Department of Community Affairs. Rather than just calculating on the “footprint” of a building as is currently done, the new procedure will base the fee on the entire square footage, thus providing a more accurate fee to reflect the amount of work conducted by the building departments. Local governments are required to remit the fee electronically on a quarterly basis and the local building departments may retain 10% of the surcharge collected to fund the participation of building departments in the national and state building code adoption

process and to provide education related to enforcement of the Florida Building Code.

Additionally, a 3% surcharge of the permit fee will be added to fund the enforcement of the Florida Building Code on any permits issued for new construction, repairs, renovations, alterations and additions. This includes permits issued for electrical, gas, mechanical, plumbing, and roofing work. The minimum amount collected on any permit issued shall be \$2. The 3% surcharge is split, with 1.5% funding the Florida Building Commission and the Department of Community Affairs and 1.5% funding the Building Code

Administrators & Inspectors Board and the Florida Homeowners’ Construction Recovery Fund.

### **Growth Management**

On the basis that it is an “unfunded mandate” last week the Supreme Court threw out SB 360, the growth management reform law that would have relaxed some transportation concurrency requirements and urban development requirements. The law was challenged by several cities along with the Florida League of Cities and the Florida Association of Counties.

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# Timex vs. Rolex

*Article provided by Grandy & Associates*

This month's article is a follow up to the August article entitled "Pizza Hut Ruined the Market" when we talked about how Pizza Hut lowered their pricing. It was a great marketing scheme -- "Any size pizza, any toppings for \$10!" People flocked to the restaurant and sales were up, which was the good news. The bad news was that eventually all the pizza places in town lowered their prices. Now the public knows the "real" cost of making a pizza; the new public expectation, set by Pizza Hut, is to pay \$10 for any pizza. It's going to be difficult, if not impossible, to go back to old (profitable) pricing.

The economy has been down for the past 12-24 months, and the reaction of most contractors has been the same: as an industry, we lowered our pricing. When one contractor lowered his price, so did the guy down the street. As a result, here's what we're now telling our customers without actually saying it: "We have been ripping you off at the higher prices we used to charge." The cost customers are now "expecting" to pay for replacing equipment just went down.

Now let's change our thinking a bit and focus on two amazing watches that have been very successful for a very long time -- Rolex and Timex. What would you say if I asked you, "What's the main difference between a Rolex watch and a Timex watch?" Most would instantly say price, which is absolutely right. A good Timex watch will normally cost less than \$25, and a Rolex can easily run you \$25,000 to \$50,000.

Guess what? Both watches will tell you what time it is.

I understand the Rolex watch will probably not lose a second over the period of a year, while the Timex may need to be reset every couple of months since it lost a minute or two. But hey, they both do a pretty good job of telling you what time it is. So what's real the difference in the two watches? Let's see if you can draw some conclusions about your market and how to approach the customer.

## Features vs. Benefits

A feature is what the product does for

you. The benefit is the real, or perceived, value the feature provides. The Timex watch sells a feature -- it keeps pretty good time. When it comes to buying a Rolex, the feature that's expected is that it keeps great time, all the time. Rolex sells the benefits.

How does owning a Rolex make you feel? What does owning a Rolex tell your friends and business acquaintances? What about long-term value? Which watch will maintain, or lose, value while the other maintains or increases in value? Which watch is an investment versus a purchase?

Think about each of these questions when it comes to what you offer in your market place versus what others offer.

## What Is the Profit Margin?

It is my suspicion that there is a much greater profit margin in selling a Rolex for \$50,000 versus a selling a Timex for \$25. How many Timex watches do you suppose you would need to sell to make the same total net profit earned by selling one Rolex? That is not to say Timex has a bad business plan. Their plan is simple and it works for them. Make a \$1 per watch and sell a zillion of them. There is nothing wrong with that. Their business plan works and, as far as I can tell, they didn't change it based on the economy.

Now look at your company. How many lower-priced pieces of equipment do you have to sell to make the same profit you would have earned by selling a high-end piece of equipment, priced properly? How many sales presentations did you have to make in each case? How much time and energy did it take to sell five lower-priced units in order to make the same profit you would have made by selling one, properly priced, high-end unit?

## Where Do You Buy Each Watch?

Timex watches are sold everywhere. You can get them at Wal-Mart, K-Mart, or even the Dollar Store. Where is a Rolex sold? You will find them at high-end jewelry stores or standalone Rolex stores. Rolex does not go door-to-door selling their watches; the customer comes to them. The Rolex customer knows the value before

they come to the store. Their customers pre-screen themselves before they make contact with the Rolex outlet.

Guess what? Your customers are doing the same thing! What is the customer's perspective of your company and what you sell? I doubt Rolex customers do any haggling with the jewelry store clerk over price. The value is what it is and price is what it is. If the customer wants to pay less they have an option, they can go to Dollar Tree or Wal-Mart and buy a Timex.

## Who Is Their Customer?

Timex sells to everyone. Rolex has a very select, high-end clientele. They target the client who has both the ability and the desire to purchase their product.

Who do you market to? If you are marketing to a clientele that neither has the desire, nor the money, to purchase what you offer the deciding factor will be price. If price is the determining factor, you will never be profitable in any market, good or bad.

## The Wow Factor

When John or Mary purchased a Timex watch at the Family Dollar Store, who do they tell? Chances are very good they never mention their purchase to anyone. However, when someone just spent \$25,000 on a new Rolex, I believe they will find some way to tell someone about it. They want the world to know they have purchased this great watch. In essence, the Rolex purchaser just became a Rolex sales rep. What do your customers tell their friends about the new equipment you just installed?

Timex and Rolex both have their places. The question is, which one do you want to be in your market place? My hope is that your desire is to become a Rolex-type company in your market place. Your company and products will not only stand out among your competition, but there are a few wonderful side benefits. You now have happy customers who have become advertisers for your company, and you are making a profit.

If you want to jump start your business, and you are serious about profitable growth,

*Continued on page 19*



# Thank you to our loyal, longterm members

*Continued from page 7*

## 19 to 15 year members

Org Name	Member Since				
Broward County Health Department	6/27/1991	Gulfstream Pools & Spas Inc	4/22/1992	Pool Works	9/12/1994
Coastline Pool Service Inc	7/8/1991	Mr. Marcite Inc	10/15/1992	Richard's Pool Service	5/3/1994
Futrell Custom Pools Inc	7/8/1991	Mr. Marcite, Inc.	10/15/1992	Solar-Fit	7/12/1994
Manatee Pool Service Inc	7/9/1991	Rick's Pool Service	5/6/1992	Spies Pool LLC	12/12/1994
Signature Pools Inc	8/14/1991	T C Water Features Inc	8/4/1992	Swimcraft Pools	3/24/1994
AAA Solar Source	11/24/1992	Tropical Waters Inc	7/30/1992	The Redman Group Inc	4/13/1994
All American Pool Service	5/19/1992	William Maurer	6/15/1992	Advanced Aluminum Inc	4/10/1995
Allbright Plastering Inc	9/1/1992	Aquatic Consultants Inc	11/17/1993	B1 FLA Corp dba Penguin Pools	11/2/1995
American Leak Detection	4/28/1992	Pool & Patio Center	8/23/1993	Clear Tech Pool Service Inc	5/23/1995
American Leak Detection of ECF	6/30/1992	Swimming Pools by Ike Jr Inc	7/13/1993	Coastal Custom Pool & Spa Inc	8/17/1995
Barefoot Pools Inc	7/20/1992	Aqua-Rite Inc	8/10/1994	Don's Pool Maintenance Inc	6/16/1995
Best Pools of Brevard Inc	12/3/1992	Auto Pilot Systems Inc	11/17/1994	Eagle Pools Inc	4/10/1995
Brevard Pools Inc	6/30/1992	Carlson Ross Pool & Spa	2/4/1994	M & M Pools Inc	11/2/1995
Cox Pools	8/26/1992	Ed's Spas Solar & Pools Inc	7/7/1994	Pool Draw	5/23/1995
Florida Water Products Inc	4/22/1992	Gilman Pool Service	8/10/1994	Regency Pool & Spa of FL Inc	7/24/1995
Fulton Pools Inc	1/28/1992	Iain Smith, Inc. d/b/a Aquarius Sales and Service	11/17/1994	Solar Trek Inc	9/29/1995
				Swim Systems	11/2/1995

## 14 to 10 year members

Org Name	Member Since				
Allied Universal Corp.	1/18/1996	Native Son Pool Service Inc	3/24/1998	Allsolar Service Company Inc	5/5/2000
Crystal Pools & Spas Inc	3/19/1996	Nature Coast Pools	4/29/1998	Amerisure Insurance Company	5/16/2000
Holiday Pools of West Florida Inc	3/25/1996	Solar Solutions Inc	11/10/1998	Blu-Aqua Pools	9/30/2000
Intercoastal Pool & Spa Builders Inc	8/16/1996	South Florida Custom Pools	3/30/1998	Building Trades Education Svc	1/14/2000
L & S Pool	1/3/1996	Suburban Propane	5/28/1998	Byrd Moreton & Associates	1/31/2000
Stanley Pools Inc	2/6/1996	B & L Pool Resurfacing Inc	10/18/1999	DART Pool Solutions	7/6/2000
Tropical Pools, Inc.	12/30/1996	Bill Coody Custom Pools Inc	3/15/1999	David Pruettes Elect Serv Inc	12/8/2000
Tryon Plumbing and Solar	2/16/1996	Bryant Pools, Inc.	2/22/1999	Dr Pool	9/28/2000
American Leak Detection	7/2/1997	Custom Coatings & Design Inc	2/8/1999	Favreau, Inc. dba Fiber Glass Plus	4/17/2000
Luv Tile Enterprises Inc	11/5/1997	Easy Modern Living Inc	6/22/1999	FleetBoss GPS Inc.	9/5/2000
Martin Pools & Spas	6/5/1997	Holland Pools	10/18/1999	Harbor Bay Pools Inc	11/1/2000
Splash Man Pool Service	2/11/1997	Pool Doctor Service & Supplies	3/31/1999	Hillsborough County	9/12/2000
American Beauty Pools Inc	11/25/1998	Pools by Bradley	12/16/1999	Lakeland Pool Service	10/4/2000
American Leak Detection	4/22/1998	Pools N Spas of Central Florida	10/21/1999	Louden Bonded Pools Inc	12/20/2000
American Leak Detection	12/4/1998	Quality Pools Construction Contractors Inc	4/13/1999	North East Florida Chemical Inc	4/5/2000
Amerigas Propane	9/26/1998	Sunsational Pool Systems	1/25/1999	Pacific Pools of Orlando	11/2/2000
B M Wemple Pools Inc	6/4/1998	Superior Pools Spas & Waterfalls Inc	11/1/1999	Pool Barrier - Jacksonville	6/14/2000
David Borton	4/22/1998	Tri-FL Water Treatment d/b/a Pool Works	6/22/1999	PoolDesign.net	1/5/2000
Fiberglass Pools, LLC	2/19/1998	Virgilio & Brothers Inc	4/21/1999	Popa Pools & Spas	9/26/2000
Howard's Pool World	2/18/1998	Waldhauer & Son Inc	8/16/1999	Ready's Pools	10/4/2000
Jeff Wilson Pool Service Inc	4/29/1998	Wesco Fountains Inc	6/15/1999	Royal Palm Pools	4/5/2000
Majestic Pools of Orange Park Inc.	3/23/1998	A1A Pool & Spa Service Inc	4/5/2000	Salvo Pool and Spa, Inc	9/27/2000
Mike O'Brien's Pool Store Inc	5/13/1998			Solar Energy Systems of Brevard	7/5/2000
				Southern Pool Designs Inc	1/21/2000

Portofino Pools Technical Institute is offering  
the APSP Certified Maintenance Specialist course

Schedules and information can be found at [www.PortofinoPools.com/Train.html](http://www.PortofinoPools.com/Train.html).

**FSPA members receive a discount of \$125!**

9 to 6 year members

Org Name	Member Since				
All Seasons Pools Inc	12/7/2001	A & G Concrete Pools Inc	4/2/2002	Smith Pool Supplies Inc	4/17/2002
Almar Jackson Pools Inc	9/21/2001	A M Barnes Group Inc. d/b/a Barnes Pools		Superior Design Pools & Spas Inc	4/2/2002
American Pool Builders Inc	1/9/2001		9/19/2002	Tempool Inc	4/17/2002
Authentic Pools & Spas Inc	5/11/2001	All Phase Pool Remodeling, Inc	10/25/2002	Tom's Pool Service	9/19/2002
Blue Skies Pool Service	2/7/2001	Anthony Fiore Construction Inc	6/20/2002	We Know All About Pools Inc	2/26/2002
Central Florida Advertising and Design	12/21/2001	Aquascapes Design Inc	4/2/2002	American Swimming Pool Syst	12/30/2003
City of St. Petersburg	3/29/2001	Aquatech Pools GC Inc	6/20/2002	Aquatic Training Institute	7/23/2003
Classic Marcite, Inc.	5/23/2001	Backyard Aquatics by Joyce Bowles	7/31/2002	Care-Free Pools	1/15/2003
Fail Safe Products LLC	11/19/2001	Florida Bay Pool Company	4/17/2002	Clift & Co Pools & Spas Inc	4/17/2003
Gilrie Pools Inc	3/29/2001	Florida Leak Locators	1/14/2002	Color Wheel Paint Mfg Co Inc	3/4/2003
Med's Pool Service	5/14/2001	Galaxy Pools	4/17/2002	Crystal Blue Pools, Inc.	10/1/2003
N & N Acrylics Inc	2/5/2001	Gettle Pools, Inc.	4/2/2002	Genesis 3 Design Group	2/25/2003
Paramount Pool Services Company	9/21/2001	Henson Pool Service	6/3/2002	John's Island Club	12/30/2003
Premier Pools of CF Inc	2/5/2001	Jack's Pool Service Inc	4/17/2002	Michael McShane Pools & Spas	2/4/2003
Professional Pool Subcontractors Inc	10/2/2001	Kelley's Pool Specialties Inc	7/31/2002	NuWave Pools	9/2/2003
Proline Distributors	6/26/2001	Mad River Pool Construction	8/21/2002	Olympic Pools	4/17/2003
Roden Pool Contracting Inc	2/5/2001	Phil Bowles Pools Inc	6/3/2002	Peeler Pools, Inc	10/3/2003
Sand Dollar Resort Services Inc	5/23/2001	Pool Care Specialists	10/25/2002	Sea Maiden Pools Inc	3/4/2003
Swim Inc	7/27/2001	Pools by John Garner	6/20/2002	Shamrock Pools	4/2/2003
SwimTech Inc	5/14/2001	Reef Tropical Pools	9/19/2002	Signature Pools & Spas Inc	3/20/2003
The Pool Works of Pinellas County Inc	3/29/2001	S & S Shotcrete	6/20/2002	Spa Kingdom Inc	11/18/2003
		San Juan Pools Inc	4/17/2002	Tampa Bay Pools Inc	5/29/2003
		SGM Inc	12/9/2002	Town of Jupiter Building Dept	9/26/2003

5 year members

Org Name	Member Since				
A Pool's Best Friend Inc	4/18/2005	Jack's Magic Products Inc	8/30/2005	RHR Pools Inc	10/25/2005
Aces Inc	12/19/2005	Leisure Pools of Naples Inc	2/15/2005	Seaside Pools, Inc	6/6/2005
Alan Cooper Consulting	12/19/2005	Marschand/Etheridge Sales	6/6/2005	Seminole Pool Services	2/15/2005
Citrus Pool Service	6/6/2005	Masterpiece Pool & Spa Inc	6/1/2005	Signature Pools by Chuck Stowe	8/30/2005
Florida Leak Locators Inc	11/22/2005	Mike Stewart's Pool & Pressure Cleaning	11/18/2005	Sunshine Pool Service and Supply	4/4/2005
Florida Waterscapes NWF LLC	3/8/2005	Palm City Pool & Spa Inc	5/9/2005	Surfside Pavers Inc	8/30/2005
Fun State Pool Service Inc	3/16/2005	Pinch A Penny #159	10/25/2005	Trendsetter Pools LLC	8/30/2005
Genie Pools Florida, Inc	12/29/2005	Pool-X-Perts USA Inc	10/25/2005	Wayne's Solar	4/4/2005
		Renaissance Pools & Spas Inc	1/6/2005	Windermere Pool Services	2/9/2005

## Timex vs. Rolex

*Continued from page 17*

you just might want to consider attending one of our three-day "Basic Business Boot Camps." Check the schedule of dates and locations on our Web site at [www.GrandyAssociates.com](http://www.GrandyAssociates.com). New dates and locations are constantly added.

Tom Grandy is also teaching courses at the Orlando Pool & Spa Show in February. He will teach "Cash Flow and Cash Flow Budgeting," "Effective Collections Techniques," "Is Flat Rate Pricing Right for Your Company," "Tax Tips Your Accountant Never Told You About," "Pricing Services and Products for a Profit Workshop," and "Prevent Business Growth From Putting

You Out of Business." Information on these courses will be available soon at [www.OrlandoPoolShow.com](http://www.OrlandoPoolShow.com).

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

**Target job seekers with experience in the industry!**

**Job listings in the Florida Pool Pro<sup>sm</sup> are seen in print and online. List your job opening for \$125 / month.**

## CHAPTER NEWS

### Broward

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

Mark your calendars and join us for a free CE course taught by Pat Riley, Florida DOH, on Thursday, October 14. The course will be at the **SCP-Weston** office at 2955 W. Corporate Lakes Blvd, Weston. Pizza and registration are from 5:15 p.m. to 6:00 p.m. with the two-hour class beginning at 6:00 p.m. ("64E Code Changes (Public Swimming Pools)", CILB course #0010946, two hours, meets general requirement.) Pat Riley will cover the rules and revisions regulation of the construction and operation of public swimming pools. This course will define these changes, explain their impact and suggest ways to comply with the new rules. Go to [www.FSPABroward.com](http://www.FSPABroward.com) to register or click the link in the e-mail announcement. This class will be offered to non-members for a fee of \$50.

The Broward Chapter held its annual membership appreciation "Fishin' Mission" on August 22. Over 50 people enjoyed an awesome afternoon of reeling in fish and prizes aboard the Helen S drift fishing boat.

The fishing trip was established to thank our members for their continued support of the local Chapter and was offered free of charge to all renewed members, their children and their employees. Raffle prizes were given out throughout the cruise along with the coveted "Big Fish Award." **Robert Metz, Shamrock Pool Services**, landed the biggest catch of the day, a 20+ pound bonita that took the big prize.

Competition was fierce as over 150 fish were landed by our guests during the voyage. The Broward Chapter would like to offer a big thanks to our sponsors and to our cruise co-chairmen **Ike Ikevick Jr., Swimming Pools by Ike**, and **James Smith, LaGasse Pool Construction**. Keep an eye out for our cruise next year as it is a great way to interact with other industry members and is a kid friendly event that is enjoyed by all.

The Broward Chapter is always looking for members who want to make a difference

in our industry. Please contact the Chapter Coordinator with your ideas on how to grow your Chapter or to schedule a speaker. Look for e-mail announcements regarding upcoming meetings and events. We are looking for our members to communicate back to these e-mails so click reply and send your RSVP.



*Everyone had a great time at the Broward Chapter Fishin' Mission on August 22. Over 150 fish were caught on the trip!*

### Central Florida

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

No news this month.

### Charlotte Harbor

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

The next Chapter membership meeting will be Tuesday, October 12 beginning with a social at 5:30 p.m. and the dinner/meeting at 6:00 p.m. at Visani's Restaurant. The next Chapter Board of Directors meeting will be held Wednesday, October 20 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 the ballot back 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

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

The most recent Board of Directors meeting was held on September 15 at the River Grille on the Tomoka, Ormond Beach. The guest speaker was Eric Maday, Volusia County Health Department. He gave a very informative lecture on waterborne illnesses.

The Board is working on holding a CE course in late October. Various topics of interest have been discussed. Look for an e-mail announcement with all of the details soon.

The East Central Chapter is always looking for members who want to make a difference in our industry. Please contact the Chapter Coordinator with your ideas on how to grow your Chapter or to schedule a speaker. Look for e-mail announcements



regarding upcoming meetings and events. We are looking for our members to communicate back to these e-mails so click reply and send your RSVP.

## 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 or fax the ballot back to the Chapter office. The fax number is 941-764-6050. If you have any questions, please feel free to contact the Chapter office.

Twenty-five industry members attended a special meeting sponsored by the Florida Gulf Coast Chapter to discuss the topic of "Combating the Underground Economy and Unlicensed Activities." The group reviewed the current business climate and trends specifically in Lee County. Goals were set for the Chapter including pursuing licensing for all service contractors, consumer education and increasing the reporting to the DBPR of suspected unlicensed activity. A taskforce was set up to work on a new county ordinance. For more information contact Mitch Brooks.

## 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 7 at **Solar Source** in Largo. Thank you to **Helen Daniels-Twinam** and **Solar Source** for sponsoring the meeting / luncheon. The next Board of Directors meeting will be held at noon on Tuesday, October 5 at Jack's Magic, 12435 73rd Court, Largo. Remember, 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. We are always interested in

hearing your ideas for Chapter meetings and programs. Please call or e-mail the office if you will be attending this meeting so that we can plan accordingly.

Mark your calendars and plan to join us at the Annual Tampa Bay Area Pool Industry Table Top Event on Wednesday, October 27. The event is at Ruth Eckerd Hall – Great Room, 1111 McMullen Booth Road, Clearwater. We will have an exciting mixture of pool industry displays, food, drinks and entertainment. All of this for only \$10 per person! Reserve your spot today; call or e-mail by Tuesday, October 19. 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 Chapter BBQ and Cornhole Tournament has been rescheduled for Saturday, October 2 at the Turtle Beach Complex in Venice. Volunteers to serve on the planning committee are welcomed. Information to sign up to participate will be sent out to industry members soon. Event hours will be from 11:00 a.m. to 3:00 p.m. If you have any questions, please feel free to contact the Chapter office.

The next Chapter Board of Directors meeting will be held Tuesday, October 5 at 11:45 a.m. For more information on our meeting schedule, please contact the Chapter office.

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 the ballot back to the Chapter office by October 15. The fax number is 941-764-6050.

## North Central Florida

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

FSPANorthCentralFlorida@FloridaPoolPro.com  
www.FSPANorthCentral.com

The most recent Chapter Board of Directors meeting was held September 8 at Napolitano's in Gainesville. The Board is busy putting together meeting topics and events for the rest of the calendar year. Look for e-mail announcements for all upcoming Chapter events.

Our next Board of Directors meeting will be held on October 13 at 6:30 p.m. at Ruby Tuesday's in Gainesville. A presentation will be given by **Scott Wallace, Devin Cahn Associates**, showcasing the imPower Motor.

The North Central Florida Chapter is always looking for members who want to make a difference in the industry. Please contact the Chapter Coordinator with your ideas on how to grow your Chapter or to schedule a speaker. Look for e-mail announcements regarding upcoming meetings and events. We are looking for our members to communicate back to these e-mails so click reply and send your RSVP.

## Northeast Florida

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

FSPANortheastFlorida@FloridaPoolPro.com  
www.FSPANortheast.com

No news this month.

## Northwest Florida

Chapter President: Mack Crumpler  
(850) 902-1151

FSPANorthwestFlorida@FloridaPoolPro.com  
www.FSPANorthwest.com

No news this month.

## Palm Beach

Executive Director: Doris Rohner  
(888) 818-9618

FSPAPalmBeach@FloridaPoolPro.com  
www.FSPAPalmBeach.com

The CPO course conducted by Susan Russell and hosted by the Palm Beach Chapter was a huge success. The class was held on September 11 and 18 at Contractors Business Park in West Palm Beach. The Chapter will host another CPO class this fall for those that missed the registration deadline. Watch your inbox and the Chapter Web site for details.

A special thank you is extended to all state Board members that attended the Palm Beach Chapter's welcome reception held in conjunction with the FSPA state Board meeting in Jupiter on September 24. The Chapter sincerely hopes you enjoyed your stay in Palm Beach County.

Don't miss registering for the October 6 membership meeting. **Pete Zaharuk, RayPak**, will be speaking on fall and winter preparations for keeping you and your customer's pools warm with heat pumps and pool heaters. Call the Chapter office if you have not already registered.

Don't forget to mark your calendar for the Wednesday, November 3 membership meeting at Contractors Business Park. The December 1 meeting will be the Christmas Holiday gathering at the Old Key Lime House in Lantana. There will be a gift exchange that's always fun to participate in, so plan early.

Marketplace 2011, "A Fascinating Mix of the Old and New," will be held Wednesday, March 23, 2011. Mark your calendars now. This event will exceed all your expectations with more exhibitors, more games, more auction items, and more excitement.



## Polk County

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

FSPAPolkCounty@FloridaPoolPro.com  
www.FSPAPolkCounty.com

Thank you to everyone who came out for our member appreciation Energy / Barbeque Event held on September 15 at the Ariana Beach Yacht Club. More than 50 people were in attendance and they all enjoyed award-winning barbeque from Chef Larry Bosse.

Our sponsors included **Andrew Whiting, Marathon Electric, and Mike Mikula, Hayward**. They informed attendees of new 2011 energy-efficient products. The Chapter would like to thank **John Seglem and Mike Mikula, Hayward**, for donating a Navigator Cleaner for a silent auction. There were also gift certificates donated



*John and Kay Fecht, Griffin Pools. John was the winner of the 50/50 and a gift certificate at the Polk event!*



by **Solar Source** that were won by **Tim Converse, Solar Solutions, and John Fecht, Griffin Pools**, who also won the 50/50.

The Chapter would also like to thank **SCP and Judy Williams** for all of her help in making this night a success. A fun time was had by all, just check out the photos.

The Polk County Chapter is always looking for members who want to make a

difference in our industry. Please contact the Chapter Coordinator with your ideas on how to grow your Chapter or to schedule a speaker. Look for e-mail announcements regarding upcoming meetings and events. We are looking for our members to communicate back to these e-mails so click reply and send your RSVP.



*Mike Mikula, Hayward; Tim Sutton, Tim's Pool Care; Steve Adams, Richard's Pool Service; and John Seglem, Hayward.*



*Everyone had a great time at the Polk member appreciation event September 15.*

## Space Coast

Chapter President: Dominick Montanaro  
State office: (866) 930-3772

FSPASpaceCoast@FloridaPoolPro.com  
www.FSPASpaceCoast.com

No news this month.

## Tampa Bay

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

The Tampa Bay Chapter is pleased to announce a free, member appreciation "Energy Table Top Event." Join us Tuesday, October 5 at 6:00 p.m. at the Intercontinental Hotel located at 4860 West Kennedy Blvd, Tampa. Our speakers will include Jennifer Hatfield, FSPA Government Relations Consultant, and **Steve Barnes**, APSP Technical Committee Chairman from **Pentair Water Pool and Spa**. They will address the 2011 code changes that will affect the industry, followed by a Q&A session with area manufacturers' representatives.

Join us at this event for cocktails, heavy hors d'oeuvres and networking with area companies who will showcase their new products. As of September 13, our committed sponsors are **Amerigas, Hayward, HornerXpress, Marathon Electric, Pentair, Solar Source** and **Zodiac Pool Systems**. If you would like to participate in this event please go to

FSPATampaBay.com for registration forms and sponsor forms.

The Tampa Bay Chapter is always looking for members who want to make a difference in the industry. Please contact the Chapter Coordinator with your ideas on how to grow your Chapter or to schedule a speaker. Look for e-mail announcements regarding upcoming meetings and events. We are looking for our members to communicate back to these e-mails so click reply and send your RSVP.

## Treasure Coast

Executive Director: Susan Gilbert  
 (772) 263-2653  
 FSPATreasureCoast@FloridaPoolPro.com  
 www.FSPATreasureCoast.com

The Chapter meeting date has been changed to October 7. The meeting will begin at 6:00 p.m. with a meet and greet, hot dogs and sodas at HornerXpress, 2850 SE Iris St., Stuart. At 6:30 p.m., **Misty Knight, Jandy**, will speak about the new energy laws and variable-speed pumps. Learn how to save energy and sell energy

products.

The Treasure Coast Chapter maintained 100 percent of its membership through the renewal cycle! Thank you, Treasure Coast members!

Thanks to **Vinnie Fuggetta, Safety Pool Covers**, and **Ken Parker, Ken Parker Pools**, who will be taking the time to volunteer at the FSPA High School Invitational Swimming and Diving Meet.

Ballots have gone out for our new Chapter Board of Directors. The results will be available next month.

The next Board meeting will be Thursday, November 11 at 6:30 p.m. at Palm City Grill, Palm City. The next Chapter meeting is our Christmas party on Thursday, December 2 at 6:30 p.m. at the Palm City Grill, Palm City.

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.

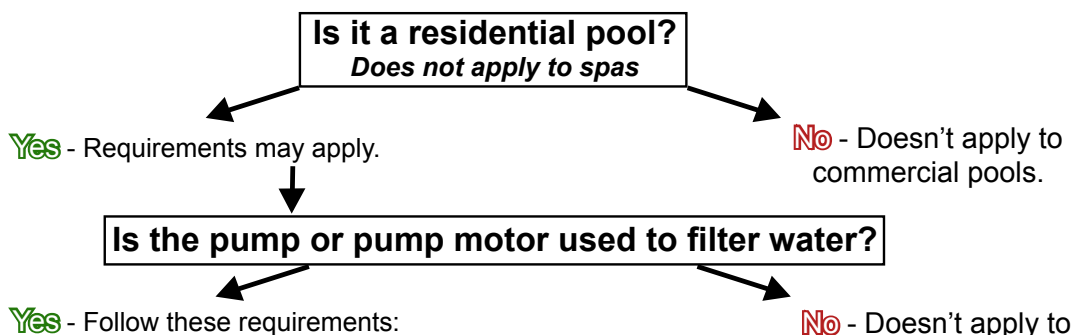
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 www.FloridaPoolPro.com



2555 Porter Lake Dr., #106  
 Sarasota, FL 34240

## 2011 Pool Pump and Pump Motor Energy Efficiency Requirements

**July 1, 2011** - Manufacturers must meet new requirements in production on or after this date.  
**December 31, 2011** - Contractors installing pumps and pump motors must comply with these requirements.



View the entire chart, including requirements, at [www.Floridapoolpro.Biz](http://www.Floridapoolpro.Biz) on the government relations - regulations page.



# CALENDAR OF EVENTS

## October 2010

- 2 FSPA Manasota Chapter BBQ and Cornhole Tournament  
11:00 a.m. - 3:00 p.m., Turtle Beach Complex, Venice
- 5 FSPA Florida West Coast Chapter Board Meeting  
Jack's Magic
- FSPA Manasota Chapter Board Meeting  
11:45 a.m.
- FSPA Tampa Bay Chapter Energy Tabletop Event  
6:00 p.m. Intercontinental Hotel, 4860 W. Kennedy Blvd., Tampa
- 6 FSPA Palm Beach Chapter Meeting
- 7 FSPA Treasure Coast Chapter Meeting  
6:00 p.m. HornerXpress, 2850 SE Iris St., Stuart
- 8 FSPA Central Florida Chapter's 2<sup>nd</sup> Annual Texas Hold 'Em  
Tournament
- 8-9 FSPA High School Invitational Swimming & Diving Meet  
YMCA Aquatic Center, Orlando**
- 12 FSPA Charlotte Harbor Chapter Meeting  
5:30 p.m. Social  
6:00 p.m. Dinner / Meeting  
Visani's Restaurant
- 13 FSPA North Central Florida Chapter Board Meeting  
6:30 p.m. Ruby Tuesday's, Gainesville
- 14 FSPA Broward Chapter CE Course  
5:15 p.m. Registration and pizza  
6:00 p.m. CE Course  
SCP - Weston, 2955 W. Corporate Lakes Blvd., Weston
- 20 FSPA Charlotte Harbor Chapter Board Meeting  
4:30 p.m. 258 Bangsberg Rd.
- 21 FSPA Space Coast Chapter CE Course  
7:00 p.m. Beef 'O' Brady's, Melbourne
- 27 FSPA Florida West Coast Chapter's Annual Tampa Bay Pool Industry  
Tabletop Event  
Ruth Eckerd Hall, 1111 McMullen Booth Rd.

## November 2010

- 2 FSPA Florida West Coast Chapter Board Meeting
- 3 FSPA Palm Beach Chapter Meeting  
Contractors Business Park
- 9 FSPA Charlotte Harbor Chapter Meeting
- FSPA Manasota Chapter Board Meeting
- 11 FSPA Treasure Coast Chapter Board Meeting  
6:30 p.m. Palm City Grill, Palm City

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## (November 2010)

- 16 FSPA Manasota Chapter Meeting
- 17 FSPA Charlotte Harbor Chapter Board  
Meeting

## December 2010

- 1 FSPA Palm Beach Chapter Christmas  
Holiday Gathering  
Old Key Lime House, Lantana
- 2 FSPA Treasure Coast Chapter  
Christmas Party  
6:30 p.m. Palm City Grill, Palm City
- 7 FSPA Florida West Coast Chapter  
Board Meeting