

Florida Pool Prosm

A PUBLICATION OF
FLORIDA SWIMMING POOL ASSOCIATION

www.FloridaPoolPro.com

FSPA High School Invitational Swimming & Diving Meet, October 9-10

The FSPA High School Invitational Swimming & Diving Meet will be held October 9-10 at the YMCA Aquatic Center, Orlando. This is the largest swim meet in the Southeastern United States! Young athletes from all over Florida come to compete and supporting them supports our industry.

It takes many volunteers to run a swim meet and we need your help. Bring your kids to earn service hours and spend the day together, or get some other FSPA members together and carpool. It takes more than 35 volunteers at any given time

to run this meet! Sign up at www.FSPASwimMeet.com. Volunteers receive a meet T-shirt and meals.

This event attracts over 2,000 athletes and around 750 spectators. That means sponsors have a captive audience made up of pool users! The meet is presented by the Florida Swimming Pool Association to benefit the Swimming Pool Safety and Education Foundation. 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!



Butterfly Sponsor: \$1,000

- 1/2 tabletop inside during event
- Logo on event T-shirt given to all athletes, coaches and volunteers
- Banner displayed inside YMCA
- 1/4 page ad in program guide

Backstroke Sponsor: \$500

- Company name on event T-shirt given to all athletes, coaches and volunteers
- Banner displayed inside YMCA
- Business card ad in program guide

Freestyle Sponsor: \$250

- Company name on event T-shirt given to all athletes, coaches and volunteers
- Small banner displayed in YMCA
- Logo listed in program guide

Relay Sponsor: \$100

- Company name on event T-shirt given to all athletes, coaches and volunteers
- Name listed in program guide

Design Awards entry deadline is October 30

Receive recognition for the great work you do by entering the Design Awards. The plaque and special logo for winners are great to display to potential customers. Don't forget to enter the new category, energy efficient pools.

Judged will be 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.

Qualified business license renewal

House Bill 425 eliminates the qualified business license effective October 1, 2009. However, licensees must still renew their qualified business licenses by August 31, 2009. Elimination of the qualified business license means that the department will no longer be issuing a separate license to your construction companies after the effective date of October

1, 2009. However, construction companies must still retain licensed qualifying agents, and the name of the company will still appear on the qualifying agent's license. House Bill 425 still provides for a fee to process applications to qualify a business and their renewals. As such, you will still need to renew your qualified business licenses by August 31, 2009.

News Splash

- **Digging up Ideas:** The man in the middle. While it is true that most men strive to achieve greatness; it is also true that many who do, do so with an entirely different goal in mind. Page 3
- **Energy Talk:** Put a lid on evaporative heat loss. Look at the facts and ways to help customers save money. Page 4
- **Service Scoop:** Bridging the gap in service. Today's customers are looking for precision, quality and a little something extra. Page 7

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September 11-12, 2009
 Committee Meetings
 Board of Directors Meeting
 Sanibel Harbour Resort & Spa

17260 Harbour Point Dr.
 Fort Myers, FL 33908

Thursday, September 10

2:30 p.m. Executive Committee

Friday, September 11

8:00 a.m. - 9:00 a.m. Service Council
 9:00 a.m. - 10:30 a.m. Membership Committee
 10:30 a.m. - 11:30 a.m. Trade Show
 11:30 a.m. - 12:30 p.m. Builders' Council
 12:30 p.m. - 1:30 p.m. Lunch/ Arbitration Committee
 1:30 p.m. - 2:15 p.m. Safety & Consumer Awareness
 2:15 p.m. - 3:15 p.m. Energy Committee
 3:15 p.m. - 4:45 p.m. GR Update
 4:45 p.m. - 5:30 p.m. Presidents & Executive Committee
 5:30 p.m. - 6:00 p.m. Bylaws Review Task Force

Saturday, September 12

8:00 a.m. Budget & Finance Meeting
 9:30 a.m. Board of Directors Meeting

President's Column

How does the FSPA budget affect you?



Alan Cooper
 FSPA President

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. Identified in the budget are the sources of funds (revenue) along with their planned uses (expenses). Budgeting is the process of matching planned uses to available resources. The foundation of a budget consists of estimates of the resources needed to deliver services and the cost of those resources.*

During the year, the budget is a tool for monitoring and controlling the generating and use of resources. By comparing actual results with the budget plan, mid-course adjustments can be made as needed. The budget also provides the foundation for the next year's budget and, as such, is a valuable tool for evaluating the accuracy of planning assumptions.*

Our budget determines how we are going to spend the revenues received by the Association. These expenditures determine the programs and benefits members receive.

Some of the revenue generated has costs associated with it, therefore the funds available for programs and benefits is the net.

The Association's major sources of revenue are the following: dues,

government relations fees, Orlando Pool & Spa Show, the insurance program, interest and rental income. The major expenses are the following: membership-state administration, and chapter funding, government relations, Board of Directors meetings and committees, administrative payroll and expenses, general and administrative expenses, and insurance. All of these items can be reviewed by reading the FSPA income statement and budget.

Why is this important? As stated above, this is the Association's plan of action. The die has already been cast for 2009. The majority of revenue will be in by the end of September and the expenses for the balance of the year are mostly determined. It is time to put together the 2010 budget. How does this affect you, the member? Chapter funding and government relations are a large portion of the Association's expenses. How much are we going to fund in 2010? Your input is needed. Prior to the September Board meeting on Saturday, September 12 at 8:00 a.m. there will be a budget meeting. Be sure your Chapters are represented to participate in this process. Be prepared by reviewing the 2009 budget.

The Board of Directors will approve the 2010 budget in January. This is your opportunity to help determine next year's plan of action.

**Written for the ACE Department Chair Online Resource Center. Washington, DC: American Council on Education, 2003.*

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.

New Member Applications

Northwest Florida Chapter

Tile Market of San Marco (Other Firm: Tile)
 William H Page, Jr., Jacksonville

Broward Chapter

Pelican Pools Service & Repair, Inc. RP0066946
 (Pool / Spa Service: including repair, refinishing & equipment servicing)
 Larry & Marlene Kaydas, North Lauderdale

Central Florida Chapter

Artificial Environments, Inc. (Builder / Installer) CPC1457759
 Dante Corrente, Longwood

Tampa Bay Chapter

A.O. Smith (Manufacturer / Distributor)
 John Alexander, Wesley Chapel

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

Florida Pool Prosm

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

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Insurance Update

What you need to know about Motor Vehicle Records

By Debra Tomaselli, CPCU, ARM, Insurance by Ken Brown, Inc.

Most employers who own a fleet of vehicles are accustomed to submitting information to their insurance agents on all employees who drive for them. In addition, many employers submit the same information when interviewing potential employees and wait to hire a person until they hear back as to whether or not that driver is acceptable. This may be changing.

Effective September 1, the cost of ordering Motor Vehicle Reports will rise. Insurance carriers will still evaluate motor vehicle records for all drivers, but in an effort to control escalating costs, many will no longer order them on potential employees. Instead, carriers will wait until you actually hire the employee to run the MVR and determine acceptability.

In most cases that isn't a problem, but if the potential employee is unacceptable as a driver you will hear from the insurance provider weeks after the hire. By then you may have invested valuable time training someone your insurance company won't accept.

To avoid this situation, encourage potential employees to provide you with a currently dated copy of their motor vehicle record. Depending on your insurer, you may need records from as far back as seven years.

Prospective employees can go online at www.stateofflorida.com and choose drivers licenses and then driving records to order their motor vehicle records. If you prefer, there is also a place where you, as the employer, can order the MVR.

While privacy legislation prevents the insurance agent from discussing details of an employee's motor vehicle record they obtain, nothing stops you from getting the driving record and forwarding it to your agent for evaluation before you hire a new driver.

You may want to retain a driver regardless of their record. That can generally be accomplished by placing that vehicle and driver in a specialized market. Be prepared to pay inflated rates that match the risk the carrier is assuming. Depending on the carrier and type of points, violations can have an effect for seven years after the infraction, assuming the driver doesn't accumulate additional points. Irresponsible drivers are more likely to be involved in an accident, which affects your insurability if an accident takes place in a company vehicle.

We can't predict the future but these records reflect probabilities. It is an important tool to help you maintain cost-effective operations.

Digging Up Ideas

The man in the middle

By Derek Proffitt, Harbor Bay Pools, Inc.

While it is true that most men strive to achieve greatness; it is also true that many who do, do so with an entirely different goal in mind. As builders and as business owners, we possess the inherent ability to control the position in which we place ourselves. It is this position which will fuel the light in which others see us and inevitably shall decide the fate by which we shall succeed or fail.

As most schools of thought teach us to focus on success as the top and failure as the bottom; I would like to entertain a different viewpoint on the matter. Let us not look at position as a monetary scale but rather as a measure of servitude. In this context, the middle is where all rewards exist.

Imagine yourself as nothing more than an umbilical between your staff and your customer, prioritizing their individual and symbiotic needs above all else. After all, isn't an employee's deepest desire to be a part of something amazing and isn't a customer's deepest desire to witness something amazing?

This being the case, shouldn't our

focus be on nothing more than ensuring that the two are simultaneously realized? As business owners, we are the ones who piece together the puzzle but this would not be possible without the pieces. Edify your staff's abilities and talents to your customers and lead your staff to effectively understand the desires of your customers, and just as a chaperone who introduces two young hearts at their first prom, the dance which ensues shall prove to be nothing less than beautiful.

When we recognize ourselves as facilitators rather than bosses, we will open up talents within those who have entrusted us with their livelihoods to an extent which will undoubtedly prove to exceed the expectations of even the most discerning customer.

Over time, by diminishing your own creditworthiness, you will be able to sit back and watch the evolutionary process of greatness unfold before your eyes and know that even though you are not playing your own horn, you have conducted a symphony to be heard and admired in your name for years to come.

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Florida Pool Permits



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Alachua County	17	9
Bay County	19	14
Brevard County	41	12
Broward County	61	36
Calhoun County	0	0
Charlotte County	17	15
Citrus County	21	15
Clay County	15	22
Collier County	27	29
Dade County	77	52
Duval County	15	32
Escambia County	19	16
Flagler County	20	8
Franklin County	0	0
Gadsden County	0	0
Gulf County	1	0
Hernando County	15	8
Highlands County	4	2
Hillsborough County	73	38
Holmes County	0	1
Indian River County	19	20
Jackson County	3	1
Jefferson County	1	3
Lake County	23	19
Lee County	106	52
Leon County	13	6
Liberty County	0	0
Manatee County	37	32
Marion County	35	21
Martin County	16	10
Nassau County	12	9
Okaloosa County	11	12
Orange County	96	51
Osceola County	25	10
Palm Beach County	113	49
Pasco County	31	34
Pinellas County	44	37
Polk County	77	31
Putnam County	0	3
Santa Rosa County	24	16
Sarasota County	24	14
Seminole County	14	8
St Johns County	50	26
St Lucie County	25	17
Sumter County	21	14
Volusia County	45	16
Wakulla County	4	2
Walton County	6	9
Washington County	1	2
TOTALS	1318	833

Provided by HBW / www.hbweekly.com

Energy Talk



Put a lid on evaporative heat loss

By Carl Moody, Solar Energy Systems of Brevard

There has been much talk of pool covers and energy efficiency this year. I thought it timely and relevant as we move into fall to discuss the scientific facts associated with evaporative heat loss as well as the ways we can help our customers improve their pool heating performance and save money. I'm not going into codes, mandates, energy incentives or environmental logic. The following consists of only the science and the financial considerations a prudent manufacturer, dealer or consumer should be aware of when making pool heating choices.

Let's talk about heat energy in terms of a finite measuring tool – the British thermal unit (BTU). The BTU is used to quantify the power of heating and cooling devices or the heat value of fuels. You can also look at it as 2,544 BTU/h is approximately one hp and when expressed in tons, each ton equates to 12,000 BTU/h. When it comes to pool heating, you may already know it takes one BTU to heat one pound of water one degree (from 60° to 61°F at a constant pressure of one atmosphere); but did you know that with each pound of water that evaporates from a pool's surface, 1,408 BTUs of heat energy escape as well? This wasted energy is known as evaporative heat loss. The number of BTUs required to heat a pool, and the potential energy loss increases as the amount of exposed surface area increases. For example, a 20' by 40' pool requires 45 percent more BTUs to heat than a 16' by 32' pool, due to the 45 percent increase in the first pool's surface area.

When differential water temperatures (cool, dry outside air vs. warm pool water) seek equilibrium, the result is evaporative heat loss. Regardless of the brand or type of pool heating system installed on a swimming pool (heat pumps, gas heaters, solar or a combination of systems), the trick to efficient heating and energy savings is to keep the heated water in the pool and out of the surrounding air. There are a multitude of choices in slowing and preventing

evaporative heat losses.

Regardless of whose data you read, evaporative heat loss accounts for at least two thirds of a swimming pool's total thermal losses; and it is the number one killer of pool heater efficiency. If it costs a particular pool owner an average of \$1,200 to heat their uncovered pool for the year, the dealer could help their customer save at least 50 percent of those utility costs just by recommending or including a floating polyethylene cover (which at wholesale cost well under \$100 no matter what the quality). I'm not a psychic but I'm relatively certain the customer with the annual pool heating bill under \$600 is going to be happier (and more likely to recommend that dealer and that system to others) than the customer with the \$1200 annual pool heating bill. Of course, the amount of time a cover is on a pool's surface will determine its ultimate effectiveness.

There are alternative ways to help your customers reduce evaporative and convective heat losses. A dealer or service professional could recommend that they aim return jets down, and toward the deepest part of the pool. The pool owner could minimize the use of waterfalls, fountains, spouts, and spillover features while no one is there to enjoy them and especially while heating. When a pool is in use, or when it is not practical or desirable to physically inhibit heat losses with a blanket or cover, there are "liquid blanket" products available. These products are formulated of isopropyl alcohol along with patented non-toxic ingredients which form an invisible layer over an undisturbed pool surface, significantly slowing surface evaporation and the resulting thermal loss. These suggestions may not save the customer the same amount of money a physical barrier would but at least the dealer has offered some sound advice and an education. When it comes to covering a heated pool, when you stop the energy losses, you can stop the financial losses. It's just pure physics and economics.

HBW makes finding new job leads mere child's play!

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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Chapters working with legislators



Space Coast Chapter Government Relations Meeting, July 23. Alan Cooper, Rep. Steve Crisafulli, incoming Senate President Mike Haridopolos, Dominick Montanaro, Jennifer Hatfield and Shelly Grundhoffer, Chapter President. Not pictured: Rep. Ritch Workman.



Representative Larry Cretul, Speaker of the House (white shirt), with members of the North Central Florida Chapter, August 12.



Senator Carey Baker, Jennifer Hatfield and Steve Bludworth, Central Florida Chapter President. Sen. Baker was presented with campaign contributions donated by FSPA members for his Commissioner of Agriculture campaign.

Thank you to everyone who has given to the Pool Industry Political Action Campaign (PIPAC) or met with area legislators. Your support and contributions are very important and make a difference. Relationships are being built with legislators across the state that will help during the 2010 legislative session.

If you would like to contribute, call the FSPA office at (866) 930-3772.



Sen. Baker campaign contributors:

Bobby Stubbs, All American Pool Service	\$100
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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.

DBPR fights unlicensed activity

The Department of Business and Professional Regulation's 2008/2009 fiscal year came to a close on June 30. The department's Division of Regulation is reporting that their unlicensed activity investigators performed 64 percent more operations than the previous year.

A total of 505 proactive enforcement operations were performed that

geared toward eliminating unlicensed activity. In 2007/2008 they performed 327 and in 2006/2007 there were 147. These efforts include sweeps to check licenses to ensure compliance with state laws and also stings that consist of undercover operations where known or suspected unlicensed individuals are targeted.

Renew your membership!

If you don't renew by September 30, this is the last issue of *Florida Pool Prosm* you will receive.

FSPA membership keeps you informed on pool industry issues and changes, offers continuing education at a reduced rate, connects you with others in the industry and has many affinity programs that may aid you in business.

If you need another copy of your renewal form call (866) 930-3772.

FSPA Brochures

Order the Important Safety Information brochure with your company logo!

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.

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The Scoop on Service

Bridging the gap in service - the competitive advantage

By Tracey Bogner, *The Pool Pleaser*

In the competitive world we live in today, the “splash-n-dash” technique in service has fallen by the wayside. The swimming pool industry is overwhelmed with too many suppliers chasing too few spending customers which has resulted in a death spiral for the service industry. No longer can we skip the small stuff; no longer can we put off until tomorrow. Today’s consumers are looking for precision, quality, and that little something extra that will convince them they have the right service company taking care of their needs and their money is being well spent.

The critical component in all of this is the customer service strategy at point-of-delivery. In order to make customers happy, we must first be sure the service employees are happy. Unmotivated employees make lousy representatives, but a highly enthusiastic employee will provide the strategic edge that may ultimately close the deal. Therefore, company leaders should make it a priority to ensure that the troops are well fed, watered and enthused.

There has been much said about the phrase “under-promise and over-deliver” which may lead companies to assume that they know what their customers want and that the customer will be grateful if we exceed their

expectations. This is not the case in today’s market; so as a default, keep to your word, do what you say you would do and do it when you said you would do it with no hassle for the customer. In other words, tell the customer exactly what they need up front so there will be no surprises later on. Have the faith and confidence in your product and services and stand behind them. Your word is your bond.

So, how do we provide this exceptional service? The following suggestions may give some insight and lead to the answer.

1. Always take your customer seriously. Even if they are wrong, they are always right. The customer is right about how they feel and is right in that they can tell their spouse, their friends and their next-door neighbor that your company is incompetent.
2. Communicate with the customer. If something unexpected has gone wrong, say so. It is insulting to the customers intelligence if you lie about the situation. They do not expect you to be perfect but they expect you to be honest and truthful if you screw up.
3. When things go wrong, don’t make excuses. Customer complaints are a given. The customers are generally used to flawless service

so responding is a chance for you to show how special your company is by responding to these complaints. Complaints are a hidden gift when you get right down to it, treat them as such.

4. Stay on top of the complaints. Follow up on them immediately and if you cannot, at least acknowledge the complaint as promptly as possible. Follow-ups are probably the single most important element in service. Customers, in general, do not mind waiting for the problem to be corrected, but they do mind their problem being ignored.
5. Show respect. This should go without saying. Treat the customer as you would want to be treated. Respect, like love, has to be given before it can be received.
6. Listen to what your customer has to say. Do not assume that you know exactly what the customer

wants; your opinion is not in the forefront of their mind. Taking the time and the trouble to get to know your customer and listening to them will help to show the quality of your service and add to the value of the sale in the long term.

7. Have knowledge of what is in front of you. The last thing you want is to portray ignorance in front of your customer. It is vital that all employees who deal with the customers be knowledgeable about the products and services your company provides along with knowing the who, what, where and when with each problem that may arise.

To sum things up, honesty, integrity, reliability and knowledge are the strategic edges that will help make your company successful. Without emphasis on these qualities, it will be difficult to sustain your competitive advantage.

64E-9 revisions, public pool code, is now in effect!

Go to www.floridapoolpro.com/industry/govrelations/regulations.html to view the final version.



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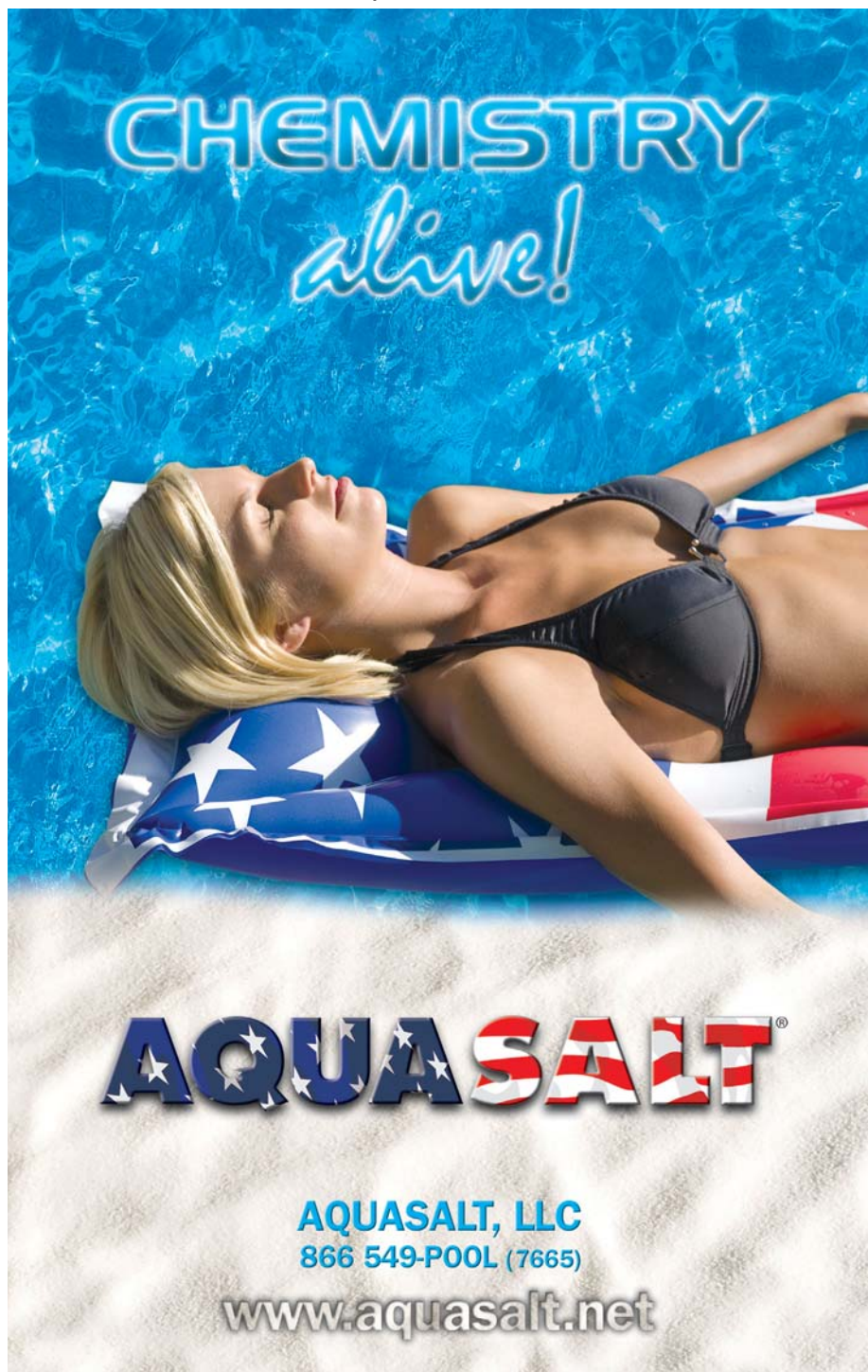
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Thank you, Mid-Year Conference instructors!

- Connie Sue Centrella, HornerXpress
- David Pruchniewski, Goldline Controls
- Doug Harvey, Building Officials Association of Florida
- Jennifer Hatfield, Florida Swimming Pool Association
- Jonathan Parker, Amerisure Insurance Company
- Ken Brown, Insurance by Ken Brown
- Paul Roth, Roll-A-Way Protective Pool Fence
- Richard Moseley, Champagne Pools of Central Florida

Your next opportunity to take a variety of continuing education courses from the FSPA will be at the Orlando Pool & Spa Show, February 19-20, 2010. There will be 40 new courses offered!

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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

On August 29 the Broward Chapter held a meeting. The speaker was **Pat Riley** of the **Broward County Health Department** and he addressed the changes to 64 E. The Chapter Board met before the class.

Next month look for the highlights of our Membership Appreciation Drift Boat Fishing Trip that was held on August 23.

Broward thanks all members that have renewed and hope that the rest will come back on board as soon as possible.

Central Florida

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

Central Florida Chapter President **Steve Bludsworth, All-Pool Service and Supply**, has appointed **Tony Caruso, T.C. Water Features, Inc.**, on the state Board of Directors to fill a vacant seat. Thank you for accepting the position; we know you will represent your Chapter well. Tony currently serves as chairman of the Chapter Builders' Council. Currently the Builders' Council is reviewing the permitting rules and regulations for renovations and what license allows what work can be done. The Builders' Council meets on the fourth Wednesday of every month from 2:00 p.m. – 4:00 p.m. at the Home Builders Association, 501 Mayo Ave, Maitland. If your company is involved in any form of renovations, you should be at the meeting on September 23.

The Central Florida Chapter will host the season kick-off meeting Tuesday, September 15 at **Superior Solar**, 475 Hunt Park Cove, Longwood. We are thrilled to offer the one hour CE course "Swimming Pool and Spa Solutions in Chemistry" (CILB course #0078621, one hour, HornerXpress CILB providership #0040001303). The course will focus on a major issue in the swimming pool and spa

industry today, phosphates. Keeping to the request of our members, we try to arrange the meetings so everyone can come right from work. Registration and a quick, light supper will be from 6:30 p.m. to 7:00 p.m. and will be catered by Hooters. At 7:00 p.m. the CE course will be held and by 8:00 p.m. the meeting will conclude. For preregistered members it is \$15 and includes wings and your CE certificate. Nonmembers and nonregistered attendees will be charged \$25 at the door.

Another reminder, the Texas Hold 'em Tournament will be held at the Home Builders Association on October 16. Prizes include a \$1,500 Visa gift certificate for first place, a \$750 Visa gift certificate for second place and third place will be a \$500 Visa gift certificate. The donation of \$100 per player includes bar-b-que dinner, drink specials, free Texas hold 'em lessons from 6:00 p.m. – 8:00 p.m. and \$10,000 in chips. If you are not a poker player you can join us for dinner and activities including bingo, massages, karaoke, a palm reader and trivia for \$30. There will also be a silent auction with results announced at the beginning of the last round. This is the event that will support our Chapter for the upcoming year as well as support our charitable donations to our community. Please rsvp early!

Charlotte Harbor

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

Nominations for the Charlotte Harbor 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 September 30. If you have any questions, please contact the Chapter office.

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

"It's Raining Men - an evening with the Savage Men!" will be the Chapter's fundraising event for 2009. Our event will be held at the Charlotte Harbor Event and Conference Center in Punta Gorda on Friday, October 23. The doors will open at 7:30 p.m. and the event will begin at 8:30 p.m. Tables of 10 cost \$200. For more information, please call committee members: **Colin McTigue, Fulton Pools**, at 941-625-7929; **Kris Peterson, True Blue Pool Supply**, at 941-815-1888; or **Fred Terhune, Howard's Pool World**, at 941-626-2293. Tickets are now available at these locations and at **Casa Pools** (941-625-5056). Special thanks to our Diamond Level Sponsor First Financial Employee Leasing. Our other sponsors include Beach 98.9 and the Wyvern Hotel. Reserve a table for the ladies in your life today! Information is also available at www.LNOFlorida.com.

East Central Florida

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

Members of the East Central Florida Chapter will go "back to school" in September with a dinner/meeting and continuing education course at Our Deck Down Under in Port Orange. The CE course to be offered is "Advanced Florida Building Code: Entrapment Protection" (CILB course #0010631, two hours, meets Advanced Module requirement,

FPSA d/b/a FSPA CILB providership #0000917) and it will be taught by **Roy Lenois, Artesian Pools of East FL**. Everyone is encouraged to earn these important credit hours.

Also on September 16, nominating Chairman **Lori Bryant, Bryant Pools**, will present the slate of officers and Board members for next year to both the Chapter Board of Directors and the membership. Election will be held by mail ballot in October.

Florida Gulf Coast

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

There will be a Chapter meeting Tuesday, September 22. Meeting details will be available soon

Nominations for the Florida Gulf Coast 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 September 30. If you have any questions, please contact the Chapter office.

Florida West Coast

Executive Director: Malinda Howard
(727) 638-6072
FSPAFloridaWestCoast@FloridaPoolPro.com
www.FSPAWestCoast.com

The Chapter Board of Directors met August 4 at **Solar Source**, Largo.

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Thank you to **Helen Daniels-Twinam** and **Solar Source** for hosting the meeting/ luncheon. The next Board of Directors meeting will be held at noon on Tuesday, September 1 at **Chemilizer Products, Inc.**, 230 Commerce Drive North, Largo. Remember, any Chapter member can sit on the Board of Directors and every member is encouraged to attend Board meetings. We are always interested in hearing your ideas for Chapter meetings and programs. Please call Malinda if you plan to attend.

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. The event is 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

Nominations for the Manasota 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 September 30. If you have any questions, please contact the Chapter office.

The next Chapter Meeting will be Thursday, September 24 at the Lakewood Ranch Holiday Inn. The meeting will start with a social at 6:30 p.m. and the dinner/ Chapter meeting at 7:00 p.m. A CE course is also planned. Details will be available soon.

The next Board of Director's Meeting will be held on Tuesday, September 8 at 11:45 a.m. at the Alamo Steak House at the Holiday Inn Lakewood Ranch.

North Central Florida

Chapter President: Randy Taylor
(321) 671-1021
FSPANorthCentralFlorida@FloridaPoolPro.com
www.FSPANorthCentral.com

The next Chapter meeting is September 16 at 6:30 p.m. at Napolitano's, Gainesville.

It is with deep regret that we announce the passing of Wayne Patterson, owner of Freedom Pools of Marion County, on August 14, 2009.

Northeast Florida

Chapter President: John Garner
(904) 743-2060
State office: (866) 930-3772
FSPANortheastFlorida@FloridaPoolPro.com
www.FSPANortheast.com

The Northeast Chapter held their first Take Me Out to the Ballgame night on July 18. Although the skies let loose with some rain, it all stopped by game time. We had 95 pool professionals, their families and friends at the ball game and everyone enjoyed all-you-can-eat hot dogs, hamburgers and coleslaw. There were door prizes given out and the kids were able to get players' autographs. The FSPA was recognized on the big screen as well as over the PA system. **John and Debi Garner, Pools by John Garner**, won the "Best Seats in the House" and got to watch the game in La-Z-Boy recliners behind home plate! This event was such a huge success and everyone had such a great time we are planning to do it again soon! Thanks to all who helped make this a success!

Congratulations to **Greg Hand, Pool Barrier**, and the successful launch of the water safety video "While You Weren't Watching." It was produced by Safe Kids of Jacksonville in conjunction with our Chapter of FSPA. The video aired Thursday July 30 at 8:00 p.m. on the local CBS channel. This is a very well done video hosted by Nancy Hogshead (Olympic medal winner and Jacksonville native) which addresses all phases of water safety.

A special thank you to those who sent in dues renewals. For those members who are still considering renewing, you have until the end of September before being terminated. Please remember all the benefits you receive with your membership and remember that 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.

Mark your calendars! Chapter meetings will resume on September 17. Additional information is coming soon.

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 your Chapter and then forward suggestions to John Garner, Sr. for submission to the Board.

The annual Oktoberfest will be held on October 17 from 6:00 p.m. – 10:00 p.m. at Fast Boys Wings outside on the deck area overlooking the Intracoastal Waterway! The Jay Garrett Band will be 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 866-930-3772 and fax at 941-366-7433.

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.

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

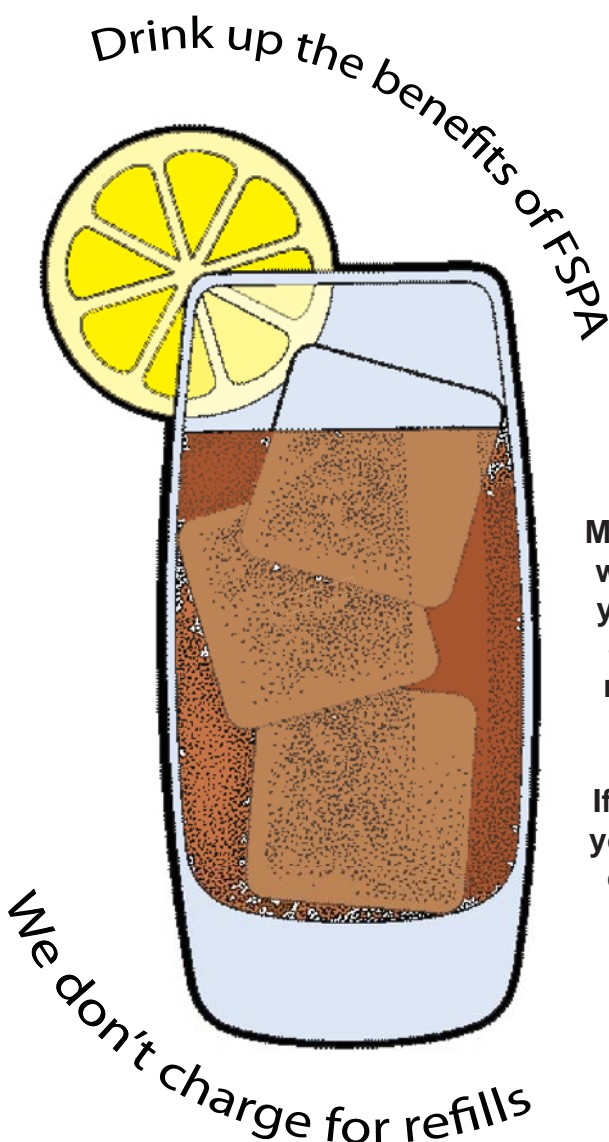
The Palm Beach Chapter has formed a Service Council. It will be chaired by **Dave Ballard, Horizon Pool & Patio**, and the council plans to discuss many topics related directly to the service industry.

Several members gathered on August 5 to select the Service Council chairperson and determine the direction of the council. At the top of the list of concerns was unlicensed activity. If you are interested in this topic or have other concerns, please plan to attend the next meeting. It will be held at 5:00 p.m. on September 2. If you cannot attend but would like your voice heard please contact the Chapter office to have items put on the agenda.

The next Board meeting will be September 2 at 5:30 p.m. and the membership meeting will be at 6:30 p.m. All meetings will be held at Contractors Business Park. Check www.fspa-pb.com for your registration form, detailed information and more.

August was a month for Chapter members to rejoice in community projects. Thank you to the members that volunteered to participate in the Palm Beach County Kids Fitness Festival. Over 6,000 children participated in the Festival. Our Chapter members **Dave Ballard, Horizon Pool & Patio; Kim Allert, Scott Allert, Deven Allert and Mary McNall, Southern Pool Plasterers; Jim Stevens, Crystal Blue Pools; and Steve Hackl, Hackl Pool Construction**, all participated in teaching children how to properly put on life vests and provided them with safety information.

Plans are continuing for the Chapter Road Rally. The Rally will include a Halloween theme. You will be surprised when all the details are

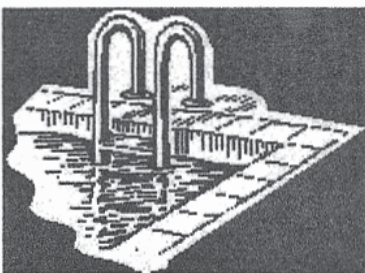


Membership renewals were due June 30. If you do not renew by September 30 your membership will be terminated.

If you need a copy of your renewal invoice, call (866) 930-3772.

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Polk County

Executive Director: Mary Manion
(800) 416-6774

FSPAPolkCounty@FloridaPoolPro.com
www.FSPAPolkCounty.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.

Thank you to those who have renewed your membership! We sincerely appreciate your commitment to our association and to our Polk County Chapter. If you haven't renewed, you have until September 30 before you are terminated. The Chapter needs you and you need the Chapter.

Wednesday, September 16 will be our fall kick-off Chapter meeting at the **SCP Training Center**, 3545 Reynolds Road, Lakeland. At 6:00 p.m. will be registration and sandwiches. At 6:30 p.m. there is an open forum discussion on chemicals with an emphasis on phosphates. Phosphates have become a hot topic and we are asking the experts for their suggestions, for products that are designed to irradiate the problem and for information on how to rebalance the pool. The discussion will last for about an hour. The fee is only \$15 and we look forward to all members

being present. This program covers all aspects of our industry from retail, builder and subcontractor to service and repair.

The Chapter Board of Directors meeting will be held the same day from 5:00 p.m. – 6:00 p.m. We encourage everyone to attend. The main thrust of the meeting will be our charity event in October. In order for this to come to fruition we need major commitments from our members to support the event. Please, we are asking for your help and hope that you will arrive early to the Chapter meeting and cast your vote on the future direction of our Chapter.

Space Coast

Chapter President: Shelly Grundhoffer
(866) 930-3772

State office: (866) 930-3772
FSPASpaceCoast@FloridaPoolPro.com
www.FSPASpaceCoast.com

The Chapter's government relations night was a success. Special thanks to **Dominick Montanaro, M & M Pools**, who invested much of his time to make this yearly event one to be remembered. He took care of the phone calls, e-mails and personal visits to our legislators. This all ensures that they know who the FSPA is on the space coast. **Eva Adcock, Best Pools of Brevard**, ran registration. She also worked with Patrick Air Force Base to secure the meeting room. The Tides Restarant, which over

looks the Atlantic Ocean provided a wonderful selection of food and drinks. **Shelly Grundhoffer, Aqua Rite, Inc.**, helped with registration and PIPAC awareness. **Bobby Johnson, Aqua Rite, Inc.**, sold raffle tickets for free golf at the Majors Golf Course in Palm Bay.

FSPA President **Alan Cooper, Alan Cooper Consulting**, and his wife Ellen, along with Jennifer Hatfield, joined the space coast members and nonmembers to welcome our guests. We had 23 different companies represented. Rep. Ritch Workman addressed the group first. He was followed by the incoming Senate President Mike Haridopolos and then Rep. Steve Crisafulli. They all spoke on a variety of subjects and took questions from the audience.

To all pool builders who are not members of FSPA, we would like to invite you to our Builders' Council meeting at noon on September 16 at the Beef 'O' Brady's on Lake Washington. We would like to buy you lunch and explain how the FSPA is really having an impact on your business. Builders benefit so much from our association and we want you to be a part of this group.

The Service Council meeting will follow the Builders' Council meeting and the Board will meet after the Service Council.

Tampa Bay

Executive Director: Karen Cobo
(813) 265-2907

FSPATampaBay@FloridaPoolPro.com
www.FSPATampaBay.com

Thanks to everyone who came out and supported the Christmas in July Family Bowling on Saturday, July 25. Everyone had a great time and enjoyed the Cyber Bowling along with all-you-can-eat pizza and unlimited beverages. We look forward to having another outing in the near future.

I would like to acknowledge the following individuals for their great performances: **Tim Converse, Solar Solutions**, had the most strikes; **Christopher Zemlin, Algae Busters**, had the most spares; **Dick Abrae, Algae Busters**, had the highest score; **Ignacio Cobo, Solar Solutions**, had the highest average; **Alex Langrud, Algae Busters**, had the lowest score; **Jessie Langrud, Algae Busters**, had the most gutter balls; and **Sierra Starkey, Algae Busters**, won an iPod. Let's not forget the sponsors who made it all possible: **HornerXpress – Tampa Bay, Solar Source, AmeriGas, Solar Solutions** and **Algae Busters**.

The Board meets for lunch on the

first Wednesday of every month at the Tilted Kilt and everyone is welcome. Let's continue to work together and make this Chapter the best! Come and be part of the decision making process for our Chapter.

Meeting 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.

A special thank you to those who were prompt in sending in their dues renewal; we appreciate you! Members who have not yet committed, please send your membership renewal as soon as possible. Your dues money comes back directly to the local Chapter and helps support the efforts your Chapter makes with local government relations, public relations and educational opportunities.

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 of them from FSPA to use as bill stuffers, promotional mailers or just have available in your office or retail outlet.

Due to the next Committee Meetings and Board of Directors Meeting being held September 11-12 at Sanibel Harbour Resort & Spa we have decided to hold our next Chapter Board meeting Wednesday, September 16 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.

Treasure Coast

Executive Director: Susan Gilbert
(772) 263-2653

FSPATreasureCoast@FloridaPoolPro.com
www.FSPATreasureCoast.com

We had an amazing family fun night at Superplay USA. Those that couldn't make it missed out on a memorable event. Watch for our next exciting event in the near future! Have a safe and enjoyable labor day!

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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In Remembrance

Al Jackson, founder of Portofino Pools, passed away July 25 at the age of 92. Al Jackson had a full life as an athlete, movie actor, businessman and swimming pool contractor. He founded the company in 1956 as Al Jackson's Pools.

Clifford Hager, age 50, passed away July 16 from complications in result from a heart attack. He worked in pool construction for roughly ten years before spending the next 20 plus as an employee of SCP Distributors. He left behind his wife Cathy and his son Nick, age 14. The Nicholas Hager Education Trust has been set up to help further Nick's education beyond high school. To make a donation call Peter Prestigiaco at 352-799-7878.

Wayne Patterson, owner of Freedom Pools of Marion County, passed away August 14.

Calendar of Events

September 2009

- 1 FSPA Florida West Coast Chapter Board Meeting
Noon, Chemilizer Products, Inc., 230 Commerce Drive North, Largo
- 2 FSPA Palm Beach Chapter
5:00 p.m. Service Council Meeting
5:30 p.m. Board Meeting
6:30 p.m. Check in / Social
7:00 p.m. Chapter Meeting
- 7 FSPA Florida Gulf Coast Chapter Board Meeting
- 8 FSPA Manasota Chapter Board Meeting
- 11 **FSPA Committee Meetings**
- 12 **FSPA Board of Directors Meeting
Fort Myers**
- 15 FSPA Central Florida Chapter Meeting and CE Course
6:30 p.m. - 7:00 p.m. Registration and light supper
7:00 p.m. - 8:00 p.m. CE Course
Superior Solar, 475 Hunt Park Cove, Longwood
- 16 FSPA Charlotte Harbor Chapter Meeting

FSPA East Central Florida Chapter & Board Meetings and CE Course
Our Deck Down Under, Port Orange

FSPA North Central Florida Chapter Meeting
6:30 p.m. Napolitano's, Gainesville

FSPA Polk County Chapter
5:00 p.m. - 6:00 p.m. Board Meeting
6:00 p.m. - 6:30 p.m. Registration and sandwiches
7:00 p.m. - 8:00 p.m. Open forum discussion on phosphates

FSPA Space Coast Chapter
Noon, Builders' Council then Service Council then Board Meeting
Beef 'O' Brady's

FSPA Tampa Bay Chapter Board Meeting
11:30 a.m. Tilted Kilt, Dale Mabry
- 17 FSPA Northeast Chapter Meeting
- 22 FSPA Florida Gulf Coast Chapter Meeting
- 23 FSPA Central Florida Chapter Builders' Council Meeting
2:00 - 4:00 p.m. Home Builders Association, 501 Mayo Ave., Maitland
- 24 FSPA Manasota Chapter Meeting
- 30 FSPA Charlotte Harbor Chapter Board Meeting

October 2009

- 6 FSPA Manasota Chapter Board Meeting
- 14 FSPA Charlotte Harbor Chapter Meeting
- 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
- 23 FSPA Charlotte Harbor Chapter's "It's Raining Men" fundraiser
8:30 p.m. Charlotte Harbor Event & Conference Center, Punta Gorda

FSPA Polk County Chapter Texas Hold'em fundraiser
- 27 FSPA Florida West Coast Chapter Annual Tampa Bay Area Pool
Industry Tabletop Event
Ruth Eckerd Hall - Great Room
1111 McMullen Booth Road, Clearwater



Jim Stevens, Crystal Blue Pools, Inc.; Kim Allert and Scott Allert, Southern Pool Plasterers, Inc., at the Palm Beach Kids Fitness Festival on July 16.

Code Commentary and ANSI/APSP Standards are available!

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