

FEBRUARY 5-7, 2018

MUSIC CITY CENTER  
NASHVILLE, TENNESSEE



## Education Seminars

Tuesday, Feb 6th 9:00am -10:30am

### Marketing Game Changers for 2018!

*Start the Year Prepared with Tips from Small Screen Producers' Award Winning Playbook*

**Pam Vinje, Small Screen Producers**

**Cost:** Education Pass

Did you know that according to APSP's Top 50 Builder list, Small Screen Producer (SSP) clients received top 10 recognition for best website designs, social media marketing, and overall online web presence? Find out how in this interactive class with SSP Founder Pam Vinje as she shares the best plays from their 2017 playbook, then uncover the marketing game changers for 2018 and how to prepare. This seminar will explore the latest website innovations and content marketing tactics that brought in the leads. Learn from social media marketing triumphs and pitfalls encountered in 2017. Then prepare for 2018, as we outline the steps needed to navigate the major changes in content development, lead generation, search engine marketing, mobile, social media marketing, and reputation management. Great practical, proven tactics for builders, service companies and retailers.

### Pool Construction Techniques

**Rick Woemmel, Bi-State Pools**

Pool construction techniques - Wouldn't it be nice if there were just one pool type and it was simply the best for every situation? In this presentation, Rick will discuss the different types of pools... vinyl, fiberglass and concrete and the pros and cons of each.

Discussed will be soil conditions, over digging, soils testing, materials, maintenance, and interior finish options.

**Water Chemistry - The Fundamentals \*Free!**

**Paul Gillio, Lonza**

Emphasis on sanitizer levels and ph monitoring is well-known by most operators and service people. What is less well understood is how dependent successful pool management is on proper operation of filters, circulation and other areas of chemical control. This seminar will demonstrate that proper control of all three factors: chemical, biological, and physical is needed to provide healthy clean water. At the conclusion of the seminar the service person or operator will understand how each of these key factors interrelates with and helps control the others. Additional knowledge will be gained in how to correct unbalanced water and utilize other tools such as algaecides and sequestering agents to improve overall water quality.

### Understanding Basic Hydraulics

**Keith Roberts, Hayward**

**Cost:** Education Pass

The seminar introduces basic hydraulic factors and will teach the attendee critical calculations to apply to all swimming pools, new or existing. Attendees will discuss the physics of water including pressure, flow rate, capacity, turnover, and more. The effect of pipe sizing, fittings, and valves will be discussed. Total Dynamic Head, pump curves, and how to select the proper pump for a system will be covered. The effect of pipe sizing, fittings, and valves will be reviewed. Attendees will take away a better understanding of how hydraulics are key in proper circulation and attaining a sparkling clear pool!

### Valuation & Exit Strategies for Family owned Pool & Spa Businesses

**Rod Sterling, Sterling Advisory Group**

**Cost:** Education Pass

The purpose of this session is to present an approach to develop proper valuation of your family owned pool-spa business. Most owners want to know what their company is worth. The way to realistically determine your business' worth is by using an objective adviser with proven methodology to develop a credible and reliable estimate of value. Once done, you will have to be able to present your company in a realistic manner. **You usually only sell your family business one time. This is the time to make sure you get it right!**

### Pool Surface Forensics 101

**Greg Garrison, NPC**

**Cost:** Education Pass

This class will focus on the proper techniques and equipment required to properly conduct a jobsite evaluation of various pool finishes. Greg will share many of his unique procedures and most interesting cases will be presented as a learning tool. Each participant will receive an equipment list and pool site checklist developed by Greg to stimulate and train your thought processes.