

FEBRUARY 5-7, 2018

MUSIC CITY CENTER
NASHVILLE, TENNESSEE



Education Seminars

Wednesday, Feb 7th 9:00a -10:30a

Algae- Identifying and Defying it

Chris Marcano, NC Brands

Cost: Education Pass

This course will provide an in-depth look into the various types of algae and the conditions they need to thrive in. Learn the circumstances that lead to an algae bloom and the sources of algae, the best ways to rid a pool of a live bloom, how algaecides actually work and how best to create an environment in the pool where algae cannot grow.

Pool Openings & Closings

Rick Woemmel, B- State Pools

Cost: Education Pass

One thing that will never go away in the swimming pool industry is service; whether you provide weekly maintenance, open and close pools or provide troubleshooting to customers. Servicing your customers' pools and spas is one of the most important aspects of our industry. Learn from a presenter with over 30 years experience in servicing pools, what procedures, forms, and tools they use to most efficiently handle this portion of the business. Learn what mistakes they have made that you can avoid and learn from. Questions and odd circumstances will be covered as well as customer service, scheduling, finding and keeping good employees, opening and closing techniques and general repair.

Analyze More than your Bottom Line

Leah Williamson, Evosus

Cost: Education Pass

So often, small business owners get to the end of the year and scratch their head because they thought they were making money only to be plagued with the constant worry of the off-season and lack of cash flow. Learn about key performance indicators that will help to develop strategies to make better choices about how and when to spend cash, hire employees, or challenge current employees to produce better results. Having a strong plan tied to specific performance indicators will allow any business owner to make timely decisions about the health of their business operation within 1 week, 1 month, or 1 quarter without delay and provide year over year analysis. Key Performance Indicators for Retail Sales, Service Technician efficiency, Maintenance Contract accountability, Job Costing, and Vendor Warranty programs will be covered. Just because you put data in a software program, does not mean you have the proper tools for imperative analytics to make powerful decisions about your business, the products you sell or the services you perform.

Rebuild or Repair: An indepth Guide to Renovations

Shawn Still, Olympic Pools

Cost: Education Pass

Many times builders are faced with making the decision whether to repair or rebuild a pool or spa. This seminar will address specific components that often determine if it is a rebuild or a repair project. Specifically:

1. Rebuilding or adding steps
2. Beam repair
3. When to do a full chip out vs. bond coat
4. Converting vinyl liner to concrete
5. Plumbing upsizing

The seminar will also cover renovating a pool up to VGB and ISPSC standards.