



**POOL &  
HOT TUB**  
ALLIANCE

# Guide

TO THE INTERNATIONAL POOL | SPA | PATIO /  
DECK EXPO

»»» **November 12-17, 2022**  
**Las Vegas, Nevada**





# We cannot wait to see you!



**The Pool & Hot Tub Alliance could not be more excited to welcome you to Las Vegas for the PSP/Deck Expo.**

This year's event will prove to be one of the strongest events you will ever experience and will include a rich lineup of cutting-edge education and special events that will allow us to celebrate our industry, be inspired, discuss challenges and opportunities, and build new relationships through various networking events. Not to mention the fact that you will be able to access the leading professionals in the pool and hot tub industry!

**Please plan to stop by and visit your national association and GENESIS® at our booths #5158, #4558, and #4058 to learn more about the latest and greatest programs** we have developed to propel your company to the next level, to include safety, mentoring, leadership training, and so much more!

PHTA is here to build professionals and your company! We continue to advance our mission every day and look forward to seeing you November 12-17, 2022!

See you in Las Vegas,

Sabeena S. Hickman  
President & CEO






# Schedule-At-A-Glance

## Saturday, November 12

8:00 a.m. - 5:00 p.m.






### PRE-CONFERENCE WORKSHOPS

- Concrete Pools (C201) 
- Certified Maintenance Specialist Course
- Certified Service Technician Course

## Sunday, November 13

8:00 a.m. - 5:00 p.m.

### PRE-CONFERENCE WORKSHOPS

- Concrete Pools (C201) 
- Architectural Styles (D271) 
- Drawing for Professionals (D180) 
- Elements of Design (D211) 
- Master Designer Methods (D265) 
- Certified Pool and Spa Operator Course 
- Certified Maintenance Specialist Course
- Certified Hot Tub Technician Course
- Certified Service Technician Course

1:00 p.m. - 5:00 p.m.

**Board of Directors Meeting** *(by invitation only)*

6:00 p.m. - 10:00 p.m.

**PHTA Board of Directors Dinner** *(by invitation only)*



schedule is subject to change.

## Monday, November 14

8:00 a.m. - 2:00 p.m.



**Board of Directors Meeting** *(by invitation only)*

8:00 a.m. - 3:00 p.m.

**PHTA | ICC Present the 2021 International Swimming Pool & Spa Code**

8:00 a.m. - 5:00 p.m.

### PRE-CONFERENCE WORKSHOPS

- Concrete Pools (C201) 
- Architectural Styles (D271) 
- Drawing for Professionals (D180) 
- Elements of Design (D211) 
- Master Designer Methods (D265) 
- Certified Pool and Spa Operator Course 
- Certified Maintenance Specialist Course
- Certified Hot Tub Technician Course
- Certified Service Technician Course

3:00 p.m. - 5:00 p.m.

**PHTA Standards Symposium**

5:30 p.m. - 7:00 p.m.

**PHTA Awards of Excellence Reception**

8:30 p.m. - 9:30 p.m.

**PHTA Leadership Reception** *(by invitation only)*





## Tuesday, November 15

7:30 a.m. - 8:30 a.m.

PHTA All Council/Committee Leadership Meeting

8:30 a.m. - 12:00 p.m.

PHTA Certification Testing (Session 1 of 2)

9:00 a.m. - 10:20 a.m.

CEO Panel with Moderator Manny Perez de la Mesa, former President and CEO, Pool Corporation

**10:30 a.m. - 5:00 p.m.**

**Exhibits**

1:00 p.m. - 4:30 p.m.

PHTA Certification Testing (Session 2 of 2)

2:00 p.m. - 3:00 p.m.

PHTA Manufacturer Council Meeting

3:30 p.m. - 5:00 p.m.

CPSA Board Meeting

4:30 p.m. - 5:30 p.m.

PHTA WAVE Reception

4:30 p.m. - 5:30 p.m.

PSP/Deck Expo First Time Attendee Reception

5:00 p.m. - 7:00 p.m.

PSP/Deck Expo Welcome Party

7:00 p.m. - 11:00 p.m.

Heritage Pool Supply Group Benefit Concert

11:00 a.m. - 12:00 p.m.

PHTA Service Council Meeting

12:00 p.m. - 1:00 p.m.

PHTA Builders Council Meeting

1:00 p.m. - 2:00 p.m.

PHTA WAVE Steering Committee Meeting

2:00 p.m. - 3:00 p.m.

PHTA Retail Council Meeting

2:30 p.m. - 4:30 p.m.

Technical Advisory Council Meeting

3:00 p.m. - 4:30 p.m.

PHTA Chapter Forum Meeting

5:00 p.m. - 6:00 p.m.

Manufacturer Agents Council (Networking)

5:00 p.m. - 7:00 p.m.

Welcome Party

7:00 p.m. - 10:00 p.m.

GENESIS® Family Reunion & Winemaker Dinner

## Thursday, November 17

7:30 a.m. - 8:30 a.m.

PHTA Manufacturer Agents Council Meeting

8:30 a.m. - 9:30 a.m.

PHTA Fiberglass Pool Manufacturer Council Meeting

8:30 a.m. - 9:30 a.m.

PHTA Manufacturer Council Meeting

9:30 a.m. - 10:30 a.m.

PHTA Commercial Council Meeting

**10:30 a.m. - 2:30 p.m.**

**Exhibits**

11:00 a.m. - 12:00p.m.

Drought Coalition Meeting

schedule is subject to change.

## Wednesday, November 16

7:00 a.m. - 8:30 a.m.

Breakfast of Champions

9:00 a.m. - 10:00 a.m.

International Hot Tub Association (IHTA) Meeting

10:00 a.m. - 11:00 a.m.

PHTA Membership Committee Meeting

**10:30 a.m. - 5:00 p.m.**

**Exhibits**

## GENESIS® Solution Center PHTA Demo Zone

Tuesday, November 15 .....10:30 a.m. - 5 p.m.

Wednesday, November 16 .....10:30 a.m. - 5 p.m.

Thursday, November 17 .....10:30 a.m. - 2:30 p.m.

4 Register at [poolspapartbo.com](http://poolspapartbo.com)



# Events & Features



## PHTA Awards of Excellence Reception

November 14 | 5:30 p.m. - 7:00 p.m.

Join PHTA to celebrate the best of the best in the pool and hot tub industry.

PHTA Awards of Excellence Reception will be held at the Brahms Ballroom at the Encore Hotel and will honor the recipients of the 2022 International Awards of Excellence, one of the largest, most well-renowned design competitions in the pool and hot tub industry.

Additionally, we will recognize the recipients of the Builder of the Year, Retailer of the Year, Service Professional of the Year, Young Professional of the Year, Volunteer of the Year, and Chapter of the Year, as well as the recipient of the new Greg Garrett Award and our Step Into Swim donors.

Please plan to join us for this exciting event. Registration is free, but space is limited, so be sure to sign up in advance! Sign up at [poolsapatio.com](http://poolsapatio.com) when you register for PSP/Deck Expo.

## WAVE Young Professionals Networking Reception

November 15 | 4:30 p.m. - 5:30 p.m.

Join us at the Terrace at the Las Vegas Convention Center to meet and socialize with other young professionals in the pool, spa, and outdoor living industries.

Admission includes networking in a fun atmosphere, early access to the Welcome Party, and select appetizers and alcoholic and non-alcoholic beverages.



Open to all industry professionals under 40. Admission is free for members of PHTA, but registration is required, as space is limited. Reserve your ticket when registering for PSP/Deck Expo. For additional information, email [wave@phta.org](mailto:wave@phta.org).

Sponsored by



## Leadership Reception\*

November 14 | 8:30 p.m. - 9:30 p.m.

The PHTA Leadership Reception is our way of thanking our volunteers for the commitment and service they provided the association in 2022. We couldn't have done it without you.



# Breakfast of Champions

November 16 | 7:00 a.m. - 8:30 a.m.

The Pool & Hot Tub Alliance's Breakfast of Champions is a new relationship- and idea-building event that connects industry subject matter experts with a group of peers for a deep dive into solutions around a specific topic.

Choose one topic from dozens such as:

- Company culture
- How to win contracts
- Employee recruiting
- Customer service
- Financial strategy
- Marketing
- Business development
- ...and more!

Join an industry expert who will moderate a 75-minute discussion on the topic you select. A hot breakfast is included with your registration. This event is appropriate for company owners, managers, supervisors, HR, sales and marketing, and design staff. Topics are available in advance, but no advance sign-up is necessary as you will make your table selection upon arrival. This is a ticketed event and tables are first come, first served, so line up early! This is an event you won't want to miss, and one worth getting up for!

## When, Where, and Cost to Attend

PHTA's Breakfast of Champions is on Wednesday, November 16, from 7:00 a.m. - 8:30 a.m. at the Las Vegas Convention Center (exact room TBA).

The cost for members is \$25, and non-members are \$50. Remember, breakfast is included - it's a great deal to wrap a meal and great education all-in-one.

*Breakfast Sponsored by Raypak*

## PHTA Resource Center

Like all of us, you've probably spent time on a website trying to find something you KNOW is there...only to exit the page frustrated. PHTA hears you. Our online Resource Center helps you find what you need when you need it. Whether it's research or toolkits, logos or resources, our Resource Center not only has it...but you'll be able to easily find it.

## Mentor Program

PHTA has launched the Mentor Match Program, where an experienced PHTA member (the mentor) works with a PHTA member in good standing (the mentee) who desires additional professional knowledge, expertise, or guidance. The program is designed to connect members at different levels of their career, creating mutually beneficial relationships to enhance the participants' professional and personal development. Through the mentoring

# Pool Maintenance and Service Technician Apprenticeship Program

The PHTA Registered Pool Maintenance and Service Technician Apprenticeship Program™ is a nationwide program, registered by the U.S. Department of Labor (USDOL), that provides a career path for individuals interested in our industry. Through this program, individuals will learn the skills and competencies needed to have a successful career in the pool and hot tub industry while employers recruit, build, and retain a highly skilled workforce.

If you are having trouble finding employees, are challenged by high turnover, or have difficulty training staff with relevant skills, you are the ideal candidate for this program. Visit booth #5158 to learn more and to sign up.





process, the mentor will guide, support, answer questions, and share experiences and known opportunities with the mentee.

### Step Into Swim

Step Into Swim™ is an initiative of the Pool & Hot Tub Alliance committed to safe swim education and drowning prevention. By investing in the next generation of swimmers through learn-to-swim programming, the Step Into Swim™ initiative instills confidence, empowers long-term participation in water activities, touts the positive benefits of water play, and advocates for safe practices. Since its inception in 2012, Step Into Swim™ has played a role in reducing drowning fatalities and has gifted swim lessons to more than 285,000 children with support from



community organizations, partners, industry advocates, members and more. **Stop by the Step Into Swim kiosk in PHTA booth #5158 to meet 3 time Olympic gold medalist Rowdy Gaines, who also oversees the initiative, to learn more about the program that is making waves.**

### myPHTA Online Community

The myPHTA online community is a place that empowers our members to build and expand their networks. Communities are more important than ever, in all aspects of our lives... and myPHTA lets you connect with your peers about the things that are important to you and your business. At myPHTA we'll celebrate victories and troubleshoot challenges. We look forward to connecting with you. Visit [my.PHTA.org](http://my.PHTA.org) to get started today.

### PHTA Standards Update

PHTA's standards team has been busy this year! The following new standards have been published:

- **PHTA-10** on elevated pools
- **PHTA-15** on residential pool and spa energy efficiency

Additionally, the following standards are being revised:

- **PHTA-2** on public pool and spa operations and maintenance
- **PHTA-16** on suction outlet fitting assemblies (SOFAs)

# PHTA Certified Pool Builder & Design Professional Pathway



There are four levels of certification:



The PHTA Certified Pool Builder & Design Professional Pathway is an education and certification career pathway designed to build on your foundation of knowledge so that you can become a Certified Master Pool Builder & Design Professional.

This certification sets the standards of excellence for professional builders and offers third-party validation of your knowledge and skills.

Sign up today for the pre-conference courses or visit the GENESIS® Solution Center in the exhibit hall at booth 4558. See the conference schedule on page 3 for classes and times.



# PHTA STRATEGIC PARTNERS



## THANK YOU GENESIS® SPONSORS

### Platinum Sponsors



### Gold Sponsors



### Silver Sponsors

