



**POOL &
HOT TUB**
ALLIANCE

Guide

TO THE INTERNATIONAL POOL | SPA | PATIO /
DECK EXPO

»»» **November 13-18, 2021**
Dallas, Texas



We cannot wait to see you!

It has been two years since our industry last came together in-person for the PSP / Deck Expo, and the Pool & Hot Tub Alliance could not be more excited to welcome you to Dallas.

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 by our keynote speakers, discuss challenges and opportunities at the CEO Forum, 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 live and in-person!

Please plan to stop by and visit your national association at our Booth #1645 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, in person, November 13-18, 2021!

See you in Dallas,



Sabeena S. Hickman
President & CEO







Schedule-At-A-Glance



Saturday, November 13

8:00 a.m. - 5:00 p.m. - PRE-CONFERENCE WORKSHOPS

- Certified Hot Tub Technician Course
- Certified Service Technician Course
- Concrete Pools (C201) 
- Fluid Hydraulics for Pools and Spas (E211) 

Sunday, November 14

8:00 a.m. - 5:00 p.m. - PRE-CONFERENCE WORKSHOPS

- Certified Hot Tub Technician Course
 - Certified Service Technician Course
 - Concrete Pools (C201) 
 - Fluid Hydraulics for Pools and Spas (E211) 
 - Color Theory and Its Application (D231) 
 - Certified Pool and Spa Operator Course 
- 6:00 p.m. - 10:00 p.m. - PHTA Board of Directors Dinner***




Monday, November 15

8:00 a.m. - 2:00 p.m. - PHTA Board of Directors Meeting

8:00 a.m. - 3:00 p.m. - International Swimming Pool & Spa Code 2021

Continued next column

8:00 a.m. - 5:00 p.m. - PRE-CONFERENCE WORKSHOPS

- Certified Service Technician Course
- Concrete Pools (C201) 
- Color Theory and Its Application (D231) 
- Certified Pool and Spa Operator Course 

2:00 p.m. - 3:15 p.m. - PHTA Builders Council Meeting

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





- Texas Pool and Spa Coalition Meeting
- PHTA Education Committee Meeting

6:00 p.m. - 8:00 p.m. - Awards of Excellence Reception

Tuesday, November 16


7:30 a.m. - 8:45 a.m. - PHTA Council / Committee Leadership Meeting*

7:30 a.m. - 8:45 a.m. - CONCURRENT SESSIONS

- Elements of Litigation (B306) 
- Do's and Don'ts of Engineering (E151) 
- Design Fees - Charging for Design (D109) 
- Fiberglass Construction (C125) 

9:00 a.m. - 10:20 a.m. - Keynote Address featuring Rowdy Gaines and Wallace J. Nichols

11:00 a.m. - Noon



- The Impact of Color on Your Brand (D235) 
- PHTA Apprenticeship Program For the Service Industry. Powered for You!

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

Tuesday, November 16 (Continued)



11:00 a.m. - 4:30 p.m. — GENESIS® Solution Center

12:30 p.m. - 1:30 p.m.

- Splash Pad Construction (C352) 
- Mind Reading Your Clients (D325) 

1:00 p.m. - 2:30 p.m. — PHTA Commercial Council Meeting

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

- Understanding Water Current (E312) 
- Intro to Pool Photography (D215) 

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

- Interview with a Master (C310) 

5:00 p.m. - 6:00 p.m. — PHTA WAVE Reception at Gilley's*

6:00 p.m. - 8:00 p.m. — EXPO Welcome Party at Gilley's

8:00 p.m. - 9:30 p.m. — PHTA Leadership Reception*

Noon - 2:30 p.m. — PHTA CEO Forum*

12:30 p.m. - 1:30 p.m.

- Stay Current in Pools: The Activities of the Recreational Water Quality Committee (RWQC) - A PHTA Resource

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

- Interview with a Master (C310) 

1:00 p.m. - 2:30 p.m.

• **PHTA WAVE Steering Committee Meeting**

• **PHTA Service Council Meeting**

3:00 p.m. - 5:00 p.m. — PHTA Chapter Forum*

5:00 p.m. - 6:00 p.m. — California Pool & Spa Association Meeting

5:00 p.m. - 6:30 p.m. — BBQ Bash

7:00 p.m. - 10:00 p.m. — GENESIS® Family Reunion & Winemaker Dinner*

Wednesday, November 17


7:30 a.m. - 9:00 a.m. — PHTA Manufacturer Agents Council

7:30 a.m. - 10:30 a.m.

- The Art of Landscape / Architectural Lighting and How to Paint a Lighting Portrait (D345) 

8:30 a.m. - 10:00 a.m. — International Hot Tub Association (IHTA) Meeting*

9:15 a.m. - 10:30 a.m. — CONCURRENT SESSIONS


- Identifying New Business & Design Trends (D131) 
- How to Prepare for Existing Federal Pool Pump Regulations

9:15 a.m. - 10:30 a.m. — PHTA Manufacturers Council Meeting

10:30 a.m. - 5:00 p.m. — Exhibits




11:00 a.m. - 4:45 p.m. — GENESIS® Solution Center

11:00 a.m. - 12:30 p.m.

- Designer Dialogues: How I Deal With Client Changes (D415) 

Thursday, November 18

7:30 a.m. - 9:00 a.m. — CONCURRENT SESSIONS

- Quality Shotcrete Placement for Pool Contractors (C225) 
- Job Costing for Profit Versus Existence (B331) 
- Small Space Design (D111) 

7:30 a.m. - 9:00 a.m.

• **PHTA Fiberglass Pool Manufacturers Council**

• **PHTA Membership Committee Meeting**

9:15 a.m. - 10:30 a.m. — PHTA Retail Council Meeting

10:30 a.m. - 2:30 p.m. — Exhibits

11:00 a.m. - 1:30 p.m. — GENESIS® Solution Center

*invitation only | schedule is subject to change.



Events & Features

PHTA Awards of Excellence Reception

November 15 | 6:00 p.m. - 8:00 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 Owner's Box at the Omni Dallas and will honor the recipients of the 2021 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, the Retailer of the Year, the Service Professional of the Year, and the Young Professional of the Year.

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 when you register for PSP/Deck Expo.

Keynote Session

November 16, 2021 | 9:00 a.m. - 10:20 a.m.

Join us for a once-in-a-lifetime experience to hear from not one, but two aquatics industry icons. Wallace J. Nichols, author of *Blue Mind*, and PHTA's Rowdy Gaines, an American former competitive swimmer, U.S. Olympic Hall of Fame member,



Wallace J. Nichols

3-time Olympic gold medalist, and member of the International Swimming Hall of Fame, will inspire you during this special keynote session.

The session will conclude with a Q & A from the audience.

Immediately following the Keynote, attendees will head over to the Expo Floor for the Show Opening.



Rowdy Gaines

WAVE Young Professionals Networking Reception

November 16 | 5:00 p.m. - 6:00 p.m.

Join us at Gilley's Dallas to network 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. Transportation will be provided from the host hotel, Omni Dallas. For additional information, email wave@phta.org.

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Leadership Reception*

November 16 | 8:00 p.m. - 9:30 p.m.

New this year, the PHTA Leadership Reception is our way of thanking our volunteers for the commitment and service they provided the association in 2021. We couldn't have done it without you.

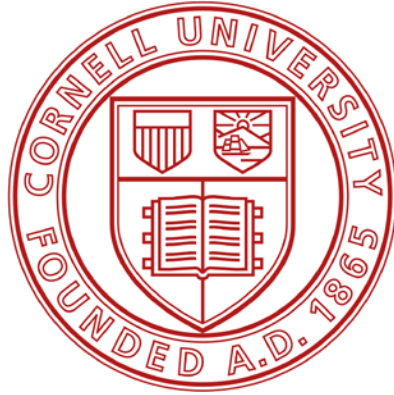


CEO Forum*

November 17, 2021 | Noon – 2:30 p.m.

Change is unavoidable and today's leaders need to know how to effectively manage in a changing environment. As a company executive, how do you prepare for leading in an uncertain world?

On Wednesday, November 17, PHTA is hosting a CEO Forum. This dynamic session is led by Cornell University faculty, and will cover the forces shaping our environment and options in how to successfully deal with a volatile, uncertain, complex, and ambiguous environment (VUCA). Attendees will discuss:



- What are the forces driving VUCA in the world and how will this impact the pool and hot tub industry?
- What are the implications of VUCA and how will it impact your company?
- What is the most appropriate leadership style to survive and thrive in this world?

*invitation only

CEO FORUM SCHEDULE

Noon – 12:30	Welcome and Networking Lunch
12:30 – 1:15 p.m.	Lecture by Cornell University faculty
1:15 – 1:45 p.m.	Round Table Discussions
1:45 – 2:30 p.m.	Presentations

Register by November 1. Space is limited and priority is given to PHTA members and limited to 75. There is no additional charge for this event.

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. We've created an online resource center to help 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

In early 2022, PHTA will launch a mentor program in which an experienced PHTA member (the mentor) will work 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.

NEW!

Introducing the Pool Maintenance and Service Technician Apprenticeship Program

The new 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 #1645 to learn more and to sign up.



GENESIS®
EDUCATE. CERTIFY. CONNECT.

GENESIS®: Elevate Your Knowledge & Grow Your Business

GENESIS® offers a structured pathway to help ensure you have the most comprehensive training available based on your job function.

Through the mentoring 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 280,000 children with support from community organizations, partners, industry advocates, members and more. **Stop by the Step Into Swim™ booth (#1545) to meet 3-time Olympic gold medalist Rowdy Gaines, who also oversees the initiative, to learn more about the program that is making waves.**



PHTA Safety Program

The PHTA Safety and Health Program will assist management and non-supervisory employees in controlling hazards and risks which will minimize employee and customer injuries,

damage to customer's property, and damage or destruction of property. The program covers the information you need to know on OSHA and MSDS responsibilities.

myPHTA Online Community

Earlier this year, PHTA launched our new online community – 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 to get started today.



PHTA Standards Update

PHTA's standards team has been busy this year! The following new standards are undergoing the ANSI approval process:

- **PHTA-10** on elevated pools is currently under ANSI Public Review
- **PHTA-2** on public pool and spa operations and maintenance is currently under PHTA Standard Writing Committee (SWC) ballot



Additionally, the following standards are being revised:

- **PHTA-15** on residential pool energy efficiency
- **PHTA-1** on public pool and spa design, construction, and installation

There are 4 different GENESIS® pathways:

BUSINESS

Need to brush up on your business acumen? GENESIS® business programs offer lessons on topics including proven operating plans, sales and marketing tips, project management strategies, company valuation tricks, design and construction agreement, profitability, customer buying trends, etc.



CONSTRUCTION

Build better pools and spas with programs that take you from layout and forming to excavation. This



category includes our 3-day construction schools that cover all the construction best practices in depth. Gain insight on site evaluations, pool renovations, concrete science, and more.

DESIGN

Ready to take your design skills to a new level? GENESIS® offers courses in everything from basic drawing and computer modeling to advanced water feature design.



ENGINEERING

Learn the elements of hydraulics, soils, foundations, electrical connections, controls, and mechanical design. By examining these



important considerations, you will be able to communicate them effectively – creating confidence and building trust from your customers.

Sign up today for the pre-conference courses or visit the GENESIS® Solution Center in the exhibit hall Booth 1345. See the conference schedule on page 3 for classes and times.

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