

Florida Pool Prosm

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2555 Porter Lake Drive, Ste. 106

Sarasota, FL 34240

(941) 952-9293 / (866) 930-FSPA

Fax: (941) 366-7433

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PRESIDENT'S COLUMN

Voice mail



Eva Adcock
FSPA President

"The party you are trying to reach is unavailable...." Has anyone ever heard a message like this when trying to make an important phone call? Better yet, when was the last time you heard it? Now it is always voice mail. We

have voice mail at home, at work and on our cell phones. It's everywhere!

It started with answering machines. You remember those boxes that hooked to your land-line phone? The boxes and humans who used to operate them were replaced with software programs that include automated attendants. Voice mail; we all hate it, we all use it!

When used correctly voice mail can be a scheduling asset. A certain time of day can be set aside to monitor and return phone calls. Statistics show that 50-70 percent of work time is spent on the phone. With voice mail and a little fortunate timing, this portion of our jobs can be compacted into a scheduled time of day. Problems occur

when emergencies arise. It is extremely frustrating to need to talk to someone and the only voice you hear is a recording. This can cause additional panic as well as a host of many other emotions. It can turn a small problem into a huge problem very quickly!

Although I do not have a solution to the voice mail phenomenon, I do understand it. Cost cutting measures seem to trump customer service. Be sure to balance the necessity to save time and money with the needs of your customers when it comes to voice mail. Return calls in a timely manner and with your full attention.

We are fortunate at the FSPA state office. Yes, there is an automated attendant in place; however, during business hours you will actually get a human to answer the phone. What a refreshing experience! Your FSPA staff considers customer service a priority. On the off chance that the staff person you are looking for is dealing with another member issue, you are certain to get an immediate return phone call or e-mail.

Don't get me wrong, I would be a slave to the phone without my automated attendant and voice mail. I just prefer the good old days with real live humans answering the phones. Oh, the necessary pain of change!

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YOUR BUSINESS REFINED



Wendy Parker Barsell
FSPA Executive Director

It's been a few weeks since you attended the Orlando Pool & Spa Show where you took classes and met with manufacturers to talk about their latest products. Most likely you left the Show full of excitement about

all the things you want to do with your business, but within a few days much of it was forgotten as the day-to-day work of running a business returned.

Before your notes and product literature get buried only to be found next Christmas, take a few minutes to go over it again. Use

this information to refine your knowledge, skills and ability to meet your customers' needs and expectations. Make a list of new products to use on your next project or to offer your service customers that will improve their pool's efficiency. Take the time to talk when a representative from a booth you visited calls, and very quickly you will remember that rush of opportunity you felt at the Show.

If there was something mentioned in a class that you meant to ask the instructor but didn't, give them a call. Chances are you'll get a great explanation of your question and more.

Did you have a good conversation with a peer and learn something? Reach out to them again and see if there are ways for you to work together or just be there to help each other through challenging projects.

If you need to get in touch with an exhibitor or search for a product, the Show Web site will remain up with exhibitor and education course information for several more weeks.

The annual show is presented by the FSPA to help swimming pool industry professionals improve their business and refine their ability to serve the consumer. The information you gathered at the Show shouldn't stay at the Show – it should be used and referenced all year, on all of your work.

Send me your testimonial about how a product or a class at the show helped your business and you could win free registration (including CE courses) for the 2011 Orlando Show! Wendy@FloridaPoolPro.com.

March 23-25, 2010 Legislative Days Committee Meetings Board of Directors Meeting

Residence Inn by Marriott, Tallahassee

Residence Inn by Marriott
600 W. Gaines St., Tallahassee

Tuesday, March 23

4:00 p.m. - 7:00 p.m. Builders/Service/Energy (verify 2010 Code proposals)
Location: Hospitality Square, 2nd Floor Conference Room - 200 W College Ave.

Wednesday, March 24

8:00 a.m. - 10:00 a.m. Breakfast / Legislative Briefings / Presentations
Location: Residence Inn Conference Room

10:30 a.m. - 12:00 p.m. Meetings at Capitol with Legislators

12:00 p.m. - 2:30 p.m. Lunch and presentations (location TBA)

2:30 p.m. - 5:00 p.m. Meetings at Capitol with Legislators

6:00 p.m. Executive Committee Meeting

Location: Residence Inn

Thursday, March 25

8:00 a.m. - 9:00 a.m. Membership Committee Meeting

9:00 a.m. - 9:30 a.m. Safety & Consumer Awareness Committee

9:30 a.m. - 12:00 p.m. Board of Directors Meeting

Location: Residence Inn Conference Room

2010 Legislative Session

By Jennifer Hatfield, Director of Government & Public Affairs

The 2010 legislative session begins March 2 and is slated to end on April 30. This year, legislators will focus on crafting a budget for the 2010-2011 fiscal year. In January state economists reported to the legislature that Florida's expected budget shortfall has grown to \$3 billion for 2010-2011. Legislators have tough choices ahead on how to close the gaps in the budget. Senate President Atwater and the legislature have created the Transparency Florida Web site, www.transparencyflorida.gov, in order to provide the public with access to state government spending.

Other important issues for our industry to watch will be legislation to delay the unemployment compensation tax increase, building code and licensing legislation, and initiatives to stimulate Florida's economy. Make sure to watch for legislative reports and alerts from Jennifer Hatfield and Kari Hebrank via our electronic newsletter *Springboard*.

FLORIDA POOL PERMITS Provided by HBW /

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County Name	January 2009	January 2010
<i>Alachua County</i>	10	3
<i>Bay County</i>	3	2
<i>Brevard County</i>	23	26
<i>Broward County</i>	31	37
<i>Calhoun County</i>	0	0
<i>Charlotte County</i>	4	18
<i>Citrus County</i>	12	6
<i>Clay County</i>	3	9
<i>Collier County</i>	12	28
<i>Dade County</i>	32	23
<i>Duval County</i>	4	11
<i>Escambia County</i>	7	5
<i>Flagler County</i>	12	15
<i>Franklin County</i>	0	1
<i>Gadsden County</i>	0	0
<i>Gulf County</i>	1	1
<i>Hernando County</i>	8	5
<i>Highlands County</i>	3	1
<i>Hillsborough County</i>	21	37
<i>Holmes County</i>	0	0
<i>Indian River County</i>	17	9
<i>Jackson County</i>	1	0
<i>Jefferson County</i>	1	0
<i>Lake County</i>	12	12
<i>Lee County</i>	54	69
<i>Leon County</i>	3	4
<i>Liberty County</i>	0	0

County Name	December 2008	December 2009
<i>Manatee County</i>	21	33
<i>Marion County</i>	12	13
<i>Martin County</i>	8	11
<i>Nassau County</i>	1	3
<i>Okaloosa County</i>	8	8
<i>Orange County</i>	39	48
<i>Osceola County</i>	14	13
<i>Palm Beach County</i>	61	54
<i>Pasco County</i>	18	24
<i>Pinellas County</i>	12	20
<i>Polk County</i>	26	22
<i>Putnam County</i>	2	0
<i>Santa Rosa County</i>	3	4
<i>Sarasota County</i>	13	22
<i>Seminole County</i>	10	6
<i>St Johns County</i>	20	8
<i>St Lucie County</i>	15	13
<i>Sumter County</i>	11	10
<i>Volusia County</i>	7	12
<i>Wakulla County</i>	2	1
<i>Walton County</i>	7	5
<i>Washington County</i>	0	0
TOTALS	584	652



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INSURANCE UPDATE

Audits, payrolls, sub-costs and certificates...oh my!

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

"Hi, this is the auditor from your insurance company, and I'd like to set an appointment to meet with you. We are auditing your General Liability and Workers' Compensation policies, and since you utilize subcontractors, please be sure to have the proper certificates available."

How do you respond to these requests? Do you cringe and scramble for information? Or are your records ready and waiting?

In this article about General Liability and Workers' Compensation audits, we will discuss how you can make sure your payrolls and subcosts are properly classified. Do you know how to manage that? The answer is easy enough.

Subcontractor costs are added to the higher-rated payroll classification unless you can produce a certificate of insurance showing that the subcontractors had their own coverage during the time they worked

for you.

Ideally, no subcontractors should be allowed on the job before they produce a current, valid certificate of insurance. Furthermore, do not accept a certificate that is hand-delivered by a subcontractor. Rather, have the certificate sent to you from their insurance carrier; that way the information will be validated and updated.

If a subcontractor's coverage expires while they are still on the job, it is your responsibility to request an updated certificate immediately. Also, keep these certificates on file for three years to protect yourself in the event of future claims activity.

Maintaining accurate, updated records streamlines the audit process. On the other hand, scrambling for certificates when the auditor arrives makes it difficult, if not impossible, to properly define subcontractor

costs.

For instance, what if you don't have a certificate from the subcontractor who worked for you six months ago, they moved, and you can't locate them now? What if their insurance certificate expired while they were still on your job and you don't have updated certificates? What if they don't respond quickly to your request for an updated certificate because they aren't working for you anymore?

The answer is: You pay. Their costs will be included in your higher-rated payroll class. When it comes to audits, subcontractors without proof of insurance are not subcontractors. Rather, their costs are included as payroll.

Keep those certificates easily accessible and updated year-round. If you do this, there is no need to cringe when the auditor calls.

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Orlando Pool & Spa Show

There were many different exhibitors and products to see in the exhibit hall.



Attendees were able to earn continuing education credits at more than 60 courses offered during the show.

Nearly 625 industry members had a great time at the NASCAR Sports Grille! Open bar, food and games were all included!



Thanks to our Friday Night Party Sponsors at the Orlando Pool & Spa Show





Going green

By Rick Myers, Auto Pilot Systems

Going green. What is it, and what does it mean? It is a term that we hear probably five times a day. We cannot go shopping, watch television or be at work without hearing those words. It is now a part of our daily lives, and because of this, there are probably as many imposters as there are real steps we can take to make our lives "greener."

One thing is for sure, this movement is here to stay and there are many opportunities for us as business people, and more importantly as good citizens of planet Earth, that we can take to ensure we do not use more of our "carbon footprint" than necessary.

Whatever steps we take to become green, either as consumers or as a business trying to sell to consumers, it almost always requires an investment up front and it usually saves money.

We can do a range of things from the obvious to the sublime, and not everything requires an investment. UPS, the largest delivery service on this planet, has instituted several things that we can follow in our daily lives that do not require a large investment, but some of the changes require both discipline and an investment.

Although the savings UPS realized are in the millions of dollars, savings are relative

to the size of any business. Almost every FSPA member has vehicles at the heart of their business, and it would be safe to say that we would not have business without vehicles. UPS did three things that require nothing more than a little thought; they turn off their delivery vehicles at every stop, route their vehicles to make no left turns and ensure that every one of their delivery trucks is checked every day for proper tire pressure.

The only investment for these items are tire gauges for every vehicle, discipline to turn off your vehicle for every stop or delivery of services, and perhaps a computer generated route program to make sure that all of our service or repair routes are the most efficient, while still delivering world class service to clients. Anyone can go to YouTube and look up "fuel savings," and many other money saving ideas will come up. Proper tire pressure and fewer left turns results in safer drivers and fewer accidents on the road; this means lower insurance premiums and more savings for our businesses.

Other quick and easy things you can implement that will also save money include making your organization as paperless as possible, utilizing electronic billing and correspondence, and getting an energy

audit. Whoever your electric provider is, they would be glad to come to your business or home and do a free energy savings audit. Some of their suggestions require an investment and many are easily adaptable. Again, just make the call to your energy provider.

As business people that build, service and repair products that consume energy, it is vital that we are up to speed on the latest energy-saving products in our industry. The company that is not aware of these products is losing business because the consumer is ready, willing and able to make investments if there is a savings to their power bill or if they simply want to be better citizens.

Products range from two-speed pumps, LED pool lighting, on site chlorine generation, and the latest technologies in heating, regardless of the type of heat they use. As professionals in our industry, it is our duty, and it also makes good business sense to make sure our clients have the best and most up-to-date information available to them so that can make educated decisions.

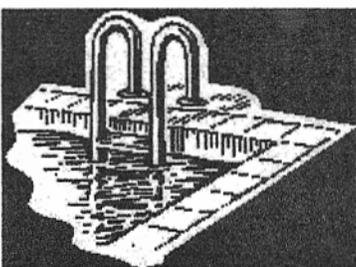
Even in these tough economic times, people are spending money on products that will help them save money. This is an established fact, as is the fact that this trend will continue for the foreseeable future. We need to be proactive in our knowledge of these products and be able to advise our consumers on what will save them the most money without sacrificing enjoyment of their pool and spa.

How can this be accomplished? Bring in the manufacturers that you purchase from and demand they bring you up to speed on their latest products. Have a "green day" at your retail store and ask manufacturers to display their energy-saving products. Attend any industry forum, and learn firsthand about the latest trends in green technology.

In closing, we are both consumers and sellers. Signing on to this movement can help our business on both ends, will improve the bottom line and is the right thing to do.

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Governor Agrees to Delay Unemployment Compensation Tax Increase

By Kari Hebrank, FSPA Lobbyist

By now, your business should have received a notice from the FL Department of Revenue indicating an increase in unemployment compensation tax. You are probably wondering why there is such a sharp increase.

Last session, the Florida Legislature shortened the time to recapture funds for the Unemployment Compensation Trust Fund (UC fund) from 4 years to 3 years through the year 2015 in order to infuse the trust fund more rapidly which is insolvent due to rising unemployment rates statewide. Since August, the state has been forced to borrow \$839.5 million from the federal government, paying out \$300 million each month in unemployment compensation claims. Next year, the Florida Legislature must begin repaying the loans and hundreds of millions of dollars accrued in interest.

Additionally, at the request of key business groups, the Legislature increased taxable wages from \$7,000 to \$8,500 per

employee to help replenish the fund more quickly. The unemployment compensation tax increase is automatic under state law, triggered when the fund balance dropped below 4 percent of taxable payroll last June. The trust fund had a \$1.3 billion surplus last December prior to Florida's unemployment rate exceeding 11.5 percent. The Legislature also changed the fund balance adjustments—a positive fund balance was adjusted from 3.7% to 4%; a negative fund balance was adjusted from 4.7% to 5%—based on prior year payroll. Interestingly, the trust fund triggers in 1957 were 4% and 5% respectively, but were reduced in 2003 when the UC fund was “flush.”

Responding to concerns raised by a coalition of business interests, including FSPA, Governor Crist announced he would delay the unemployment compensation tax increase that takes effect in April until lawmakers can reduce it. Crist remarked that the tax increase goes against the state's

efforts to strengthen businesses and create jobs to help Florida's economy recover. The unemployment compensation tax is based on a formula that includes unemployment compensation benefits paid to former employees over the last three years. Without a change, the minimum rate will go from \$8.40 to \$100.30 per employee and the maximum rate rises from \$378 to \$459.

In response to Crist's announcement, both Senate President Jeff Atwater (R-North Palm Beach) and Speaker of the House Larry Cretul (R-Ocala) agreed to work with lawmakers to provide relief to employers and strive to pass legislation early in the Regular Session. Potential reforms include suspending the taxable wage increase for two years and not implementing the UC Fund trigger. FSPA continues to fight for unemployment compensation tax relief and urges FSPA members to contact their local lawmakers to urge them act swiftly to pass UC tax relief.

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THE SCOOP ON SERVICE



Emphasis on sales, more important than ever

By Jackie Arnault, *The Pool Pleaser*

Like most companies in today's economy, looking for new ways to be more profitable is more important than ever. With fewer dollars to go around, it is critical to be as efficient and cost conscious as possible. This is also the message you want to reflect to your employees. Right now service companies are the strength in the pool industry. Isn't it time to check to make sure your company is lean and in a position to succeed and grow? From the retail clerks behind the counter to the service techs in the field, it is our responsibility to look for new ways to increase our sales. Field techs should be looking around at every stop to find things the client may need or could benefit from. Developing an entrepreneurial attitude in your staff will be rewarding, not only for them, but also for your bottom line.

Subtle reminders to all your employees that they are partially responsible for the success (or the failure) of your business could be helpful in getting your point across.

Ask your field employees daily, prior to the start of their route, to be sure to examine the pool and equipment thoroughly at each stop. Simple things like having adequate supply of repair parts in their vehicles, being conscious of their fuel consumption, and minimizing unnecessary stops will help improve the efficiency of the business. After a period of time, this will become second nature to them and become part of their daily routine and ultimately will produce more sales. Draft up a few questions that your retail clerks could be asking your retail customers and have it in sight of the cash register or counter; this too, will increase your sales.

Effective listening is something we all need to practice and apply in our daily routines. Instruct your employees to listen to what customers have to say. They will give you vital information if you let them, and as a result, you can help them buy what they need. Sometimes a smile and a nod is all it takes to get them to part with the valuable

information you need such as: their son or daughter is having a swimming party, or their grandchildren will be visiting, or the softball team is coming over. Obtaining this information will tell you that the swimming pool may need additional treatment due to a higher bather load, therefore, sales of additional chemicals such as shock, acid or clarifiers may be needed. Pool toys, floats and patio supplies could also be items you may suggest to increase your sales. Making customers comfortable, whether it is in the field or in the retail store, will help make their decision to buy a much easier one.

It is more important than ever to sharpen the skills of all your employees. They are the backbone of your business, and you can't do it all yourself. Emphasize to them that without sales and without the customer base, the company may not be efficient enough to withstand our struggling economy. Sell, sell and sell some more!

CPSC hearing on unblockable drains and residential grant program

By Jennifer Hatfield, *Director of Government & Public Affairs*

The CPSC had a hearing scheduled for February 10 in Bethesda to discuss and possibly finalize what is considered an unblockable drain and the final interpretation of s 1406 of the VGB Act – the residential state grant program portion of the Act. However, due to the unprecedented weather the D.C. area received, this meeting was postponed. Watch for updates on when this meeting will occur and its outcome in upcoming issues of *Springboard* and the April *Florida Pool Prosm*.

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Upcoming agency meetings

Construction Industry Licensing Board: March 10-12 – Florida Hotel and Conference Center, Orlando

Florida Building Commission: April 5-7 -Hilton University, Gainesville

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Lucas Lagoons, Inc., Sarasota
Award of Merit, Gold Award

Riviera Pools, Tampa
Silver Award, Gold Award

Signature Pools & Spas, Oakland Park
Award of Merit, (2) Gold Awards

South Florida Custom Pools LLC,
Palm City
Gold Award

Surfside Pools, Jacksonville
Award of Merit, (2) Bronze Awards

Swim Incorporated, Sarasota
Gold Award, Technical Achievement Award

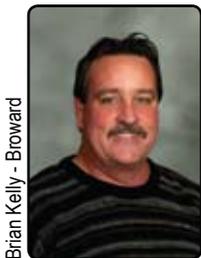
Swimming Pools by Ike Jr., Coral Springs
Award of Merit

T C Water Features, Orlando
Bronze Award

See photos of lthe winning pools on pages 16-20.

2009 Chapter Directors of the Year

This award is bestowed upon an individual who has exemplified leadership, commitment and service to their local FSPA Chapter. Each Chapter selects one of their members for this recognition. These members were honored on Thursday, February 18 during the Awards and Welcome Reception. Please thank these volunteers for their hard work on behalf of the swimming pool industry in Florida.



Brian Kelly - Broward



Barbara Austin - Central FL



Colin McTigue - Charlotte Harbor



Lori Bryant - East Central FL



Rick Howard - FL West Coast



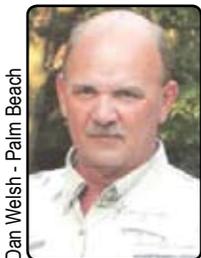
Ed Fay - Manasota



Jeremy Hine - North Central FL



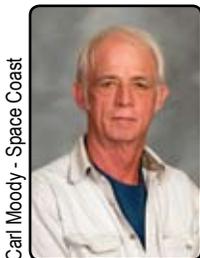
Stephanie Mitchell - Northeast



Dan Welsh - Palm Beach



Ed DeLafield - Polk County



Carl Moody - Space Coast



Cathie Alderman - Tampa Bay

2009 Person of the Year



Alan Cooper

Alan Cooper has been in the swimming pool industry for more than 35 years and in 2009 served as the Florida Swimming Pool Association's President. He served as a member of the FSPA Executive

Committee for four years preceding his presidency and is regularly one to suggest alternative ideas and thoughts on a subject.

Alan's background as a CPA brought increased financial awareness to members of the Board of Directors, helping everyone to understand more clearly the organization's financial condition.

In a year which the swimming pool and spa industry suffered, he led the FSPA to make smart decisions on everything from finances to government relations to membership. Thanks to Alan's guidance and leadership we start 2010 as a very stable organization with membership increasing, a trade show on the rebound and our government relations program one of the most admired in the industry.

Congratulations and many thanks for all of your unwavering support of the swimming pool and spa industry!

2010 Design Award Winners

The 2010 Design Awards winners were honored February 18, at the Rosen Plaza Hotel in Orlando. These awards are a way to celebrate and recognize the great work done in the pool industry in Florida.

These are not just good looking pools, they are properly built as well. Entries include a summary of goals and accomplishments, a plumbing diagram and a photo of the pool and the equipment. All company and client information is removed from the materials prior to judging and entries are identified only by number.

Industry professionals serve as judges and assess the quality of workmanship and design. Challenges, technical achievements, design and aesthetic value are all taken into consideration.

Congratulations to all of the 2010 Design Awards winners.

Residential Shotcrete/Gunite 701+ sq ft



Gold and a Technical Achievement Award -
Swim Incorporated

Commercial Water Features

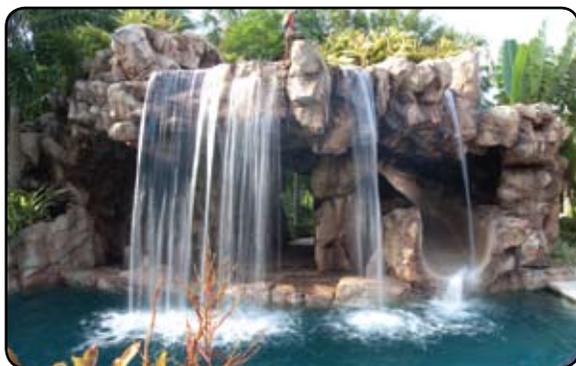


Award of Merit - Exotic Pools by Janeen



Award of Merit - Lucas Lagoons

Residential Water Features



Silver - AAA Custom Pools



Gold - AAA Custom Pools



Semi-Public Pool
Gold - Bryant Pools

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longer life.**



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- Guarantee**
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- Satisfaction**
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No purchase required. Everyone welcome to enter.

www.Pleatco.com/Reemay

2010 Design Awards continued

Residential Pool Restoration



Award of Merit - Creative Pools



Gold - South Florida Custom Pools

Residential Shotcrete/Gunite Pool 501-700 sq ft



Award of Merit - Swimming Pools by Ike Jr.



Bronze - Surfside Pools



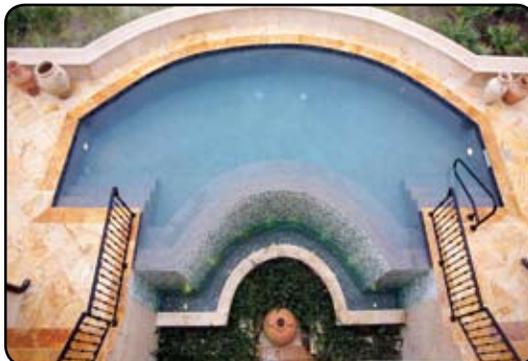
Bronze - Essig pools

Spa Pools



Award of Merit - Surfside Pools

Residential Shotcrete/Gunite Pool Vanishing edge



Bronze - Surfside Pools



Silver - AAA Custom Pools

Residential Pool/Spa Combination 501-700 sq ft



Award of Merit - Signature Pools & Spas



Award of Merit - Exotic Pools by Janeen



Silver - AAA Custom Pools



Gold - Riviera Pools

Residential Pool/Spa Combination 701+ sq ft



Bronze - T C Water Features



Silver - Riviera Pools



Silver - Almar / Jackson Pools



Gold - Lucas Lagoons

Continued on page 20

*Residential Pool/Spa Combination
Vanishing Edge*



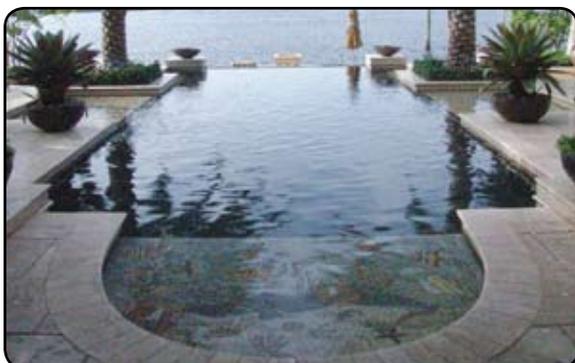
Bronze - AAA Custom Pools



Silver - AAA Custom Pools



Gold - Signature Pools & Spas



Gold - Signature Pools & Spas

Broward

Chapter Coordinator: Rich Sassone
(866) 930-3772
FSPABroward@FloridaPoolPro.com
www.FSPABroward.com

The State Board of Directors meeting held January 9 in Orlando was action packed; there were about 65 members from all Chapters statewide in attendance.

A key item of interest was at the Energy Committee meeting. In the meeting led by chairman **Jeff Tawney, Aquacal Autopilot**, several 2010 proposed legislative changes were developed for the pool and spa efficiency language that was adopted in 2008 in HB 7135. This legislation implemented part of the California Title 20 & 24 requirements regarding pump motor efficiencies, heating efficiencies, and a portable spa efficiency formula. The implementation date is July 1, 2011.

At a subsequent meeting of the APSP 15 Standard for Energy Efficiency of residential pools held in Atlantic City, the committee agreed to our requested changes from the California code in three areas: Pool Covers will not be required on gas and heat pump heated pools, the straight pipe run required to allow an easy add-on of solar bypass was reduced from 36 to 18 inches, and regular elbows are allowed; before, they were banned in lieu of sweep elbows. Sweep elbows are now recommended not required. The maximum velocity requirements of six feet on suction and eight feet on return side piping will also allow different sized piping after tee branches.

All of these changes could have been disallowed had APSP not agreed with them. It appears that APSP 15 will ultimately be used broadly outside of California in many states, including Florida where the Florida Building Commission is considering adoption of this language.



*Terry Mohr, HornerXpress,
welcome to the Broward
Chapter Board of Directors!*

Central Florida

Chapter President: Steve Bludsworth
(800) 416-6774
FSPACentralFlorida@FloridaPoolPro.com
www.FSPACentralFlorida.com

The Central Florida Builders' Council met on January 27. The main topic of discussion was items for the task force looking at code proposals. Fourteen people participated in the discussion regarding what triggers bringing a pool in compliance with the Florida Building Code and VGB Act. Our suggestions were forwarded to the task force which met January 29.

All participants were encouraged to attend the Orlando Pool & Spa Show and to talk to and encourage others to attend.

Our six state Board members have all made reservations for the March Board meeting in Tallahassee. We look forward to seeing everyone there.

Charlotte Harbor

Executive Director: Andy Mallison
(800) 569-6774 Ext. 11

FSPACharlotteHarbor@FloridaPoolPro.com
www.FSPACharlotteHarbor.com

The March Board meeting for the Charlotte Harbor Chapter will be held on March 10. The time and location will be sent to all Board members via fax and e-mail.

The March Chapter meeting will be on Tuesday, March 16. Flyers with meeting details for the meeting will be sent to all Chapter members via fax and also made available at all local distributors.

East Central Florida

Executive Director: Lynn Hecklinger
(386) 673-0038

FSPAEastCentralFlorida@FloridaPoolPro.com
www.FSPAEastCentral.com

The East Central Florida Chapter is going to meet for lunch this month. On Wednesday, March 17, the Chapter Board and membership will meet at the Stonewood Grill in Ormond Beach, followed by a timely presentation by Ted Garrison, "How to Survive in a Down Economy." The Chapter is fortunate to be able to offer Ted Garrison's presentation, as he is a dynamic speaker who travels extensively to address a wide variety of organizations. Once again, thanks to **Lori Bryant, Bryant Pools**, for making the arrangements for Ted Garrison's presentation.

Florida Gulf Coast

Executive Director: Mitch Brooks
(800) 569-6774 Ext. 12

FSPAFloridaGulfCoast@FloridaPoolPro.com
www.FSPAGulfCoast.com

No news this month.

Florida West Coast

Executive Director: Malinda Howard
(727) 638-6072

FSPAFloridaWestCoast@FloridaPoolPro.com
www.FSPAWestCoast.com

The Chapter Board of Directors met at noon on Tuesday, February 2. The next Board of Directors meeting will be held at noon on Tuesday, March 2 at Applebee's at Tri City Plaza, 5110 East Bay Drive, Clearwater. Remember that any Chapter member can sit on the Board of Directors and every member is encouraged to attend Board meetings. Our Board of Directors meetings are usually scheduled for the first Tuesday of the month, but please call or e-mail the office if you plan to attend.

Congratulations to **Rick Howard, Rick's Pool Service**. Rick was selected as the Florida West Coast Chapter Director of the Year. Thank you, Rick, for your hard work, dedication and continuing support of the FSPA!

Mark your calendars! The Florida West Coast Chapter will be holding its annual Golf Tournament on Saturday, May 8 at The Eagles Golf Club of Tampa Bay, located in Odessa. The tournament will begin with an 8:00 a.m. shotgun start. It isn't too early to start putting your teams together.

Scholarship applications are now being accepted. Please contact the office for forms and instructions.

Manasota

Executive Director: Andy Mallison
(800) 569-6774 Ext. 11

FSPAManasota@FloridaPoolPro.com
www.FSPAManasota.com

The March Board of Directors meeting for the Manasota Chapter will be held on Tuesday, March 9 at 11:45 a.m. in the FSPA state office conference room. A reminder will be e-mailed to all Board members.

The next Chapter meeting is set for March 18. Meeting details will be sent and faxed to all Chapter members and made available at local distributors.

North Central Florida

Chapter Coordinator: Rich Sassone
(866) 930-3772

FSPANorthCentralFlorida@FloridaPoolPro.com
www.FSPANorthCentral.com

Volunteer Profile: **Karleen Howard, Fun State Pool Service, Inc.**, interviewed by Rich Sassone, Chapter Coordinator.

Rich: How long have you been working in the pool industry?

Karleen: I have been working for two years in the pool business but it seems longer because my husband worked in our industry for nine years.

Rich: What are companies like Fun State Pool Service, Inc. doing to grow and maintain customers?

Karleen: Advertising the business, sending out direct mail to new and existing customers, and getting our name and logo out there so we can attract new business. We have teamed up with the local March of Dimes to stay active in our community and give back.

Rich: What are the benefits of being a member of the FSPA from your perspective?

Karleen: Some of the benefits of FSPA membership include: Good representation in the industry, people willing to fight for our industry, and support for the legislation that positively affects our builders and service professionals.



Karleen Howard is an employee of Fun State Pool Service, a member of the North Central Florida Chapter

Northeast Florida

Chapter President: John Garner
State office: (866) 930-3772

FSPANortheastFlorida@FloridaPoolPro.com
www.FSPANortheast.com

It was great to see so many of you at the Orlando Pool & Spa Show; we hope everyone took advantage of the excellent

CE credits offered and got to mingle with their peers.

Due to the show, there was no Chapter meeting in February. The next scheduled Chapter meeting will be held March 18 at the Holiday Inn Town Center. Watch your e-mail and faxes for additional information.

Save the date! We have secured some reserved seats for a Major League Baseball exhibition game on April 2, 2010. This game will be the last exhibition game before the season starts for the Florida Marlins. The Marlins will be taking on our own Jacksonville Suns. If interested in tickets, please call Debi Garner at 743-2060. Tickets are first come first serve to those who did not put their reservations in early. The tickets are \$19 each and we have reserved seating behind the third base line. We will be having another baseball outing later in the summer in case you miss this one!

The next big Chapter event is scheduled for April 23; it is the annual NE Chapter golf tournament. This year's event will be held at The Champions Course at Julington Creek. A foursome is only \$280 and there are many opportunities for you to get involved! Registration and continental breakfast begins at 7:30 a.m. with a shotgun start at 8:30 a.m. Start lining up your teams for this great event. Please call Susan Landegran at 716-5993 or Debi Garner at 743-2060 for additional information.

All Chapter members, please begin securing donations from your favorite restaurants, hair dressers, florists, etc. for the golf tournament. If everyone could get one item donated our silent auction and raffle drawings will be awesome! This is one of two fundraisers that your Chapter does – please help out! This is a huge undertaking and we need your support!

We have received several new member applications this month – **Industrial Insulation Group LLC, First Coast Viking Pools, and Sunworks Solar Systems, Inc.** Welcome to you all and we look forward to getting you involved in our awesome Chapter!

While we talk about this each month, we receive no requests for meeting topics. Remember, this is your Chapter, let your voice be heard. All suggestions are welcome regarding any programs or CE courses you would like to have at the Chapter meetings. Please forward suggestions to John Garner, Sr. for submission to the Board.

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.

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 in 2010!

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 membership meeting February 3 centered around discussions of the 2010 code proposals and what triggers the need to permit to be in compliance with current codes. Did you miss the meeting? It's not too late to get the updates from Builders' Council chairman **Steve Hackl, Hackl Pool Construction**. He may be reached at steve@hacklpool.com for comment and questions. Many thanks to Steve for his terrific presentation at the Chapter meeting.

Several Chapter members went above and beyond as they volunteered time to help teach water safety alongside the



Bert Lamour, Prime Pools, and Steve Hackl, Hackl Pool Construction, at the Palm Beach Chapter's February meeting.

Palm Beach Drowning Prevention Coalition at the Palm Beach County Fair January 15-31. Thanks to **Ron Adolph, SCP Pool Distributors, and Kim Allert, Scott Allert and Mary McNail, Southern Pool Plasterers**.

Fun in the sun starts with attending the Marketplace 2010 on March 24. The mini table tops trade show will be held at the Crowne Plaza, 1601 Belvedere Rd., West Palm Beach. Show hours are 6:30 p.m. – 9:00 p.m. Admission is free to FSPA members and only \$15 per person for nonmembers. Submit an application for membership prior to the meeting and you may attend for free and additionally you will receive three months of free membership. An auction, raffles, and games will be held in addition to the Marketplace. The Palm Beach Chapter is known to host one of the best FSPA table top events. Registration is mandatory and requires only a short one page form to be completed. If you have not already received yours please contact the Chapter office or Marketplace chair Ron Adolph at ronald.adolph@scppool.com. The registration form is also posted on the Chapter Web site at www.fspa-pb.com. Please direct exhibitor inquiries to the Chapter office.

The next Chapter meeting will be April 7 at Contractor's Business Park, West Palm Beach. Southern Grouts & Mortars will be presenting the program. The Service Council meeting starts at 5:00 p.m., followed by the Builders' Council meeting and then a Board of Directors meeting at 5:30 p.m. A social period and late registration will start at 6:30 p.m. Southern Grouts & Mortars will have the floor promptly at 7:00 p.m.

Polk County

Chapter Coordinator: Rich Sassone
(866) 930-3772

FSPAPolkCounty@FloridaPoolPro.com
www.FSPAPolkCounty.com

Why consumers in Polk County choose FSPA member companies. Member companies must be properly licensed and insured based on their scope of work, adhere to a code of ethics, they receive information on the latest industry trends, and have access to the most progressive pool industry continuing education courses available in Florida.

FSPA members are listed on the Web site where consumers search for

professionals in their area. Each month hundreds of searches are done. Members can also use the FSPA member logo to promote their business. It can be put on the Web, advertisements and business cards.

Space Coast

Chapter President: Dominick Montanaro
 State office: (866) 930-3772
 FSPASpaceCoast@FloridaPoolPro.com
 www.FSPASpaceCoast.com

I hope all of you had a chance to attend the FSPA's Orlando Pool & Spa Show last month. The educational and networking opportunities were definitely worth the trip over to Orlando. Wendy Parker Barsell and the FSPA staff deserve a big thank you for the effort they put into making this event so successful. The manufacturers, distributors and other vendors who participate in the Show help make this event successful too. Please remember to thank them or their local representatives for being involved as you see them over the next few months.

Speaking of being involved, the Chapter Board has put together an event-filled calendar for the Chapter this year. The next Builders' Council, Service Council and Chapter Board meetings will begin at noon March 11 at Beef 'O' Brady's on Wickham Rd., Melbourne.

The Chapter has reserved Pelican Beach Park for our annual Chapter Volleyball Picnic on Sunday, April 18. Volleyball teams will be free again this year and the cost will be \$5 per person for the event. The food and non-alcoholic beverages will be provided so please mark your calendars and get your teams lined up. Contact Dominick Montanaro at 777-4847 to reserve your team and please don't forget to RSVP your company's attendance so we can shop accordingly.

The Board is also committed to providing local continuing education classes at no charge as a member benefit. We are looking to partner with the Home Builders Association and the local building departments to provide classes that help us all in our respective fields.

The next FSPA Board of Directors meeting will be held in Tallahassee March 23 – 25 in conjunction with the FSPA Legislative Days. This meeting will be a new experience for many of the Board members who have never witnessed the "Tallahassee

Experience" and how government operates. It should be interesting and we will bring back all the information to you when we meet April 8 at Beef 'O' Brady's, Melbourne.

The Chapter would like to welcome **Rich Mackey, Rich Mackey Pools,** and **Dan Coyne, Pinch A Penny,** who volunteered to sit on the Chapter Board. **Bobby Johnson, Aqua-Rite Pools & More,** a longtime member of the Board has opted to sit out this year but will still be involved as an active member. Thanks for all your years of service, Bobby!

Tampa Bay

Chapter Coordinator: Rich Sassone
 (866) 930-3772
 FSPATampaBay@FloridaPoolPro.com
 www.FSPATampaBay.com

Our Annual Golf Tournament will be held on Friday, April 16 at the Northdale Golf & Tennis Club, 4417 Northdale Blvd., Tampa. Check in and registration is at noon with the shotgun start at 1:00 p.m. Dinner and awards will begin at 5:00 p.m.

Sponsorships of \$100 include a sign and recognition at the awards banquet. Cash donations are being accepted from companies who would like to purchase prizes. The tournament includes 18 holes of golf, door prizes, free beer after the tournament, and prizes for first place, second place, third place, closest to the hole, longest drive and shortest drive. See you on the green.

There is a limit on the number of players so make your reservations early. The



Annie Marquis is the new secretary for the Tampa Bay Chapter FSPA. She works for AmeriGas Propane and is excited about her new role; congratulations, Annie, and thank you for your hard work.

deadline for prepaid golfer's reservations is Friday, March 26. Payments should be sent to P.O. Box 270585, Tampa, FL 33688-0585.

Treasure Coast

Executive Director: Susan Gilbert
 (772) 263-2653
 FSPATreasureCoast@FloridaPoolPro.com
 www.FSPATreasureCoast.com

The Chapter would like to thank our Board members who are faithful in going to our state meetings. We appreciate them bringing back important information and sharing it with the members. We also want to thank President **Derek Proffitt, Harbor Bay Pools,** Vice President **Vinnie Fuggetta** and **Darlene Fuggetta, Safety Pool Covers,** for going to Legislative Days! We commend them for their faithfulness and involvement in FSPA at the state and Chapter level.

Our next Chapter meeting is 6:30 p.m. to 8:30 p.m. April 15 at Palm City Grill, 3208 S.E. Martin Downs Blvd., Palm City. We will be in a reserved room in the back.

April 24 will be YMCA Healthy Kids Day for the Treasure Coast. We are looking forward to being a part of this day and sharing what we know about pool safety with pool owners!

Please check your schedules and make plans to attend the state Board meeting September 23-25. It will be held in the Treasure Coast area at the Jupiter Beach Resort & Spa. It is a great opportunity to see how FSPA works together as a team and makes positive changes for the pool industry. Please mark your calendars now!

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.

CALENDAR OF EVENTS

March 2010

- 2 FSPA Florida West Coast Chapter Board Meeting
Applebee's at TriCity Plaza, 5110 East Bay Dr., Clearwater
- 9 FSPA Manasota Chapter Board Meeting
- 10 FSPA North Central Florida Chapter and Board Meeting
6:30 p.m. Napolitano's, 606 NW 75th St., Gainesville
- 11 FSPA Space Coast Chapter Meetings
Noon - Builders' Council followed by Service Council followed
by Board Meeting, Beef 'O' Brady's - Wickham Rd., Melbourne
- 18 FSPA Manasota Chapter Meeting

FSPA Northeast Florida Chapter Meeting
Holiday Inn Town Center
- 23 FSPA Committee Meetings**
- 24 FSPA Legislative Days**
- 25 FSPA Board of Directors Meeting
Tallahassee**
- 25 FSPA Charlotte Harbor Chapter Board Meeting

April 2010

- 2 FSPA Northeast Florida Chapter Baseball Outing
Florida Marlins vs. Jacksonville Suns exhibition game
- 6 FSPA Florida West Coast Chapter Board Meeting
- 7 FSPA Palm Beach Chapter
5:00 p.m. Service Council Meeting followed by Builders' Council Meeting
5:30 p.m. Board Meeting
6:30 p.m. Social and Late Registration
7:00 p.m. Chapter Meeting
- 8 FSPA Space Coast Chapter Meetings
Noon - Builders' Council followed by Service Council followed
by Board Meeting, Beef 'O' Brady's - Wickham Rd., Melbourne
- 14 FSPA North Central Chapter and Board Meeting
6:30 p.m. Ocala
- 15 FSPA Treasure Coast Chapter Meeting
6:30 p.m. - 8:30 p.m. Palm City Grill, 3208 SE Martin Downs Blvd., Palm City
- 16 FSPA Tampa Bay Chapter Annual Golf Tournament
Noon - Check in and Registration
1:00 p.m. Shotgun Start
5:00 p.m. Dinner and Awards
Northdale Golf & Tennis Club, 4417 Northdale Blvd., Tampa
- 18 FSPA Space Coast Chapter Volleyball Picnic
11:00 a.m. Pelican Beach Park, Satellite Beach
- 21 FSPA East Central Florida Chapter Meeting, Board Meeting and CE Course
Stonewood Grill, Ormond Beach
- 23 FSPA Northeast Florida Chapter Golf Tournament
7:30 a.m. Breakfast and Registration
8:30 a.m. Shotgun start
The Champions Course at Julington Creek
- 24 FSPA Treasure Coast Chapter - YMCA Healthy Kids Day

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Florida Swimming Pool Association
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Questions were asked, information was shared and connections were made at the Orlando Pool & Spa Show.



Congratulations to Janet Williamson, Working Man's Pool & Spa, out of Jacksonville. She was one of the many cash drawing winners at the Orlando Pool & Spa Show