

Florida Pool Prosm

A PUBLICATION OF
FLORIDA SWIMMING POOL ASSOCIATION

www.FloridaPoolPro.com

Pool builder charged in entrapment death

by Rebecca Robledo, Pool & Spa News (reprinted with permission)

For the first time in industry history, a builder has been arrested and faces criminal charges for causing an entrapment death.

David Lionetti, president of Shoreline Pools in Stamford, Conn., was charged with second-degree man-slaughter in the 2007 death of Zachary Cohn, the 6-year-old son of a prominent hedge-fund manager.

"David Lionetti is shocked to be personally charged with manslaughter,"

said his attorney, Richard Meehan Jr. of the Bridgeport, Conn., law firm Meehan, Meehan & Gavin. "He's the president of a company that employs well over 300 people and has built thousands of pools."

Lionetti, 53, was immediately released on \$25,000 bail. He was scheduled to appear in court July 28 and faces a maximum penalty of 10 years in prison. He will plead not guilty, according to his attorney.

Zachary died July 28, 2007, at his Greenwich, Conn., home when his arm became trapped in a wall drain leading from the pool to a waterfeature pump. The incident received national coverage and helped prompt the U.S. Congress to pass the first-ever federal Pool & Spa Safety Act.

"Nothing will bring our son back, but we hope this prosecution will help prevent another horrific incident like this from happening to someone else,"

parents Brian and Karen Cohn said in a statement. "Those who knowingly violate pool safety codes designed to protect children should be held accountable for their actions."

The Cohns' pool allegedly was not equipped with dual drains or SVRS devices, making it out of compliance with Connecticut building code requirements.

The prosecutor, State Attorney David Cohen, charged that in

Continued on page 7

FSPA High School Invitational is coming soon

The FSPA High School Invitational Swimming & Diving Meet will be held October 10-11 in Orlando. This is the largest swim meet in the Southeastern

United States! Young athletes from all over Florida come to compete and they need you. Supporting them supports our industry. Sign up to volunteer or be an event sponsor!

This event attracts over 2,000 athletes and around 750 spectators.



That means sponsors have a captive audience made up of pool users! The meet is presented by the Florida Swimming Pool Association to

benefit the Swimming Pool Safety and Education Foundation. As a sponsor you will be supporting these athletes, supporting pool safety and

your sponsorship is tax deductible. Go to www.FloridaPoolPro.com/industry/events/swimmeet.com for more information.

Butterfly Sponsor: \$1,000

- 1/2 tabletop inside aquatic center during event
- Logo on event T-shirt distributed to all athletes coaches and volunteers
- Banner displayed inside aquatic center
- 1/4 page ad in program and event guide

Backstroke Sponsor: \$500

- Company name on event T-shirt distributed to all athletes, coaches and volunteers
- Banner displayed inside aquatic center
- Business card ad in program and event guide

Freestyle Sponsor \$250

- Company name on event T-shirt distributed to all athletes, coaches and volunteers
- Small banner displayed inside aquatic center
- Logo listed in program and event guide

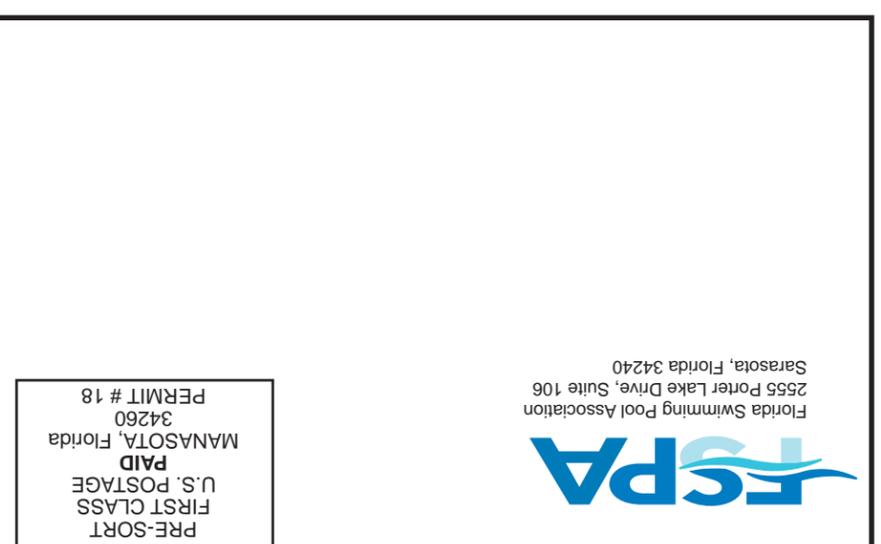
Relay Sponsor \$100

- Company name on event T-shirt distributed to all athletes, coaches and volunteers
- Name listed in program and event guide



News Splash

- **Amerisure Insurance** Has been recognized as part of the Ward's 50 Benchmark Group for the fifth consecutive year. Page 3
 - **The Scoop on Service:** Proper sizing and installation of salt systems will result in a longer cell life, better water quality and happy customers. Page 3
- **Digging up Ideas:** Consumers may believe that now should be the time to be able to get amazing deals on pools. Don't give in at the cost of underpaid workers, shoddy materials and drab aesthetics. Page 5
- **New Member Benefit.** Introducing Acxiom contractor background checks. Fees can range from a few dollars to just over twenty dollars per report. Page 7
- **If you have not paid your dues, this is your last issue of Florida Pool Prosm.**



President's Column

Changes are a part of life



Dominick Montanaro
FSPA President

We are into our second year of what some have referred to as the most trying times they can ever remember in our industry. Every one of us has been affected by the

downturn in the economy and while all of us struggle, we all share the hope that things will get better soon.

Changes have a way of defining how strong we really are at prioritizing what we need to do to stay solvent and provide for our businesses and family. We have downsized, cut costs, eliminated people and equipment and unfortunately, in some cases gone out of business, but the fact remains that changes, not always in our control, caused this to happen. Recognizing change is not always easy but the sooner you see the handwriting on the wall and react to it the better off you will be.

The same holds true for the Florida Swimming Pool Association. We identified almost two years ago that we had some organizational issues that, not corrected, could possibly be a hindrance in our goal to provide the best service to our members. In May of 2007, FSPA Past President Ed Delafield chaired the initial meeting of the Task Force charged with evaluating the operations of the Chapters and the State Office. Several meetings in the last year have taken place around the State.

The FSPA policies are supposed to determine how the organization's

functions are divided between the Chapters and the state office. The policies were broken and in many instances non-existent. Responsibilities placed on the State office had increased over the years. The delineation of who was doing what and who reported to who developed into a gray area. Neither the Chapters nor the State could agree to a uniform procedure and many Chapters outright did not respond when asked for specific information. The Chapter Boards in many cases were not even aware these scenarios existed. Something needed to be done to correct these inadequacies.

After many meetings a Uniform Partnership Agreement has been honed out and presented to the Chapters for their input. That is where we are now; you the members hopefully have seen it and discussed it at your Chapter meetings.

The document represents "change" and it is still open for more changes as the FSPA is caught up in the same financial morass that your business has been subjected to. We need to identify where our resources are doing the most good for the members. Membership renewals are down 30% to date and many Chapters will fall short in qualifying for funding for their Chapter Executive Directors under the current program.

How we handle moving forward will be a matter of concern at the next FSPA Board of Directors meeting in Sarasota on September 20. Let your representatives know what is important to you because the Board is responsible for making decisions based on what is best for all concerned.



Thursday, September 18

- 1:30 p.m. – 4:00 p.m. Executive Committee Meeting
- 4:00 p.m. – 5:30 p.m. Chapter Task Force

Friday, September 19

- 8:00 a.m. – 9:30 a.m. Service Council
- 9:30 a.m. – 10:30 a.m. GR Update for Builders and Service Council
- 10:45 a.m. – 12:30 p.m. Builders Council
- 1:00 p.m. – 2:00 p.m. Membership Committee
- 2:00 p.m. – 3:00 p.m. Community Involvement/Consumer Awareness Committee
- 3:00 p.m. – 4:00 p.m. Trade Show Meeting
- 4:00 p.m. – 5:30 p.m. Energy Task Force
- 5:30 p.m. Presidents & Executive Committee

Saturday, September 20

- 8:00 a.m. – 9:00 a.m. Safety Council
- 9:00 a.m. – 12:30 p.m. Board of Directors Meeting

Florida Pool Prosm

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Association Mission: Promoting Florida's swimming pool industry.

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FSPA now has two toll-free numbers!
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After APSP released the old toll-free number, we were able to get it. Please update your rolodex, phone books, etc.

Just a reminder:

**If you have not paid dues to APSP,
you may no longer use their logo.
Membership in the FSPA no longer includes APSP.**

New member benefit!

FSPA would like to introduce the Acxiom contractor background check tool as a new member benefit. Background checks can prevent problems down the road and be an assurance to your customers. By cross matching identification information provided across multiple sources, Acxiom verifies more applicants' identifications instantly than any other system in the industry.

Before a service agreement is in place, your account is assigned to a customer relationship manager who assists with package adjustments, pricing concerns and account specific requests. Depending on the specific services requested, fees can range from a few dollars to just over twenty dollars per report. This may be a minimal cost compared to the security and assistance it provides in the hiring process.

To sign up and receive more information, go to <https://aisreports.acxiom.com/consumer/contractor.asp> or visit www.FloridaPoolPro.com and look at the programs area under member services. The first time you visit the Acxiom Web page you will enter the partner code: FLOR8441 and skip the login to click on "I am a New User".

Survey drawing winners:

Congratulations to **Donald Jones Pool Service, Inc.** for winning the \$100 FSPA Membership Survey drawing!

Congratulations to **Majestic Pool of Orange Park** for winning the \$50 FSPA Government Relations Survey drawing!

Congratulations!

The Scoop on Service

Salt systems done right

by Rick Howard, Rick's Pool Service, Inc.

As a warranty provider for several manufacturers of chlorine generators we notice a few mistakes being made over and over. The biggest mistake we find is improper sizing of the systems.

Manufacturers make several unit sizes capable of handling certain gallons of water. Understand that these units are sold worldwide and our beloved Florida is one of the most demanding environments for salt systems.

We advise never installing a system that is marginal for the gallonage. Whereas nine months out of the year you won't have issues, the other three will result in long pump run times, shortened cell life and most likely, unhappy customers.

In our market, to stay out of trouble, consider the gallonage rating to be 75 percent correct. Example: a unit rated for 20,000 gallons should be perfect for 15,000 gallons. That way you are assuming some extra output for our most demanding months of June, July and August. The end result will be a longer cell life, better water quality and happy customers.

Training and education are key to a positive outcome. Most manufacturers provide training opportunities specific to proper sizing and installation of their units (one has classes every month!)

and generic classes are available at our (FSPA) Show every year!

Field techs should attend classes too. They must have a good understanding of all the operational requirements. Most importantly, they need to understand the chemistry parameters required for proper operation. Different systems require slightly different salt levels!

One manufacturer used to print on their power supply "over production shortens cell life." We often see chlorine levels way above 10 ppm. This does result in shortened cell life and other issues... staining, etc! Learn how to adjust the output so you don't over chlorinate the water. Remember we're making fresh chlorine daily!

If you are selling a system to a homeowner the time you spend explaining how it works will be invaluable. These are not install it and forget it systems. Proper sizing and water testing is very critical to proper performance and longevity. Also consider the cell placement. They must be accessible for servicing and replacement.

Educating yourself, staff and customers is key to satisfied performance, longevity, ease of use, great looking pools and happy customers!

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Florida Pool Permits

Provided by HBW. www.hbweekly.com.



County Name	July 2007	July 2008
Alachua County	31	17
Bay County	33	19
Brevard County	123	41
Broward County	117	61
Calhoun County	0	0
Charlotte County	43	17
Citrus County	63	21
Clay County	8	15
Collier County	111	27
Dade County	130	77
Duval County	25	15
Escambia County	40	19
Flagler County	33	20
Franklin County	2	0
Gadsden County	2	0
Gulf County	5	1
Hernando County	57	15
Highlands County	11	4
Hillsborough County	163	73
Holmes County	0	0
Indian River County	16	19
Jackson County	0	3
Jefferson County	0	1
Lake County	78	23
Lee County	223	106
Leon County	11	13
Liberty County	0	0
Manatee County	48	37
Marion County	67	35
Martin County	21	16
Nassau County	4	12
Okaloosa County	28	11
Orange County	189	96
Osceola County	125	25
Palm Beach County	137	113
Pasco County	83	31
Pinellas County	63	44
Polk County	123	77
Putnam County	0	0
Santa Rosa County	38	24
Sarasota County	52	24
Seminole County	18	14
St Johns County	33	50
St Lucie County	94	25
Sumter County	29	21
Volusia County	62	45
Wakulla County	4	4
Walton County	19	6
Washington County	0	1
TOTALS	2562	1318

New Member Applications

Broward

Poolscales, Inc. (Builder / Installer) CPC044096
 Stuart Bryson, Oakland Park

Charlotte Harbor

Reinstatement
 Sherlock Leak Detection, Inc. (Full Service) CPC052547
 Terry Gilford, Punta Gorda

Florida Gulf Coast

Florida Pool Service, Inc. (Service: Full service) RP2525555034
 Robert A. Moyer, III, Naples

Miami

Reinstatement
 Ecopools, Inc. (Service: Full service) RP252554741
 Eduardo Acosta, Marathon

Palm Beach

A Leak Solution, Inc. (Other: Leak detection) CPC1457457
 Mark Marino, West Palm Beach

If you have actual knowledge of any grounds why the above companies do not meet FSPA criteria, contact the Chapter Director in writing

Classified Ads/ Job Listings

Also check www.floridapoolpro.com for listings!

For \$15 a month your listing will be posted on our Web site and for \$75 it will also be published in an issue of the *Florida Pool Pro*sm. For more information, contact Charis Tyson at Ctyson@FloridaPoolPro.com or (941) 952-9293.

HBW makes finding new job leads mere child's play!

HBW, Inc. provides permit information on new swimming pool construction as well as residential and commercial construction for Florida, Georgia, Texas and Alabama.

Refer to www.hbweekly.com for county coverage. **HBW, Inc. 877-332-1411**

Digging Up Ideas



We build dreams

by Derek Proffitt, Harbor Bay Pools, Inc.

The word "recession" has been utilized quite a bit lately and carries with it an obvious negative connotation. Even if unfounded, it carries such weight that it can stop savvy consumers in their tracks from parting with otherwise expendable dollars. While this can cause a chain reaction which could prove to be a self-fulfilling prophecy, we as a professional community still have more control over the outcome than we seem to realize.

As builders, we all know that the majority of raw materials and wholesale products steadily continue to increase in price. Why is it then, consumers continue to believe that these are the times when the "deals of a lifetime" should be available? There exists a small portion of the industry which is satisfied to succumb to this whim and do what they are able to create a price driven market.

Is that really why any of us ventured into the pool business? At what unknown costs to the consumer are we appeasing their under-educated request? Shoddy materials? Underpaid, unhappy, uninspired workers? Poorly engineered hydraulics? Drab aesthetics?

For those who take the higher road and continue to work within the parameters of what has defined them for so long as true artisans, the evolution at hand can appear as a curse to their true purpose. I urge you to remember that the power of a

curse can only be as strong as the power you lend to it. No one would have ever asked Michelangelo for a deal on a mural just because the Euro dropped in value. It is our duty as the leaders in our industry to educate the consumer and ensure that they make decisions they can still be proud of and happy with for years to come. Any practices otherwise shall surely fall to the wayside over time if kept in the minority of what the public is subjected to.

We, as reputable builders, hold the power to expect more from our customers by not allowing less from ourselves. Those consumers who are still currently able to indulge in a luxury such as a swimming pool are most likely in that position due to an ability to make sound investments and good long term decisions. We should feel fortunate that this is the target market we are left with, and should revel in the glory that can only be felt by providing the victor with the spoils.

I urge you all to hang out your banners boldly and proudly and exclaim with confidence, "There are no half-off sales here. We build dreams. We give your family a place to get to know one another again. When the vision of what you long for is brought to fruition and you immerse yourselves in the silky waters, the joy with which you are overcome will not be quantified in dollars and cents but in unforgettable and priceless moments. We are your pool builders."

Insurance Update

Driving and talking on your cell phone is hazardous

by Ken Brown, Insurance by Ken Brown, Inc.

It is important that your company have a corporate policy covering the use of cell phones while driving. If you or one of your employees is involved in an at-fault accident while talking on a cell phone, the potential cost could be astronomical.

According to the U.S. Department of Transportation statistics, inattentive driving accounted for 6.4 percent of fatalities in 2003. When the next report is released, the percentage will probably be much higher because of the rapid growth of cell phone usage.

The Insurance Information Institute noted in a recent report that employers could be held liable "under the doctrine of vicarious responsibility." The employer could be held negligent for not having in place a policy addressing cell phone usage. There have been major judgments awarded by Florida courts where the employer has been found negligent for not having a written policy on cell phone usage.

When drafting a corporate policy, it is suggested a company would be wise to follow these procedures:

1. Consult with an attorney to help draft a corporate policy,
2. Permit employees to conduct business by cell phone only if they are parked off the road,
3. Require all calls received while driving to go to voicemail,
4. Provide training to employees to advise them of the dangers of using a cell phone while driving,
5. Place warnings on any employer-issued wireless device,
6. Have employees sign a form indicating they have been advised of and understand the corporate policy, and
7. Discipline employees who violate the corporate policy.

Enter the 2009 FSPA Design Awards!

Receive recognition for the great work you have done! The Design Awards judges look at the finished product but also the goals, challenges and achievements. The deadline to enter is October 31. The awards are presented at the welcome reception of the 2009 Orlando Pool & Spa Show (previously the Florida Pool & Spa Show) in February.

Please read the full details in the entry packet that has been mailed out. If you haven't received a packet, please call 866-930-3772.

Some of the 2008 award winning pools from Essig Pools, Inc.; Surfside Pools; Nautilus Pools, Inc.; Lucas Lagoons, Inc.; Blu-Aqua Pool Corp.; and Tropical Pools and Spas were just featured in Pool & Spa Living magazine!



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 Dan Johnson, Swim, Inc.
 David Rivers, CMO Enterprises
 Gordon Shepardson, Gordon Shepardson, PE
 Jennifer Hatfield, Florida Swimming Pool Association
 Jonathan Parker, Amerisure Insurance
 Ken Brown, Insurance by Ken Brown
 Paul Roth, Roll-A-Way Protective Pool Fence
 Richard Moseley, Champagne Pools of Central Florida
 Richard Tarricone, Pebble Technology
 Roy Lenois, Artesian Pools of East Florida
 Wendy Parker, Florida Swimming Pool Association

Amerisure Insurance named as a top performing company!

Farmington Hills, MI – Amerisure Insurance has been named to the Ward's 50 list of top performing insurance companies for successfully balancing safety, consistency and performance. This marks the fifth consecutive year that Amerisure has been recognized with this prestigious ranking by Ward Group, a trusted leader of benchmarking and best practices services for the insurance industry.

This year, the financial performance of more than 3,000 property/casualty and over 850 life/health insurance companies was evaluated by Ward Group. The firm sets benchmarks for each industry segment and evaluates each company against those benchmarks. To ensure that companies have a solid tradition of performance, they are assessed over a five-year period. Only the 50 leading companies are designated as the Ward's 50 Benchmark Group.

"The best companies identify what is important to the organization and customers and focus on meeting those needs," explained Jeff Rieder,

President of Ward Group. "Best practice performance requires every department to understand their contribution to the bottom line and focus on achieving common goals."

"We are very honored and excited to be recognized for a fifth year by Ward's," said Tom Hoeg, Chief Operating Officer for Amerisure. "It confirms Amerisure's unwavering commitment to maintaining financial stability in a cyclical market, while providing exceptional products and services that exceed customer expectations."

Amerisure Mutual Insurance Company is a regional property and casualty insurance group with more than nine decades of experience insuring American businesses. Amerisure services manufacturing, construction and commercial enterprises through strategically located Core Service Centers in the midwestern and southern U.S. For more information, visit www.amerisure.com.

CILB Discipline

May, 2008

Case #(s): 2007-028048

David D. Nickerson

License #(s): CP C44939

Monte Carlo Swimming Pools, Inc.

12405 Kitten Trail

Hudson, FL 34669

Revocation

Pay administrative fines in the amount of \$5,000 and costs of \$18.77

No one present at hearing

Case #(s): 2006-021945, 2006-030669

Ismael Perez

License #(s): CP C1456509

Paradise Pools & Construction, Inc.

14108 SW 168th Lane

Miami, FL 33177

•Revocation

Restitution in the amount of \$34,801.56

Pay administrative fines in the amount of \$30,000 and costs of \$932.16

No one present at hearing

•Revocation

Restitution in the amount of \$2,000 to Thomas Rudden

Pay administrative fines in the amount of \$18,500 and costs of \$369.51

No one present at hearing

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Pool builder charged in entrapment death

Continued from front page

constructing the vessel, Shoreline Pools went beyond negligence into the category of recklessness.

"The difference between criminal negligence and manslaughter in the second degree ... is what we call the specific intent of the actor," he stated. "Reckless conduct basically involves perceiving a known risk and ignoring that known risk."

But Meehan said the "risk" should have been seen by many. The Cohns' pool was designed by an outside engineer and approved by the Greenwich building inspector, he said. Meehan added that the installation met several inspections throughout construction and received a Certificate of Occupancy, indicating it was suitable for use.

"[At] no step along the way did any of those individuals, who are now defendants in [a] civil case, indicate that there was anything out of keeping with regulations," he said.

In an odd turn of events, three days before the arrest, a warehouse at Lionetti's company burned to the ground. The cause for the late-night fire, which destroyed the building, its contents and dozens of trucks, has not been determined.

"Shoreline Pools is still operational," Meehan said. "There's been no interruption in their installation or service work. It's just an unfortunate piece of serendipity that occurred within 72 hours of the arrest warrant being served."

The Stamford fire marshal would not comment, saying the incident was still under investigation.

Shoreline Pools was founded by the Lionetti family in 1968.

**Reprinted with permission from Pool & Spa News.*

Note to Florida professionals from FSPA:

The moral of the story is know the rules, understand the rules, and follow the rules. This may also include making sure your employees do the same. Continuing education classes are required for licensing and it is important for contractors to learn from them and use what they know.

At the Florida 2009 Pool & Spa Show Dan Johnson, Swim, Inc., will be teaching a course on ANSI 7 and entrapment. Know what is required and what the industry can do to prevent tragedies is essential.



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Chapter News

Check out Chapter Web sites for current information!

Broward

Executive Director: Kathy Bohlander
(866) 414-4771
FSPABroward@FloridaPoolPro.com
www.FSPABroward.com

No news this month.

Central Florida

Executive Director: Mary Manion
(800) 416-6774
FSPACentralFlorida@FloridaPoolPro.com
www.FSPACentralFlorida.com

It has been a long, hot summer and we have missed having our monthly Chapter meetings. However, we will change our tune to "See you in September." September 9 to be exact. Your Board has been busy with monthly planning sessions over the summer and September 9 is going to be an exciting meeting! Last year we started the fall season with a "Meet Your Legislators." We invited our State Senators and State Representatives to join us for an open forum discussion. It was such a successful meeting, that your Board of Directors has expanded on the meeting and we are inviting all the candidates as well as current legislators to join us September 9 at the Sheraton Downtown Orlando,

60 South Ivanhoe Drive. Cocktails and conversations will be from 6:30 p.m. – 7:30 p.m. and the open forum discussion will begin at 7:30 p.m.

From 6:30 p.m. to 7:30 p.m., you will have the opportunity to mix and mingle with the candidates and legislators to discuss topics for the upcoming legislative session that would be of interest to the swimming pool industry. It is important for our candidates to understand our industry.

The open forum will be lead by Kari Hebrank, FSPA lobbyist, and Jennifer Hatfield, FSPA Director of Government and Public Affairs. Jen has been the driving force behind our government relations efforts and we are delighted she will be moderating our meeting. As you are aware, 2008 has been an incredibly active year legislatively for the swimming pool industry. We need to thank those legislators who support us.

This is your opportunity to speak with area legislators. It is time for us, as an industry, to be pro-active. This is a must-attend meeting for every Chapter member. Please bring your employees and spouses. We need to show support to get support!

Be sure to mark your calendars for October 10, when we go "Back to the Good Old Days." What a fun night this is going to be! 2008 has been a difficult year to say the least. So put on your glad rags and join us

at the sock hop! The Special Events Committee decided it is time to return to the days of bobby socks, greaser hair cuts, saddle shoes and loafers, tight jeans and t-shirts, sneakers and poodle skirts. Come on down to the Home Builders Association on May Ave. in Maitland and let's have a party! Remember hula hoops, cherry cokes, the "first love", the dances, the music, the cars, the easy life. Come and live it up....again! Instead of a huge auction, we are looking for donations for a silent auction, and we can guarantee some incredible bargains. Remember back....think about the best burgers and the best hot dogs that were served at the local hangout. Watch for the FSPA hangout and see who is doing the cooking. All of this for \$10 per person! Mark October 10 as a special date for you and your mate!

Charlotte Harbor

Executive Director: Andy Mallison
(800) 569-6774 Ext. 11
FSPACHarlotteHarbor@FloridaPoolPro.com
www.FSPACHarlotteHarbor.com

Nominations for the Charlotte Harbor Chapter Board of Directors are being accepted for the Chapter Slate of Officers. Nominations can be sent to the Chapter office: ATTN: Nominations, 2811 Tamiami Trail, Suite P, Port Charlotte, FL 33952. The deadline for nominations is September 30. If you have any questions, please contact the Chapter office.

The next Chapter meeting will be held on Wednesday, September 10

at the Elk's Club, 20225 Kenilworth Blvd., Port Charlotte. Please note that Sam Seltzer's Steak House has closed for business. The meeting will feature the one hour CE course "Stain Discoloration Prevention and Removal" (CILB course #0007802, meets GEN requirement, FSPA d/b/a FSPA, CILB providership #0000917). The guest speaker is **Ted Kaeser, Jack's Magic Products**. The evening will start with a social at 6:30 p.m. and dinner/ meeting at 7:00 p.m. A meeting flyer will be mailed to all pool industry members and will be made available at local distributors. For more information, please contact the Chapter office.

The September Board of Directors meeting will be held on Wednesday, September 24 at 4:30 p.m. at 258 Bangsberg Road, Port Charlotte.

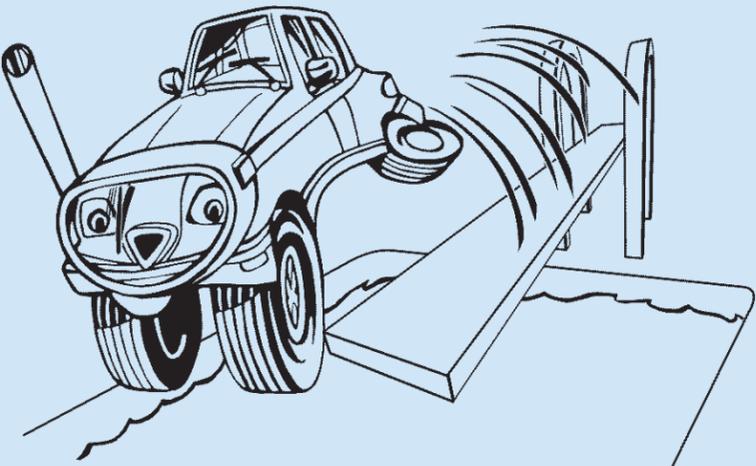
The Chapter will now be accepting credit cards for payment at events held by the Chapter. Golf tournaments, Chapter meetings and other events will allow you the ability to pay instantly at the door with a credit card.

East Central Florida

Executive Director: Lynn Hecklinger
(386) 673-0038
FSPAEastCentralFlorida@FloridaPoolPro.com
www.FSPAEastCentral.com

The East Central Florida Chapter goes back to school in September with a CE course planned at a new meeting site, River Grille on the Tomoka, Ormond Beach. Members can get a head start on the next cycle for license renewal by taking

Continued on page 10



For less than the cost of one extra fill up a month at the gas station, you could enjoy the benefits of membership in the Florida Swimming Pool Association.

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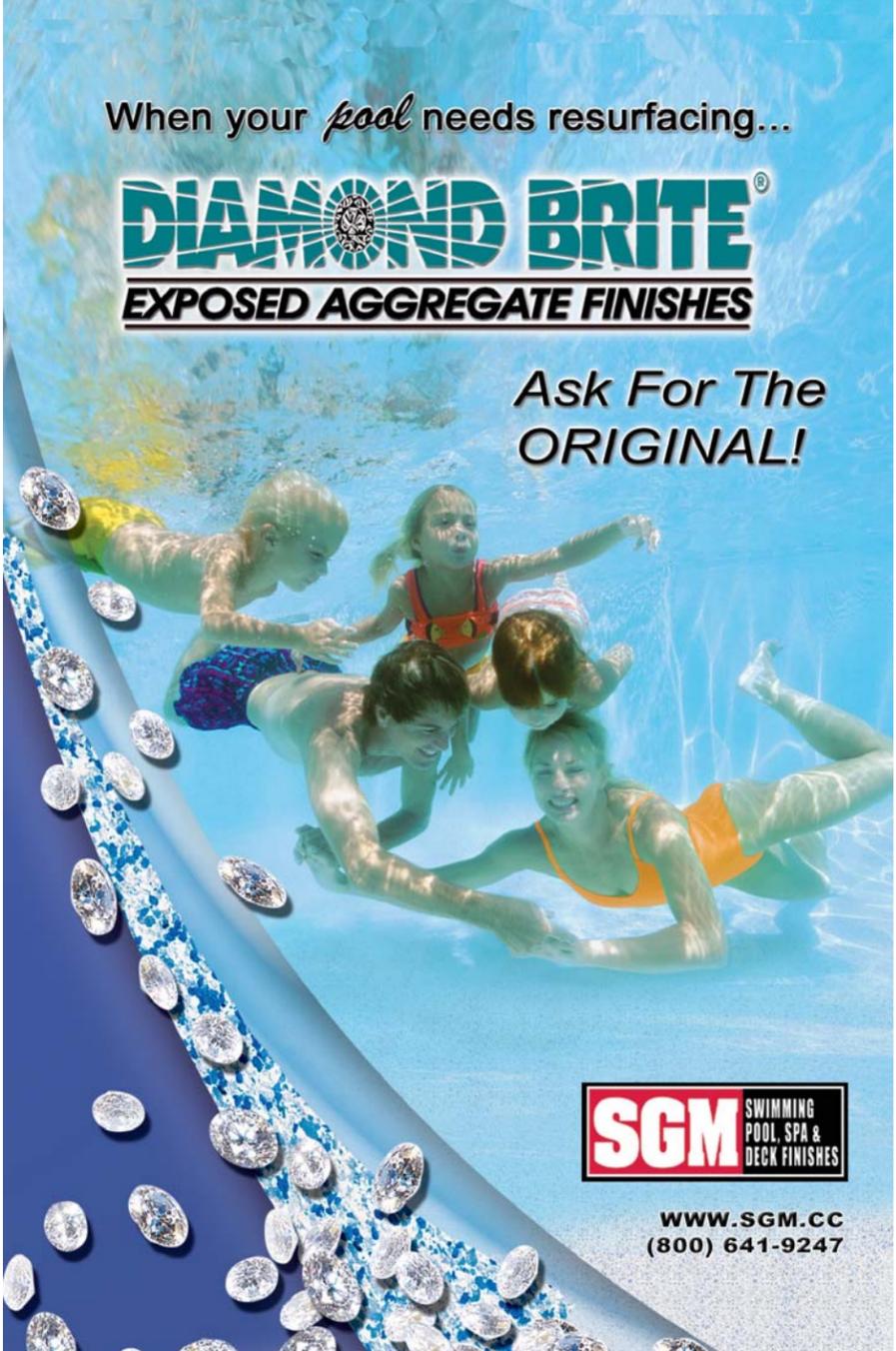
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Membership benefits will no longer be accessible as of **September 30** if you do not renew!

PROFIT

FSPA membership offers you customer referrals through FloridaPoolPro.com, profitable business and construction strategies through our educational programs, scholarships for your children and member discounts for the state's most important trade show, the annual Florida Pool & Spa Show.

INTEGRITY

FSPA membership affords you the collective knowledge and support of the state's leading pool companies via local Chapters, up-to-date resources of the *Florida Pool Prosm* newsletter, and the Uniform Arbitration Program for rapid dispute resolution.

SAFETY

Membership provides you a voice in state rules and regulations with the highest quality governmental affairs leadership, insurance programs to protect your company, and vocal industry outreach with safety information for homeowners and businesses through our Web site, public relations and marketing materials.

EDUCATION

The Florida Swimming Pool Association is the premier provider of continuing education specific to pools and spas in Florida. Education has grown tremendously over the last few years from a handful of courses to over 100 different courses and instructors. They are all reviewed by the Education Committee to maintain diversity and the high standards contractors have come to expect.

FSPA continues to develop and expand its education programs, while also, keeping pace with technological development to include online courses and remain the first choice for Continuing Education (CE) amongst swimming pool and spa contractors.

FLORIDA POOL & SPA SHOW

The Florida Pool & Spa Show is an annual exhibition and education event for the pool industry, which meets the needs of professionals throughout Florida and the southeastern United States. It is a forum where ideas are shared with over 75 individual educational courses. The Florida Pool & Spa Show has become a marketplace where deals are made, new products discovered and lasting relationships are formed.

The education courses and trade Show are excellent places to bring employees and give them a deeper understanding and experience of the pool industry. For many, the Design Awards offers a look at what is possible when you consider the swimming pool as an art form. In addition, the annual golf tournament provides a fun, competitive day full of prizes and challenges while supporting the FSPA scholarship program.

The Florida Pool & Spa Show is a great investment for all companies associated with the industry.

GOVERNMENT RELATIONS

FSPA volunteers and professional staff work to ensure constant contact and interaction with policy makers to protect your interests and to ensure that your ability to operate your business in a free market system is not impeded.

The Association maintains an active voice in government relations through lobbying Federal, State and local government, attendance at monthly CILB meetings, working with the Department of Health, maintaining an active presence with the Florida Building Commission and helping Chapters work with local building departments and licensing boards.

INSURANCE PROGRAMS

Insurance Programs endorsed by FSPA provide competitive premiums, great service, and knowledgeable underwriting and cash dividend payments for good performance.

FSPA LOCAL CHAPTERS

Participate with a local Chapter and get connected with other pool industry professionals. Regularly scheduled Chapter meetings provide speakers on local issues such as building codes, offer inexpensive courses for continuing education requirements and host social activities for members and their families.

SCHOLARSHIP PROGRAM

The Florida Swimming Pool Association Scholarship Program is available to dependents of owners and employees of a member's company. This program helps members meet the high cost of college expenses for their children.

THIS NEWSLETTER!

Members receive a free subscription to *Florida Pool Prosm*, a monthly publication written especially for swimming pool professionals in Florida. It concisely summarizes important industry news to keep you in the know before something impacts your business and lists local chapter meetings and news.

To keep members informed in a timely manner there is also an e-newsletter, *Splash*, that is sent throughout the month.

UNIFORM ARBITRATION PROGRAM

Alternative dispute resolution may be handled through binding arbitration administered locally by your Chapter. Use this program for rapid and inexpensive resolution of consumer disputes.

WWW.FLORIDAPOLPRO.COM

FSPA maintains www.FloridaPoolPro.com, which has areas for consumers and for industry professionals. The site is regularly updated to be a resource of information for members and consumers.

New! Quarterly and monthly payment options make it easy to fit membership into any budget!

Send in your dues renewal payment to continue receiving member benefits.

	FSPA	APSP
CILB Credit courses for State license renewal	<input checked="" type="checkbox"/>	
Local regulations - continuous monitoring and participation	<input checked="" type="checkbox"/>	
State legislation & regulation - continuous monitoring and active participation including CILB, FBC and Dept. of Health	<input checked="" type="checkbox"/>	
Federal legislation & regulation - continuous monitoring and active participation with ICC and standards organizations including ANSI & ASTM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Active cooperation with Building Officials Association of Florida, Construction Coalition, DOH Office of Injury Prevention	<input checked="" type="checkbox"/>	
MSDS - OSHA compliance program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Arbitration program for alternative dispute resolution	<input checked="" type="checkbox"/>	
Code of Ethics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monthly newsletter addressing issues facing Florida professionals	<input checked="" type="checkbox"/>	
Web site listing with find a member search capabilities for consumers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Insurance programs paying dividends to FSPA members	<input checked="" type="checkbox"/>	
Health insurance and employee benefit programs	<input checked="" type="checkbox"/>	
FREE brochures for members to give consumers including swimming pool safety, storm preparation and why to consider FSPA members	<input checked="" type="checkbox"/>	
Produce & manage pool and spa industry trade show	<input checked="" type="checkbox"/>	
E-newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Scholarships for college students	<input checked="" type="checkbox"/>	

If you have any questions or would like to join as a new member, please call the Florida Swimming Pool Association at (941) 952-9293 or toll-free at (866) 930-FSPA

“Workers Compensation” (CILB course #0006955, one hour, meets WC requirement, FSPA d/b/a FSPA providership #0000917). This required course will be taught by either **Rodney Littlefield** or **Ken Brown, Insurance by Ken Brown**. The course, scheduled for September 25, will be preceded by meetings of both the Chapter and Board. In addition, members are being encouraged to sponsor and/or volunteer for the FSPA High School Invitational Swimming and Diving Meet in October in Orlando.

Florida Gulf Coast

Executive Director: Andy Mallison
(800) 569-6774 Ext. 11
FSPAFloridaGulfCoast@FloridaPoolPro.com
www.FSPAGulfCoast.com

There will be a Board Planning Meeting held on Tuesday, September 23 in place of the regular Chapter membership meeting. Meeting details will be sent to all Board members via e-mail and fax.

Nominations for the Florida Gulf Coast Chapter Board of Directors are being accepted for the Chapter Slate of Officers. Nominations can be sent to the Chapter office: ATTN: Nominations, 2811 Tamiami Trail, Suite P, Port Charlotte, FL 33952. The deadline for nominations is September 30. If you have any questions, please contact the Chapter office.

There will be a Chapter membership meeting on Tuesday, October 7. ACE course is planned.

Florida West Coast

Executive Director: Malinda Howard
(727) 442-4343
FSPAFloridaWestCoast@FloridaPoolPro.com
www.FSPAWestCoast.com

The Chapter has undergone some recent changes. At the August meeting, the Board of Directors voted to hire Malinda Howard as the new Executive Director. The Chapter also has a new mailing address: P.O. Box 7081, Clearwater, FL 33758-7081.

The next Board of Directors meeting will be held at noon on Tuesday, September 8 at Florida Leak Locators, 8340 Ulmerton Road, Largo. 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 the office if you plan to attend.

The Annual Tampa Bay Pool Industry Table Top Event will be held on Tuesday, October 28 from 6:00 p.m. to 8:30 p.m. in the Great Room at Ruth Eckerd Hall, 1111 McMullen Booth Road, Clearwater, FL 33759. Come in your favorite Halloween costume. We will be having an exciting mixture of pool industry displays, food by Wing House, drinks and live music by Dave Perri. All of this for only \$10 per person! Reserve your spot today, call or e-mail by Tuesday, October 21. All suppliers and vendors should make plans to display their products as this popular event that is always well attended by pool industry professionals. Call or e-mail the Chapter office today for exhibitor registration information.

Please call the office with your ideas for Chapter meetings and programs.

Greater Miami

Please contact the FSPA office
(866) 930-FSPA
www.FSPAMiami.com

No news this month.

Manasota

Executive Director: Andy Mallison
(800) 569-6774 Ext. 11
FSPAManasota@FloridaPoolPro.com
www.FSPAManasota.com

Nominations for the Manasota Chapter Board of Directors are being accepted for the Chapter Slate of Officers. Nominations can be sent to the Chapter office: ATTN: Nominations, 2811 Tamiami Trail, Suite P, Port Charlotte, FL 33952. The deadline for nominations is September 30. If you have any questions, please contact the Chapter office.

The September Chapter membership meeting will be held on Thursday, September 25 at the Lakewood Ranch Holiday Inn. The meeting will start with a social at 6:30 p.m. and the dinner/ meeting at 7:00 p.m. A CE course is planned.

The September Board of Directors meeting will be held on Tuesday, September 9 at 11:45 a.m. at the Alamo Steak House at the Holiday Inn Lakewood Ranch.

The Chapter will now be accepting credit cards for payment at events held by the Chapter. Golf tournaments, Chapter meetings and other events will allow you the ability to pay instantly at the door with a credit card.

North Central Florida

Chapter President: Dino Muggeo
(352) 333-7946
FSPANorthCentralFlorida@FloridaPoolPro.com
www.FSPANorthCentral.com

In trying to keep our members on schedule, the Chapter decided



For the cost of a cup of coffee a day you could stay up to date on industry changes, take CE courses and stand out as a reliable professional.

Renew your membership today!

Any Depth!

We'll go to any depth to understand our policyholders' business needs, and we're not afraid to get our hands wet. That's the way we make sure that we're doing everything we can to provide the coverage you need, together with outstanding loss prevention programs, and industry leading claim service.

Big or small, the more we know about your business, the more you'll have the exact protection you need. And increase your profit potential at the same time.

Insurance by Ken Brown, Inc. has been providing superior insurance coverage for Florida pool contractors for 31 years. As the only endorsed property and casualty insurance provider of the Florida Swimming Pool Association, Insurance by Ken Brown, Inc. offers specialized coverage for "pool popping."

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to have an August Board/ member meeting. Attendance was at 18, which is about our normal amount. The main focus of the meeting was to discuss the Chapter Task Force plan and the Pool Cleaner License proposal. The Chapter voted to approve the Chapter Task Force plan. After a long discussion about the pool cleaner license and hearing from a few members and a perspective member, the Chapter voted to support the proposed license.

After the meeting, **Tom Bush** got the Golf Tournament committee together to discuss the details, hole sponsors and getting your foursome together. The tournament is open to anyone that has an interest in playing and even to those that are only in it for the fun. The tournament will be held at Gainesville's Ironwood Golf Course on October 18, 2008. For more information please contact **Tom Bush, Fun State Pools, Inc.**, at 352-317-6640.

Northeast Florida

Executive Director: Mitch Brooks
(800) 569-6774 Ext. 12
FSPANortheastFlorida@FloridaPoolPro.com
www.FSPANortheast.com

Join us for our 2008-09 program kick-off as we start another exciting year in our Northeast Chapter! Yes, we are back at the Baymeadows, Holiday Inn. There will be state updates including Sub Contractor Licensing, CILB, Legislative Issues and Building Department updates. Plan now to attend Thursday, September 25, 6:30 p.m.

It's not too late to renew your membership! Don't get "unplugged" from referrals, education and information that affects your business. Send in your dues today!

Nominations for members of the Board of Directors are due in September. Our Board meets monthly through the fall, winter and spring the same day as our Chapter meetings. We are a strong Chapter and we work together so no one person burdens all the tasks that need to be accomplished. If you are interested in serving on the Board, please contact Mitch Brooks our Executive Director.

Northwest Florida

Chapter President: John Salvo
(850) 668-4202
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

We're kicking off the fall season with our September 3 membership meeting at **Proline Distributors** in Boca Raton. This is an opportunity to see **Stuart Cahn, Devin Cahn Associates**, do a complete presentation of all **SeaKlear** products. He will have an open forum to discuss topics like: stains, phosphates, nitrates, algae, salt pools-chlorine generators and basic chemistry. Thank you Devin Cahn Associates for sponsoring this most informative meeting. Your support is greatly appreciated.

The holidays are coming. It is time to start your shopping at the Chapter's online mall, "XSelling Fullfillment." Shopping at our mall generates PIPAC funds, scholarships funds, water safety programs and more. It's easy to shop without spending money on high gas prices. Let your fingers do the walking at <http://visitourmall.com/FSPAPalmBeach>.

We are planning an October family picnic. You will experience the return of the Hackl BBQ as well as family games and more. Information will be released soon.

Polk County

Executive Director: Mary Manion
(800) 416-6774
FSPAPolkCounty@FloridaPoolPro.com
www.FSPAPolkCounty.com

The h-o-t days of summer are back! However, we are thinking cool here in the Polk County Chapter. We

have scheduled a cool meeting for September 17. We will be discussing the requirements of the new Federal Pool & Spa Safety Act and how to achieve them in conjunction with chapter 64E-9, which regulates public swimming pools and spas in Florida. This open forum discussion will be lead by Ken Gregory, Holland Pools, Chairman of the Central Florida Builders Council, and FSPA's nominee to serve on the Florida Building Commission. We have also invited Olaf Mjelde, Aqua Star Pool Products, Inc, to be a guest speaker. Tracy Thompson and Judy Williams, SCP of Lakeland, made arrangements for Olaf to come from California and address the new federal regulations that apply to drain covers.

There are many questions on how public pools and spas in Florida will achieve the federal requirements in combination with chapter 64E-9, which is currently under revision. The major thrust of this meeting is to invite local health officials, along with pool professionals to discuss these upcoming changes. The FSPA Polk County Chapter realizes the importance of these new safety requirements and we hope that all members and non-members alike will join us on September 17 at the Imperial Swan Hotel, 4141 South Florida Ave. It has been many years since we have been back to the former "Sheraton 4 Points" and they are doing a super dinner for us for only \$20 per person.

We are speaking about important safety regulations that can also create a new opportunity for your business. Can you afford not to attend? Come and join us on September 17 at the Imperial Swan for happy hour from 6:00 p.m. – 7:00 p.m., dinner at 7:00 p.m. and the program to follow. This could be the best and most productive meeting for the future of your company.

Don't forget to RSVP to the Chapter office by September 12.

Space Coast

Executive Director: Bill Britz
(321) 779-0103
FSPASpaceCoast@FloridaPoolPro.com
www.FSPASpaceCoast.com

Please plan to attend our general membership Board of Directors nomination meeting. This meeting will be from 5:30 p.m. to 6:30 p.m. on Thursday, September 11 at Doubles Beach Side on South Patrick Drive. Since we will be accepting final nominations for next years BOD and approving the slate we need to have a majority of our members represented or we will need to have another meeting to accomplish this annual requirement.

Following this meeting, **Dan Johnson** will be presenting "Advanced Florida Building Code: Entrapment Protection for Suction Inlets" (CILB course #0010596, two hours, meets ADV requirement, FPSA d/b/a FSPA CILB providership #0000917). In addition to inviting our members and non-members, we will be inviting all local Building Officials and Inspectors to attend. Please keep your eye out for registration packages and make your reservations early since seating will be limited. (Attention: All licensees the CE credits from this training will apply to next years requirements.)

Remember that we will be having our Christmas Party on December 6, this year so plan now to attend.

Tampa Bay

Executive Director: Karen Cobo
(813) 265-2907
FSPATampaBay@FloridaPoolPro.com
www.FSPATampaBay.com

The next Chapter Board meeting will be Thursday, September 4 at 11:30 a.m. at GrillSmith, 14303 North Dale Mabry (Carrollwood), Tampa. Members and nonmembers are welcome to attend and see what we do.

Invite your friends, associates and guests to our welcome back party after the summer hiatus. This is our first get together for 2008-2009. We would like to see as many of our old and new members as possible. Come and join us for an evening of questions and answers on new products that are out on the market. An associate with **Jandy Products** and Devin Cahn Associates will be on hand. The meeting is Wednesday, September 10 at GrillSmith in Tampa. Check in will begin at 6:30 p.m. with dinner at 7:00 p.m. Please RSVP to Karen by Friday, September 7. If you have any questions, call the Chapter office or her cell phone at 813-817-6214.

There are several items of good news in our Chapter. A hearty welcome to our new member **Daniel Knopke, R & K Pool Mechanics & Control, Inc.**, 35924 State Road 54, Zephyrhills, FL 33541. We look forward to your participation in Chapter activities. We would like to extend our congratulations to **Tim and Myralin Converse, Solar Solutions**. They exchanged their wedding vows on July 18 at the MGM Wedding Chapel (Forever Grand) in Las Vegas, Nevada. Best of luck and best wishes from all. We also want to welcome a new family addition. Luke William Andrews was born July 23 at 1:42 p.m. weighing in at 9 lbs. and 21 inches long to proud parents **Scott and Tina Andrews, Sunshine Pool Service & Supply, Inc.** Congratulations!

Treasure Coast

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

Our next general member meeting will be September 25, 6:30 p.m. at Applebee's, Port Saint Lucie. BOD will meet at 5:30 p.m. before our general meeting.

Look forward to seeing everyone there!

Renew membership with the FSPA for less than the cost of your monthly gym membership and...



we won't make you sweat for an hour a day to receive the benefits!

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

September 2008

- 3 Palm Beach Chapter Meeting
Proline Distributors, Boca Raton
- 4 FSPA Tampa Bay Chapter Board Meeting
11:30 a.m. GrillSmith, 14303 North Dale Mabry (Carrollwood), Tampa
- 8 FSPA Florida West Coast Chapter Board Meeting
Noon, Florida Leak Locators, 8340 Ulmerton Road, Largo
- 9 FSPA Central Florida Chapter "Meet Your Candidates"
Sheraton Downtown Orlando
- 9 FSPA Manasota Chapter Board Meeting
11:45 a.m. The Alamo Steakhouse at Lakewood Ranch Holiday Inn
- 10 FSPA Tampa Bay Chapter Welcome Back Dinner Meeting
6:30 9.m. GrillSmith, 14303 North Dale Mabry (Carrollwood), Tampa
- 10 FSPA North Central Florida Chapter Board/ Member Meeting
Napalotano's, 606 NW 75th Street, Gainesville
- 10 FSPA Charlotte Harbor Chapter Meeting and CE course
6:30 p.m. Social
7:00 p.m. Dinner/ Meeting
Elk's Club, 20225 Kenilworth Blvd., Port Charlotte
- 11 FSPA Space Coast Joint Builders Council, Service Council, and
Chapter Meeting (Board officer nominations) and two-hour CE class
on entrapment
Doubles Beach Side on South Patrick
- 16 FSPA Florida Gulf Coast Chapter Meeting and CE course
6:30 p.m. Social
7:00 p.m. Dinner
- 19 [FSPA Committee Meetings](#)
- 20 [FSPA Board of Directors Meeting](#)
[Hyatt Regency Sarasota](#)
- 23 FSPA Florida Gulf Coast Chapter Board Planning Meeting
- 24 FSPA Charlotte Harbor Chapter Board Meeting
4:30 p.m. 258 Bangsberg Rd., Port Charlotte
- 24 FSPA Central Florida Chapter Builders Council Meeting
2:00 p.m., Home Builders Association in Maitland
- 25 FSPA East Central Florida Board/ Chapter Meeting and CE course
River Grille on the Tomoka, Ormond Beach
- 25 FSPA Treasure Coast Chapter
5:30 p.m. Board Meeting
6:30 p.m. Chapter Meeting
Applebee's, Port Saint Lucie
- 25 FSPA Northeast Florida Chapter
5:30 p.m. Board Meeting
6:30 p.m. Chapter Meeting
Baymeadows Holiday Inn

Taking CE? Bring your ID!

A form of identification is now required when taking any continuing education courses. If you do not present an ID when you arrive at your course and sign in, you will not receive credit.

New, Earth friendly *Florida Pool Pro*sm



The Florida Pool Prosm is now being printed on paper made from eucalyptus trees. Eucalyptus is a fast growing, high yield tree. It grows in 7-10 years versus 20+ for other trees used to make paper. This allows twice as many trees to be produced on the same amount of land! Don't forget to recycle your Florida Pool Prosm when you are done with it!

- 25 FSPA Manasota Chapter Meeting and CE course
6:30 p.m. Social
7:00 p.m. Dinner/ Meeting
Lakewood Ranch Holiday Inn

October 2008

- 2 FSPA Tampa Bay Chapter Board Meeting
11:30 a.m. GrillSmith, 14303 North Dale Mabry (Carrollwood), Tampa
- 7 FSPA Manasota Chapter Board Meeting
- 7 FSPA Florida Gulf Coast Chapter Board Meeting, Member Meeting
and CE course
- 8 FSPA North Central Florida Chapter Board/ Member Meeting
Grill 754, 754 NE 25th Avenue, Ocala
- 8 FSPA Charlotte Harbor Chapter Meeting
- 8 FSPA Tampa Bay Chapter Dinner Meeting
6:30 p.m. GrillSmith, 14303 North Dale Mabry (Carrollwood), Tampa
- 10 FSPA Central Florida Chapter Annual Charity Event
Home Builders Association
- 16 FSPA Manasota Chapter Meeting
- 16 FSPA East Central Florida Board and Chapter Meeting
Halifax River Yacht Club, Daytona Beach
- 18 FSPA North Central Florida Golf Tournament
Gainesville
- 22 FSPA Central Florida Builders Council Meeting
2:00 p.m., Home Builders Association in Maitland
- 23 FSPA Treasure Coast Chapter Board Lunch Meeting
- 28 FSPA Florida West Coast Chapter Annual Tampa Bay Pool Industry
Table Top Event, 6:30 p.m. Ruth Eckerd Hall, 1111 McMullen Booth
Road, Clearwater, FL 33759
- 29 FSPA Charlotte Harbor Board Meeting

November 2008

- 12 FSPA North Central Florida Chapter Board/ Member Meeting
Gainesville
- 20 FSPA Treasure Coast
5:30 p.m. Board Meeting
6:30 p.m. Chapter Meeting

December 2008

- 5 FSPA Treasure Coast Chapter Board Meeting, Member Meeting and
Annual Social
- 6 FSPA Space Coast Chapter Holiday Party
- 10 FSPA North Central Florida Chapter Annual Christmas Party/ Social
Ocala

Purchase your FSPA logo wear today!

Men's and women's polos, men's button-up twill and
jean shirts, jackets and baseball caps with the FSPA
logo embroidered on the front. Don't forget your FSPA
Tervis Tumbler!

Call in your order at (866) 930-FSPA

Golf Shirts (white, navy, stone)	\$32-\$38
Denim or Twill (short or long sleeve)	\$35
Blue Palm Tree Jacquard	\$45
Jacket (windbreaker)	\$47
Hats & Visors	\$14
Messenger Bag	\$25
Tervis Tumblers	\$8 ea., 2 for \$15, 4 for \$30
Business Card Holder	\$5
Multi-purpose Tool	\$15