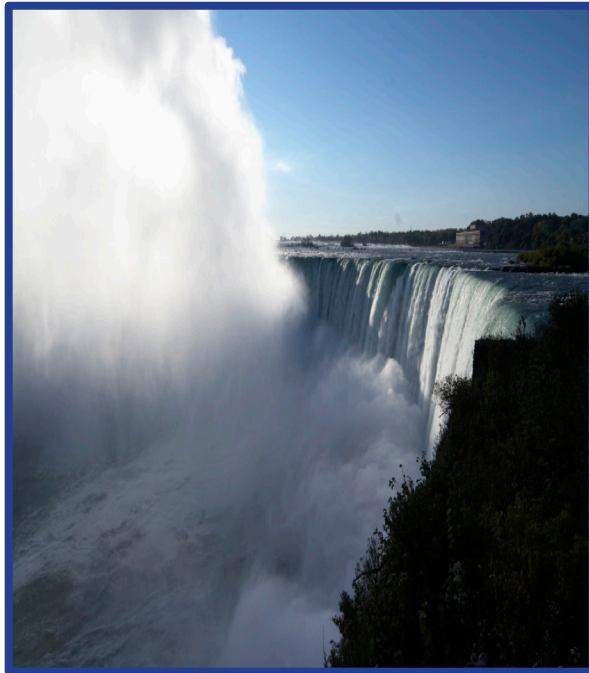




Canadian Pool & Spa Conference & Expo
2011

December 5-8, 2011 | Niagara Falls - Ontario
Scotiabank Convention Centre
31st annual Edition

SEMINARS



Please join us at the *NEW*
Scotiabank Convention Centre

6815 Stanley Avenue - Niagara Falls
Ontario Canada

Expo: December 7 & 8, 2011
Conference: December 5-8, 2011

Creating a Waterfall of Profits



Owned & Operated by:
Pool & Hot Tub Council of Canada
Conseil canadien des piscines et spas

- Bringing Buyers and Suppliers together in Niagara Falls
www.poolandspaexpo.ca

Creating a Waterfall of Profits
TUESDAY, DECEMBER 6, 2011

09:00 – 10:30

Making the Pumping System on the Pool more Energy Efficient by using the Right Pump, Proper Hydraulics and Controls (Admission by **Seminar** Badge)

Learn how to improve the energy efficiency of hydraulic systems and pumps.

PHIL BACH, Pentair Water Pool and Spa, Cambridge, Ontario



Phil Bach is responsible for Sales in Central and Eastern Canada for Pentair Water Pool and Spa. He has worked with the Association for over 20 years and has taught the fundamentals of hydraulic pumps and filtration all over north and central America.

Phil is current President of the Pool & Hot Tub Council of Canada.

09:00 – 12:00

The Six Secrets to Successful Job Costing (Admission by **Seminar** Badge) - WORKSHOP

When you leave this workshop you will have the basics for setting up or improving your own Job Costing System. This dynamic workshop will cover an overview of the “Secrets of Successful Job Costing” along with specific examples for installation and service companies. One of the foundations of job costing principals is that gross profit starts at the job level. This workshop will cover budgeting, material and labour costing, equipment allocations, subcontractor and job specific direct costs, change orders and other real life scenarios pool and spa contractors face day-to-day. Guy will use worksheets to guide attendees through examples and allow each attendee to determine their own costing best practices. He will also solicit and encourage feedback for everyone to share.

GUY GRUENBERG, Grow Consulting , Chicago, Illinois



Guy Gruenberg is the President of Grow Consulting and Senior Partner of Filthyrichcontractor.com and co-founder of USCTCA.com Grow Consulting focuses on helping owners and managers grow the profits and enhance efficient operations of construction companies. Guy and his team accomplish this through identifying each company’s “critical success factors”. He then coaches clients in areas of sales, marketing, costing, recruiting and hiring the right people and developing an overall strategy of the company.

Creating a Waterfall of Profits
TUESDAY, DECEMBER 6, 2011

10:30 – 12:00 **Sodium Chloride (Salt) and Chlorine Generation** (Admission by **Seminar** Badge)

Learn about the use of salt in the generation of sanitizing agents for swimming pools.

DAVID HUXTABLE, Mursatt Chemicals Limited , Vaughan, Ontario



David Huxtable is the President of Mursatt Chemicals Limited, a company that has proudly served the Canadian pool and spa industry for decades. David has earned a solid reputation as an expert in water chemistry and purification, and has been the driving force behind the Best Management Practices for Pool Water Discharge certification program. He is a former President of the Pool & Hot Tub Council of Canada.

13:30 - 14:00 **Locating and Treating Leaks** (Admission by **Seminar** Badge)

Learn about identifying the sources and causes of leaks, and how they are effectively repaired.

PAUL GAVEL, Canadian Leak Detection, Toronto, Ontario



Paul Gavel is owner of the Toronto Office of Canadian Leak Detection and a leak specialist for 16 years. Paul's Toronto office carries out 175 to 200 pool & spa leak detections per month during pool season. Prior to Canadian Leak Detection, Paul spent over 27 years flying with the Canadian Air force as a flight engineer.



Creating a Waterfall of Profits
TUESDAY, DECEMBER 6, 2011

13:30 - 15:00 **Sound Construction Methods & Applications on Decorative Concrete Edge Pools** (Admission by **Seminar** Badge)

Learn: The successful contractor implements a plan. A successful construction plan is deployed through a series of steps that are strategic. Learn how to plan and implement proven construction methods and materials when placing a decorative concrete edge on any type of pool, or other applications such as wall caps, steps, and even countertops.

NEIL GUDGEL, Stegmeier LLC , Panama City Beach, Florida



Neil Gudgel is the V.P. of Sales and a Partner at the Stegmeier LLC. His background includes construction experience as a Bridge Construction Form Carpenter, a Manufacturer's Representative, and a National Sales Manager.

14:00 - 15:00 **Green Pool : Design and Construction for Energy Efficiency (and Profit)**, (Admission by **Seminar** Badge)

Learn about the variety of factors that can influence the energy efficiency of a pool, spa and landscape including site design and planning from simple to complex projects, insulating pools/ spas, construction techniques, plumbing design and hydraulics, automation, water management, cartridge filters, LED lighting, efficient water chemistry, automated covers, project management and long term cost savings for the consumer.

BARRY JUSTUS, Poolscape Inc., Burlington, Ontario

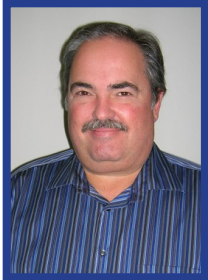


Barry Justus- President Poolscape Inc.
A 30 year industry veteran. Designer/builder of luxury concrete pools, spas and water features. Editorial Advisory Board member for *Pool & Spa Marketing*. Genesis 3 Gold member.

Creating a Waterfall of Profits
TUESDAY, DECEMBER 6, 2011

Green Pool : Design and Construction for Energy Efficiency (and Profit) Cont'd

GARY SCOTT, Zodiac Pool Systems Canada, Oakville, Ontario



Gary Scott is the distribution sales manager for Zodiac Pool Systems Canada. He has extensive experience in the pool and spa industry, spending the last 20 years in sales for the predecessors of Zodiac Canada. He is also a certified pool operator and a licensed gas fitter.

NORMAN SCOTT-TRASK, Scott-Trask and Associates, Toronto, ON



Norman Scott-Trask is a graduate of the University of Toronto's School of Landscape Architecture and has held a broad range of positions in his 25 plus years in the landscaping industry. Owner/manager of a landscape design build company, project management and administration, landscape designer and consultant are just some of his professional experiences. He is a certified arborist and is currently consulting and designing a variety of landscape development projects.

15:00 - 16:00 **Thinking 'Outside the Pool'** (Admission by **Seminar** Badge)

Learn how to diversify and expand your business beyond pools.

JASON ROUTLEY, Unique Pools & Landscapes Ltd., Kelowna, BC



Jason Routley is the CEO of Unique Pools and Landscapes Ltd. which he founded back in 2006. Unique Pools and Landscapes Ltd. has quickly become a leading and innovative company that focuses on outdoor living in the consumer market. As Watershape Designer, Jason's unique views of pools, landscapes and business growth have really helped this company to be successful in challenging times. Jason's continued passion/ direction for the company and its future... has made a difference with employees, customer and the end result.

Creating a Waterfall of Profits
TUESDAY, DECEMBER 6, 2011

15:00 - 16:00

How to Properly Type and Measure a Pool (for Diving Board Installation) in Accordance with the ANSI/NSPI Standard (Admission by **Seminar** Badge)

The S. R. Smith Certified Professional Installer course trains pool professionals on how to properly type a pool and safely install diving boards & pool slides in accordance with the Standard for Residential In-ground Swimming Pools (ANSI/NSPI-5 2003).

The course will take an in-depth look at

1. How to properly size a pool (vinyl liner, gunite or fiberglass) according to the ANSI/NSPI standards to determine whether or not a diving board can be installed. All participants will receive tools to measure pools with and without water in them to determine if pool is a dive compliant.
2. How to install diving boards and pool slides to meet manufacturer's specifications. Course will cover new construction and retro-fit applications using the epoxy method (no deck cutting).
3. How to protect your business from legal action due to improper installation of diving boards and pool slides (free \$1M product liability insurance policy)
5. Diving Facts (sorting fact from fiction)

BRYAN MILLS, S. R. Smith, Providence, RI, U.S.A.



Bryan Mills has been in the swimming pool industry for 12 years with a service business, Atlantis Pool Service LLP, in Providence, Rhode Island. Bryan is a Certified Pool Operator Instructor and Certified Pool Inspector for the NSPF, as well as a PPSO Instructor for the APSP, and has taught course material for the Tech II CSP course for Region IX of the APSP. Bryan has service experience in all types of commercial and residential applications and is a licensed contractor in the State of Rhode Island.

Creating a Waterfall of Profits
WEDNESDAY, DECEMBER 7, 2011

09:00 – 10:00 **Relevance Regained: 7 Smart Strategies to Modernize Your Money Making Machine** (Admission by **Seminar** Badge)

You will learn 7 practical strategies you can use to re-invent your business, and to make more money.

DENNIS GRAY, Backyard Brands Inc ., Markham, Ontario



Dennis Gray is the President and Founder of Backyard Brands Inc. and the Dazzle Brand of Healthier More Natural Water Care. A passionate Industry enthusiast and 35-year Dealer Development Specialist, Dennis believes that working “on the business” is the key to building a more profitable “Money Making Machine”. We are moving into an age of the “Mindful Consumer” – it is critical that every backyard leisure business understands how to position their business to understand, attract and keep these new consumers and to and how to convert this opportunity into sustainable profits.

09:00 - 10:00 **Panel Discussion: The Basics of Phosphate Chemistry** (Admission by **Seminar** Badge)

Learn about the fundamental science behind controlling the level of phosphates in water. Where do phosphates come from and why are they so persistent? How do we effectively neutralize their presence and effects?

Moderator – ROB PAGLIARO, Central Spa & Pool Supply, Midland, Ontario.



Rob Pagliaro is presently the Vice-President of the Pool & Hot Tub Council of Canada. Rob got involved in the pool business in 1990 as a service technician; he has since worked with some of the best chemical companies in the industry. Currently, he is the General Manager at Central Spa and Pool supply.



Creating a Waterfall of Profits

WEDNESDAY, DECEMBER 7, 2011

Panel Discussion: The Basics of Phosphate Chemistry Cont'd

Panelist – JAY BERTSCHY, Natural Chemistry, Kansas City, Kansas.



Jay Bertschy has been in the pool industry for 27 years. He began his career in retail, working for the largest retailer of swimming pool supplies in the world. He owned and operated a service company for 10 years. For the past 11 years he has worked for Natural Chemistry. Jay is currently the Director of Sales for North America. He is a current member of the APSP's Manufacturers' Council.

Panelist – PATRICK MARCHAND, The Sani Marc Group, Victoriaville, Québec.



Patrick Marchand obtained his Ph.D. in chemistry at the université de Sherbrooke. He joined The Sani Marc Group in January 2010 as a Project Coordinator where he was asked to develop products for the pool and spa division. He has been responsible for the development of a large part of the new ecologo certified pool and spa water treatment products at Sani Marc. In July 2011 Patrick became Research Coordinator and currently is spearheading research on fundamental projects for the company.

10:15- 12:00 **High End Swimming Pool Design and Construction** (Admission by **Seminar** Badge)

Learn how to incorporate vanishing edges, slot overflows, sheer descents, popup fountains, Baja shelves, and more.

SCOTT COHEN, The Green Scene Landscaping and Pools, Los Angeles, CA, U.S.A.



Scott Cohen is the creative force behind The Green Scene, a Los Angeles based outdoor design and construction firm. He is a licensed landscape, pool, and general contractor, acclaimed garden designer, and author whose award-winning work has been showcased frequently on national TV and in numerous books and magazines, including Landscape Architect, Fine Living, The Daily News, USA Today and The Los Angeles Times. Cohen and his company, The Green Scene, regularly demonstrate their innovative pool and spa techniques on Home and Garden Television's Get Out, Way Out!, Big Splash, and other outdoor design programs.