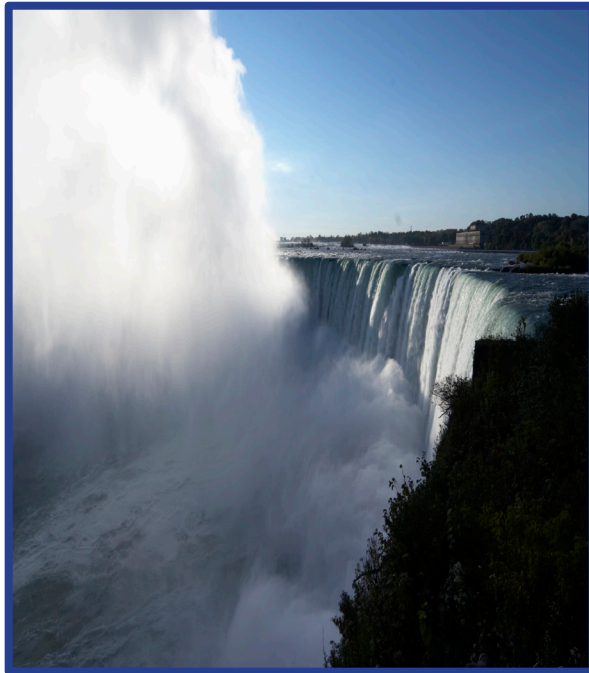




Canadian Pool & Spa Conference & Expo  
2011

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

## PUBLIC POOL SYMPOSIUM



Please join us at the *NEW*  
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*Creating a Waterfall of Profits*  
**WEDNESDAY, DECEMBER 7, 2011**

09:00 – 15:00      **Public Pool Symposium** (Admission by Symposium Badge)

The 2011 edition of the Public Pool Symposium will explore issues that are affecting the operation of commercial pools. Speakers will be addressing such topical subjects as the legal defence of Public Health, experiences gained from past inspections, disease control in recreational water, and the effects of cyanuric acid on chlorine.

Moderated by Michael Lowry, Lowry & Associates, Newmarket, Ontario



Michael Lowry is currently responsible for marketing and sales at Lowry & Associates, master distributor for Taylor Technologies, Inc. in Canada. For over 15 years, Michael's experience ranges from servicing pools, to a career selling both commercial and industrial chemicals and then later residential pools. All this prepared him for building lasting relationships with Commercial pool operators and helping them to find solutions to their water chemistry issues and testing problems. Michael soon began teaching the Lowry School Core Water Chemistry course and obtained his Certified Pool Operator Instructor certificate. He has gone on to teach hundreds of students in his career. Michael's hands-on experience in the industry allows him to portray information in a practical light for his audience.

Growth is a function of increasing demand and reducing contracting forces. This talk focuses on strategic issues to understand why the aquatic sector is so small. As a result, it will shed light on what we have to do to spur long-term growth. This presentation will contrast and spotlight the opportunities and issues that must be addressed allowing aquatics to play a significant public health role.

Speaker: DR. TOM LACHOCKI, National Swimming Pool Foundation®



Thomas M. Lachocki, Ph.D. has been Chief Executive Officer of the National Swimming Pool Foundation® (NSPF®) since December 2003. Before joining NSPF, Dr. Lachocki was responsible for product development at BioLab, Inc., and earned his doctorate in organic chemistry from Louisiana State University and bachelor's degree from Lock Haven University in Lock Haven, PA. He also studied at Uniwersytet Marii-Curie Skłodowskiej, in Lublin Poland. Dr. Lachocki serves as a board member of the National Drowning Prevention Alliance. He chaired the National Spa and Pool Institute's Recreational Water Quality Committee and was a member of the NSPI Technical Committee for five years.



WEDNESDAY, DECEMBER 7, 2011

Why is the CDC interested in recreation water illness? What does disease tracking/surveillance data tell us about recreation water illness? What is the CDC doing in response to this data?

Speaker: MICHAEL BEACH, Associate Director for Healthy Water in CDC's National Center for Emerging and Zoonotic Infectious Diseases. Atlanta, Georgia



Michael Beach received his Ph.D in Biochemistry from Purdue University. He joined the Centers for Disease Control and Prevention (CDC) in 1989. Dr. Beach is currently Associate Director for Healthy Water in CDC's National Center for Emerging and Zoonotic Infectious Diseases. He is also Chief of the Waterborne Disease Prevention Branch, which oversees the Center's waterborne disease activities including domestic and international waterborne disease outbreak investigations, national surveillance for cryptosporidiosis and giardiasis, and the national Waterborne Disease and Outbreak Surveillance System. He created CDC's Healthy Swimming program and is a Steering Committee member for CDC's national Model Aquatic Health Code effort.

It's hard to discuss swimming pool water treatment without talking about chlorine. However, in recent years the subject of Recreational Water Illnesses (RWI's) and Disinfection By-Products (DBP's) have taken over a large part of the discussion. Supplemental sanitizers and oxidizers are important because of the limitations and unintended consequences of chlorine treatment. For example, as a sanitizer, chlorine isn't effective against *Cryptosporidium*, and as an oxidizer chlorine reacts with organic contaminants to form Disinfection By-Products, like chloramine and chloroform. This presentation will review the limitations and unintended consequences of relying too heavily on chlorine, and it will present a case for "supplementing" chlorine use with other products and technologies to produce the results we want; safe, healthy, clean, odor and irritation free, swimming pool water.

Speaker: EDWARD B. LIGHTCAP, Dupont's Recreational Water Business

Recent developments and insights into the recreation water industry within Toronto over the past year.

Speaker: REPRESENTATIVE OF TORONTO PUBLIC HEALTH