

OCTOBER 13 2024 | ISSUE 05

POOLNATION

CONFERENCE

AT THE PSP EXPO



9-11
NOV
8AM-5PM

2024

POOL NATION AWARDS

NOMINEES INSIDE





INAUGURAL POOL NATION CONFERENCE PROMISES UNMATCHED LEARNING AND NETWORKING OPPORTUNITIES FOR POOL PROFESSIONALS AT PSP EXPO

DON'T MISS THE PREMIER EVENT FOR POOL PROFESSIONALS TAKING PLACE NOV. 9-11

DALLAS – Pool professionals from across the country are gearing up for an industry event like no other as the inaugural Pool Nation Conference takes center stage at the Kay Bailey Hutchison Convention Center from November 9-11, 2024. With limited spots still available, this is a can't-miss opportunity for those looking to gain cutting-edge knowledge, sharpen their skills, and connect with the best minds in the business.

Held in conjunction with the PSP/Deck Expo, the Pool Nation Conference promises a comprehensive experience tailored to service, repair, and retail professionals. The event is packed with business, retail, and hands-on technical training sessions, all designed to elevate participants' expertise and drive their businesses forward.

"We're thrilled to bring the Pool Nation Conference to life as a groundbreaking event designed to empower and inspire pool professionals across the country," said Edgar De Jesus, founder of Pool Nation.

"This is more than just a gathering; it's an opportunity for attendees to gain invaluable knowledge, forge meaningful connections, and ultimately transform their businesses. We're committed to providing the tools and insights needed to help every participant take their career to the next level."

Attendees will have the opportunity to network with industry leaders, gain insights from experts, and participate in practical workshops on key topics such as financial

management, marketing, and operations. The event aims to be a game-changer for pool professionals looking to take their businesses to the next level.

“We have done a lot of events and oftentimes the boot camps and workshops are a lot smaller,” said John Flawless. “We started getting requests from people wanting more, especially when it comes to the business side of things. In order to do a longer three-day event, like with the conference, we wanted to offer more hands-on experiences.”





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- Access to the SRS Las Vegas Bowl Fan Fest Hospitality Tailgate Party at Allegiant Stadium — **Dec. 27**
- Two SRS Las Vegas Bowl Game Tickets at Allegiant Stadium — **Dec. 27**
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- Additional Guests
- Expenses of a Personal Nature



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PARA LATINOS
#4712

XTV BEER GARDEN
MAIN HALL ENTRANCE



Pool Nation Conference at the PSP Expo

Enjoy the ULTIMATE Experience at the **2024 Pool Nation Conference!**

The Pool Nation Conference is the premier event for pool professionals, focusing on service, repair, and retail. It offers in-depth business, retail, and hands-on technical training designed to enhance skills and drive growth. Attendees will connect with industry experts, learn cutting-edge strategies, and participate in practical workshops on topics like financial management, marketing, and operations, making it a must-attend event for anyone looking to elevate their business.

	Registration Cost
3-DAY TECHNICAL COURSES Includes: 3 Days of Technical Training Courses and Show Floor Pass	\$125
2-DAY BUSINESS COURSES Includes: 2 Days of Business Training Courses and a Show Floor Pass	\$249
3 DAYS HAND ON COURSES Includes: 3 Days of Hands On Courses and a Show Floor Pass	\$149
1 DAY RETAIL COURSES: 1 Day of Biolab Retail Track Courses and a Show Floor Pass	\$249

TECHNICAL CLASSES	Start Time	End Time
Elevating Pool Care: The Comprehensive Responsibilities of a Modern Pool Pro	8:30 AM	10:00 AM
Precision in Pool Chemistry: Proper Testing, Dosing & Targeted Pool Care	10:15 AM	11:45 AM
Understanding Chemicals: Choosing the Right Chemicals for Every Pool	12:45 PM	1:45 PM
Proactive Pool Care vs Reactive: Utilizing Specialty Chemicals & Minerals to Elevate your Game	2:00 PM	3:00 PM
The Importance of Safety: Saving Lives and Limiting Liability	3:15 PM	4:45 PM
The Science of Algae: Identifying, Preventing, and Eliminating Pool Algae	9:00 AM	10:00 AM
Advanced Water Chemistry: Target vs Range and Understanding LSI	10:15 AM	11:45 AM
Advanced Sanitizers: Understanding Ozone, UV, and AOP for you & your Customers Benefit	12:45 PM	1:45 PM
New Plaster Startups: Do's and Don'ts	2:00 PM	3:30 PM
Effective Acid Washing Procedures, Pitfalls and Precautions	3:45 PM	4:45 PM
The Impact of Water Balance: Balancing Chemistry to Protect Your Equipment	9:00 AM	10:00 AM
Identifying and Addressing New Plaster Issues	10:15 AM	11:45 AM
Chemical Awareness and Safety: Ensuring Compliance and Protection	12:45 PM	2:15 PM
Mastering Salt Pools: Comprehensive Care and Maintenance	2:30 PM	3:30 PM
HANDS ON TRAINING - SATURDAY NOV 9 - SUNDAY NOV 10TH AND - MONDAY NOV 11TH 2024	Start Time	End Time
Hands-On Pump Installation, Programming and Repairs	8:00 AM	10:00 AM
Hands-On Pool Heater Installation and Repair Workshop 101	10:15 AM	12:15 PM
Advanced Pool Heater Troubleshooting and Repair Workshop 201	1:15 PM	3:15 PM
Automation Installation and Programing	3:30 PM	5:30 PM

Pool Light Installation and Troubleshooting - Pal Lighting	8:00 AM	10:00 AM
Chemical Feeder & Automation Installation and Troubleshooting -	10:15 AM	12:15 PM
Leak Detection with Leaktronics (Moved to Monday Nov 11th)	1:15 PM	3:15 PM
Basecrete for Pools: Superior Waterproofing and Protection Solutionsa	3:30 PM	5:30 PM
Bonus Class - Plumbing a Pool Pad 101	9:00 AM	12:00 PM
Bonus Class - Wiring a Pool Pad 101	1:00 PM	3:00 PM
BUSINESS COURSES - SATURDAY NOV 9TH AND MONDAY NOV 11TH - 2024		
	START TIME	END TIME
How to Build a Team of Teams	8:30 AM	10:00 AM
Interviewing and Hiring: Using the Behavior-Based Method	10:15 AM	11:45 AM
Coaching for Performance	12:45 AM	2:15 PM
Getting Results Through Accountability	2:30 PM	4:00 PM
Effective Communication for You and Your Team	4:15 PM	5:15 PM
Mastering Branding: Building a Strong Identity for Your Business	8:30 AM	9:30 AM
Scaling and Growth: Strategies for Business Expansion	9:45 AM	11:15 AM
Marketing Strategies for Success	11:30 AM	12:30 PM
Financials and Profitability: Maximizing Your Business Success	1:30 PM	2:30 PM
Financial Planning and Exit Strategy: Securing Your Business Future	2:45 PM	3:45 PM
BIOLAB RETAIL COURSES - SUNDAY - NOVEMBER 10TH - 2024		
	START TIME	END TIME
Effective Employee Onboarding: Strategies for Success in the Pool Industry	9:00 AM	10:00 AM
Coaching for Success: Empowering Teams for Peak Performance	10:15 AM	11:45 AM
Mastering Merchandising: Strategies for Pool Retail Store Success	12:45 PM	2:15 PM
Unlocking Growth: Advanced Marketing Techniques for Pool Retail	2:30 PM	3:30 PM
Customer Acquisition Mastery: Growing Your Pool Retail Business	3:45 PM	5:15 PM



This special event will feature hands-on sessions with the latest equipment and products, providing an invaluable opportunity to gain practical knowledge.

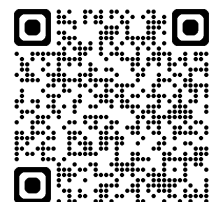
NOV 11 - 3:30 -7PM

POOL PRO APPRECIATION EVENT

Business zone with HR specialists, business owners, marketing professionals, and leaders from some of the largest companies in the industry. Learn about scaling your business, enhancing your operational efficiency, and adopting innovative strategies to drive growth.



REGISTER



Elevate Your Business

WITH COMPREHENSIVE TRAINING

Unlike other conferences that often bombard attendees with information, the Pool Nation Conference offers a unique, curriculum-based approach. Each class builds upon the last, ensuring a cohesive and engaging learning experience that equips attendees to tackle real-world challenges. Over the course of three days, participants will have access to 10 hands-on technical classes and two bonus sessions, as well as a two-day business track that covers everything from building a strong internal team to mastering financial strategy.

“We’ve done a lot of smaller boot camps and workshops, but people kept asking for more, especially when it comes to the business side of things,” De Jesus said. “With this conference, we wanted to create a longer, more immersive experience that offers the kind of hands-on learning that really sticks.”

Day one of the business track dives deep into the employee life cycle, focusing on key areas like hiring, coaching, and team building, while day two shifts gears to tackle critical business and marketing strategies, including branding, financial management, and exit planning.



The second day shifts its focus to essential business and marketing strategies, covering topics such as branding—teaching attendees how to distinguish their company’s voice in a competitive market—and financial management, including profit and loss analysis. Participants will also delve into classes on financial planning and exit strategies, equipping them with the knowledge to build a sustainable and profitable business for the long term.

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NOVEMBER 13, 2024

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“As pool professionals, there comes a point where you can’t rely solely on physical labor to sustain your career,” De Jesus explains. “We want to help people ensure their businesses are set up for maximum profitability and longevity, so they can continue to thrive even when they’re ready to step back from the day-to-day operations.”

The Pool Nation Conference will also dedicate one day to retail training, featuring five specialized classes in partnership with BioLab, led by Alicia Stephens. The series is divided into three key areas: water safety, the pool vessel and structure, and equipment maintenance.

The event is designed to provide a steady, manageable flow of knowledge, empowering participants to become true professionals.

This curriculum-based event ensures that attendees are surrounded by peers who may have similar questions and experiences, fostering a sense of community and support in an industry where many often feel isolated.

“We want the content to be easy to understand,” Nicklas said. “Our goal is to prevent information overload and ensure that everyone leaves feeling confident and capable.”

POOLNATION

*A*WARDS 2024

VOTING OPEN

SEP 11 TO OCT 30



Pool Pro Appreciation Event

CELEBRATING **INDUSTRY** EXCELLENCE

The excitement doesn't stop with the conference. Following three days of immersive learning and networking, attendees are invited to continue the experience at the Pool Pro Appreciation Event, sponsored by Heritage Pool Supply Group, on November 11 from 3:30 to 7 p.m. This special event, open to all conference participants, provides an excellent opportunity to engage with the latest equipment and products through hands-on sessions designed to offer practical, real-world knowledge.

In addition to the interactive demonstrations, the event will feature a dedicated Business Zone, where attendees can connect with HR specialists, business owners, marketing professionals, and leaders from some of the largest companies in the industry. This is the perfect setting to explore topics such as scaling your business, enhancing operational efficiency, and implementing innovative strategies to drive growth.

Whether you're an industry veteran or just starting out, the Pool Pro Appreciation Event is the ideal complement to the Pool Nation Conference, offering a relaxed and supportive environment to network with peers, learn from experts, and gain invaluable insights—all at no additional cost. It's a great way to wrap up your conference experience and make lasting connections that will benefit your business long after the event ends.



A NATURAL EVOLUTION OF THE

Pool Nation Community

Founded less than five years ago by De Jesus, along with John Chakalis and Zac Nicklas, Pool Nation has rapidly grown from a small series of boot camps and workshops into a thriving community dedicated to elevating the pool service industry. With initiatives like their weekly live podcast and the Pool Nation Awards, the organization has created platforms for industry professionals to learn, share, and succeed together.

“Our mission has always been to elevate the pool service industry, making it more professional and profitable for everyone involved,” John Flawless explains. “It’s not about creating products to make a profit. We’re here to support and uplift our fellow professionals, and that’s how we intend to continue.”



The Pool Nation Conference is the latest endeavor in this ongoing evolution, solidifying the organization’s commitment to education, community, and professional development.

“We call it the ‘safe space,’” Nicklas explained. “Our goal is to bring pool professionals together in an environment where they can ask questions openly, without fear of judgment or ridicule. We are deeply committed to supporting the people within the Pool Nation community. It’s about more than just networking; it’s about coming together, building genuine relationships, and fostering a sense of belonging that goes beyond business. We’ve seen firsthand how many friendships are formed at Pool Nation events, and it’s always special to watch people grow and feel more connected after each gathering.”

The Future of

THE POOL INDUSTRY

The Pool Nation Conference is poised to be a game-changer for anyone looking to elevate their career and business. Don’t miss your chance to be part of this landmark event and join a community of professionals dedicated to growth, innovation, and success.



This conference is about more than just learning new skills—it's about igniting a passion for excellence and empowering pool professionals to achieve their full potential," he said. "We're bringing together a community of like-minded individuals who are driven to push boundaries, innovate, and transform the industry. When we come together, we can accomplish extraordinary things."

For those looking to be part of the future of the pool industry, the Pool Nation Conference offers an unparalleled opportunity to gain knowledge, build connections, and be inspired. [Register now](#) to secure your spot and take the first step toward transforming your business and connecting with the industry's best and brightest.

The conference lineup includes distinguished speakers and instructors such as Ted Lawrence, Vice President of Sales at Biolab, known for his transformative contributions to the industry; Leanne De Jesus, Senior Director of HR, who will share her expertise in workforce development and organizational success; Doreen King, Director of Training, with over three decades of experience in hospitality and retail management; and Alicia Stephens, Director of Training and Education, who brings a wealth of knowledge in customer service and project management from the chemical industry.

De Jesus believes that the Pool Nation Conference is more than just an event; it's a movement to inspire and empower the industry.





A NATURAL LEADER IN WATER CARE

35 YEARS AND COUNTING



POOL NATION PODCAST **EPISODE 215**

Josh Sandler: Building a Legacy and Revolutionizing the Pool Industry

In episode 215 of the Pool Nation Podcast, the welcomed Josh Sandler, CEO of Gold Medal Pools, to discuss his journey and legacy within the pool industry. Josh shares his family's history, which dates back to the 1970s, when his father established Sandler Pools in New York before relocating to Texas. As Josh took the reins, he expanded the business into a diversified and innovative force in the pool industry.



A Family Legacy in the Pool Industry

Josh's story begins with his father, who started Sandler Pools in the 1970s after moving to Texas. His father's perseverance and work ethic laid the foundation for what would later become Gold Medal Pools. Josh attributes much of his success to lessons learned from his dad. Over the years, Josh has expanded on these lessons, embracing a people-centered approach that has guided the company's evolution.

Gold Medal Pools has taken on some ambitious projects, including notable constructions like the massive Wingsong Ranch Lagoon and the iconic lazy river at Frisco's Roughriders Stadium. Josh credits these successes to a relentless focus on quality, customer satisfaction, and building lifetime relationships with clients.

A Philosophy of "Winning the Day"

At Gold Medal Pools, Josh believes in the power of daily wins. By focusing on delivering exceptional service and fostering a culture where every team member feels responsible for the customer experience, the company has been able to scale sustainably. For Josh, success comes from aligning the entire organization around clear, achievable goals, all while embracing transparency and accountability.

Each day starts with a team huddle, where key metrics and objectives are shared and discussed. From there, it's about empowering his staff to take ownership of their roles, whether they're out in the field servicing pools or managing customer relationships.

Embracing Challenges and Opportunities

Josh reflects on how the company adapted during tough times, particularly through the economic downturn of 2008, the COVID-19 pandemic, and the Texas freeze. Rather than scaling back, Gold Medal Pools doubled down on customer service, leveraging these moments as opportunities for growth. In the face of adversity, Josh credits his team's resilience and commitment to excellence as the driving forces behind their success.

From Construction to Service and Maintenance

Initially focused on pool construction, Josh eventually saw the potential in the pool service and maintenance sector. This shift led to strategic acquisitions and investments in technology that allowed Gold Medal Pools to handle both residential and commercial projects seamlessly. Today, Gold Medal Pools maintains thousands of pools weekly, making them a go-to provider for customers seeking comprehensive, top-quality service.



Looking to the Future with a Legacy Mindset

For Josh, the future is about building a legacy and giving back to the pool industry. He aims to professionalize the field, emphasizing clean trucks, uniformed technicians, and a commitment to customer service that sets a new standard. He also offers insights on financial strategy and exit planning for other pool professionals looking to scale their businesses and ensure long-term success.

As Josh Sandler continues to lead Gold Medal Pools, his focus on innovation, customer satisfaction, and operational excellence ensures that this legacy will endure for years to come. Whether you're new to the industry or a seasoned professional, there's much to learn from Josh's approach to building a successful pool business that leaves a lasting impact.



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NOMINEES FOR THE 2024 POOL NATION AWARDS

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AUTOMATION OF THE YEAR



Pentair
IntelliCenter



Hayward
OmniLogic®



The Attendant



Jandy AquaLink
RS

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Crystal Water



Hayward
SwimClear



Jandy DEV Filter



Pentair
FullFloXF® Filter



Aquastar
Pipeline filter

BEST TRUCK WRAP NOMINEES 2024



Sea Dog Pools inc



Pool Tile Rescue



Panther City Pools



Superior Pool Solutions



Pool Guardians

SALT SYSTEM OF THE YEAR



Autopilot
ChlorSync



Hayward AquaRite
S3 Salt System



Jandy TruClear



Pentair IntelliChlor



Resilience E-
series

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Pool Corp



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Gold Medal Pools



Claffey Pools



OC Poolsapes



Oasis Pools



Endless Summer Pools and Design



Living Stone Pools LLC



Anthony & Sylvan Pools



Master Touch Pools



Lucas Lagoons



Envy Pools



Southernwind Pools

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HEAT PUMP OF THE YEAR



AquaCal
HeatWave



GolfStream HE
Heat Pump



Jandy VersaTemp™
Heat/Chill Pump



Hayward HeatPro
Heat+Chill Pump



Pentair UltraTemp



AquaComfort
HeatCool



Raypak
Crosswind V

HEATER OF THE YEAR



Hayward Universal
HC Heater



Jandy JXi with
VersaFlo



Jandy JXi with
VersaFlo



Raypak AVIA

INNOVATIVE PRODUCT OF THE YEAR



Ultimate Pool
Tools Hyper Valve



Betta SE Plus Pool
Skimmer



THE ATTENDANT

PoolSide Tech The
Attendant

POOL CLEANER OF THE YEAR



Polaris ATLAS™



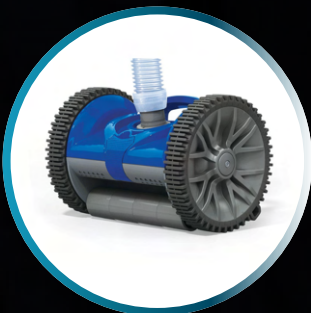
Aiper Scuba N1
Pro



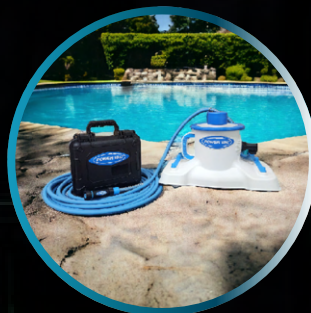
Dolphin Explorer
E70



Polaris Freedom
Plus



Pentair Rebel



Power Vac 3600



BWT RC60



Hayward TracVac

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POOL GIRL OF THE YEAR NOMINEES 2024



Alicia Roe



Maria Castellanos



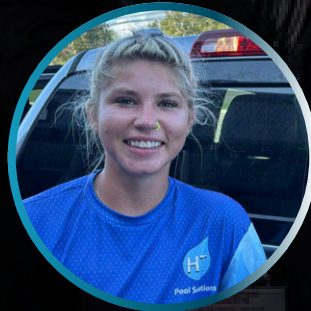
Lynde Sharp



Deidre Bedford



Sabrina Salem



Sarah Bero



Megan Hightower
Norr



Devon Spacy



Lauren Vance



Kristen Melo



Jenniffer Mele

POOL GUY OF THE YEAR NOMINEES 2024



Omar Falcon



Joel Forester



Michael Krause



Miguel Cabello



Daniel Cerda



Benny Romero



Ray Da Rosa



Jordan Norr



Fransisco Mascorro



Alex Moran



Bryan Galic



Jay Laughrey

RETAILER OF THE YEAR



Taylor Pools in
Waycross, GA



Townley Pool and
Spa, Little Rock, AR



The Pool Place,
West Monroe, LA



Griffin Pool and
Spa, Lexington, SC



Central Iowa Pool and
Spa, Des Moines, IA



The Pool Doctor of
Rhode Island

SALES REP OF THE YEAR NOMINEES 2024



Brian Chrissan



Russ Kennedy



Matt Grenfell



AJ Grucky



Carlene Viboch



Tyler Topf



Daniel Nicholas



Sean Linderman



Andrew Ragland



Johnny Davis

SALES REP GROUP OF THE YEAR NOMINEES 2024



Alpha West
Marketing Group



Thornburg
Enterprises



Performance Link
Rep Group



WEK & Associates



Mullarkey
Associates, Inc.



Blake Sales
Association Inc.



The Grit Game



Devin Cahn

TRAINER OF THE YEAR NOMINEES 2024



Terry Arko



Ken Kauffmann



Rob Stewart



Ronnie James



Eric Knight



Lauren Broom



Brad Duncan

30 UNDER 40 FEMALE OF THE YEAR



Nicole Geissberger



Makenzi Kinder



Molly Snyder



Deborah Martin

30 UNDER 40 MALE OF THE YEAR



Jake Sperounes



Nick LaPointe



Aden Dunne



James Broderick

VARIABLE SPEED PUMP OF THE YEAR



Waterway Power Defender



Hayward TriStar VS



Pentair IntelliFlo3®



Jandy VS FloPro



AquaStar Pipeline Pump

WOMAN TRAILBLAZER OF THE YEAR NOMINEES 2024



Taryn Springstead



Stephanie Gardener



Elizabeth McMurray



Akshaya Sekhar



Jamie Novak



Laci Davis



Sabeena Hickman



Shellie Morris



Natalie Portillo



Crystal Lengua-Rowell



Gina Harris



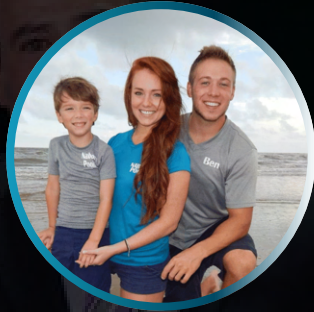
Bonnie Chong

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POOL COMPANY OF THE YEAR 250 POOLS OR LESS



First Response
Pools



Nabors Pool
Services



Blue Oasis Pool
Care



Logan's Pool
Service



Good Times Pool
and Spa



Family Pool 360



Pool Guardians



Preserve Pools



BIG Family Pools



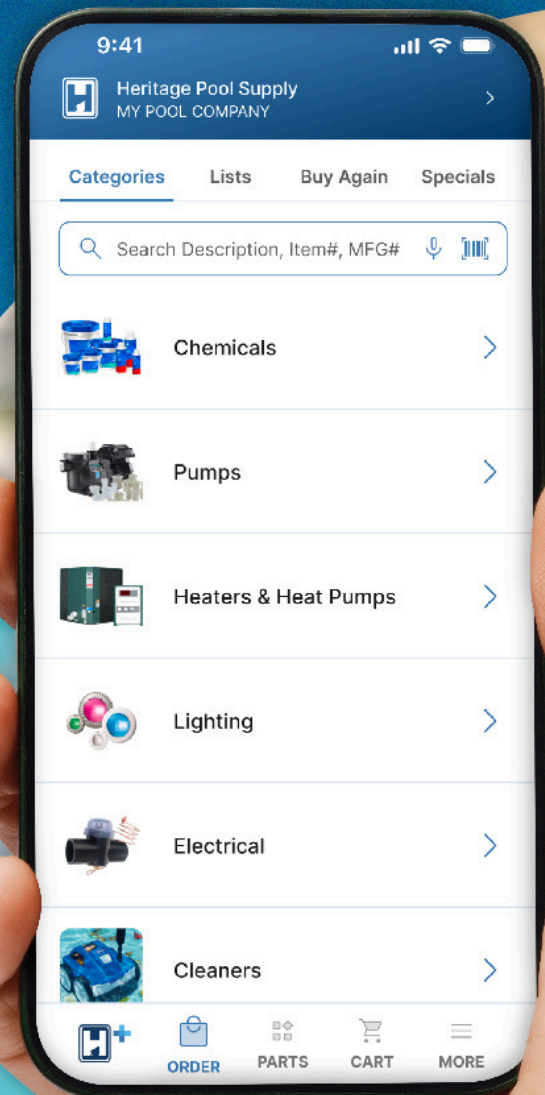
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MAIN HALL ENTRANCE**

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3

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Copy of Payment Receipt

Proof of Completion/Certificate

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SPEAKER:

DAREEN MERLOB
CEO, FOUNDER AT LEAKTRONICS

Effective Strategies for Finding and Fixing Leaks

Hosted by: **POOL NATION**



Monday 11TH
November
2024



01:30pm-
03:30pm



Conference Hall -
C156

Hosted by: **INTERNATIONAL
POOL | SPA | PATIO
EXPO**



Tuesday 12TH
November
2024



11:30am-
12:15pm



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