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TAKE YOUR SHOWROOM
ON THE ROAD

■ **MARKETING**
PROS UNLOCK SECRETS
TO SELLING SWIM SPAS

■ **OPERATIONS**
EXPLORE THE ART AND SCIENCE
OF TROUBLESHOOTING

■ **RESEARCH**
THE 2008 SPA INDUSTRY
FORECAST

SpaRetailer®

INSIDE THE HOT TUB INDUSTRY

WINTER 2007

WE WANT YOU!

HOW YOU CAN HELP THE
HOT TUB COUNCIL RAISE
\$12 MILLION TO FUND A
MUCH-NEEDED NATIONAL
ADVERTISING CAMPAIGN

Steven Garlin
Chairman, Hot Tub Council



SpaRetailer.com

\$10.00 US / \$12.00 Canada

SHOW PREVIEW
PAGE 90

About Us

Who We Are

SpaRetailer is the definitive trade publication in the hot tub industry, and is committed to reporting vital market research and providing practical tips to aid retailers in the day-to-day operation of their businesses. Ranging from detailed surveys to manufacturer comparisons, store maintenance tips to top-level marketing and financial advice, *SpaRetailer* is the one-stop destination for staying informed and competitive in the hot tub market.



ON OUR COVER

Hot Tub Council Chairman Steven Gorlin challenges everyone in the industry to step up and participate in plan to implement national ad campaign.

What We Promise

- Support hot tub retailers whose livelihoods are dependent on the long-term market viability of the hot tub industry.
- Offer fair and accurate editorial coverage of the hot tub industry.
- Present our editorial content in a professional and visually appealing manner.
- Refrain from covering the swimming pool industry or related pool products.

MAGAZINE *SpaRetailer* magazine is published quarterly. Each issue is dedicated exclusively to the hot tub industry.

E-NEWSLETTER Our online newsletter is published monthly and delivered electronically to industry professionals. It features current news, events and industry topics.

INNER CIRCLE™ The *SpaRetailer* Inner Circle™ is an exclusive peer-to-peer business network sponsored by *SpaRetailer* magazine. It is comprised of fellow retailers and industry colleagues with a common desire to promote the hot tub industry to consumers and share tips, ideas and techniques to maximize profitability, customer satisfaction and referrals.

SUBSCRIBE Visit SPARETAILER.COM or call 480-367-9444 for details.

SpaRetailer

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What Would George Costanza Do?

I'm a big fan of the TV sitcom Seinfeld. No matter how many times I've seen each show, they still make me laugh out loud. In particular, I remember an episode featuring the hapless George

Costanza where nothing in his life was going right. (Not that there's anything wrong with that.)

To stop his downward spiral, George decides to make all his daily decisions based on the OPPOSITE of what he would normally do. Of course, his life vastly improves virtually overnight, beginning with chatting up a hot babe who wasn't at all put off by his declaration of being bald, unemployed and living with his parents. Call me crazy, but ironically, during the recent Hot Tub Council (HTC) summit in San Diego, I found myself thinking about this hilarious episode.

More on George in a moment, but first, let me provide a brief synopsis of the summit.

BEING "OPPOSITE" ATTRACTS

Last September, the Hot Tub Council presented a comprehensive marketing initiative to more than 90 industry manufacturers, suppliers and dealer executives. The goal of the initiative is not easy, but it is simple: to raise more than \$12 million to be used for the promotion of hot tubs to consumers.

For more than 40 years we have pretty much marketed hot tubs in the same old way, through print ads featuring a beautiful young woman and a virile, but not too virile, man smiling romantically at each other as water bubbles around them. As if that's not bad enough, we haven't even been particularly successful at reaching our target markets and sales goals in recent years. Given the current economic climate, just like George Costanza, I think we have collectively finally reached the point where doing the

OPPOSITE of what we've done for years is no longer a luxury, but a necessity.

What do I mean? The "Hapless George" hopes someone will magically walk into a store or visit a Web site and oh-by-the-way decide to buy a hot tub. Personally, I like the idea of doing what the "Opposite George" would do, which would be to create a national marketing campaign to increase consumer awareness and drive qualified buyers to local retailers. While I think it will take several months for the industry to fully evaluate the merits of the HTC marketing initiative, I do think the Council's proposal deserves very serious consideration.

WHAT WILL YOU DO?

While virtually everyone has an opinion on how our industry should be marketed, most agree the lack of money and absence of a coordinated marketing program are huge pieces of the problem's puzzle. Just as Eric Richardson, the conference moderator, challenged all of the summit attendees to embrace the proposal, I ask our readers to consider what role your willing to assume.

Ask yourself, are you:

- A person who watches things happen.
- A person who wonders what happened.
- Or a person who makes things happen.

I know which one the "Opposite George" would choose. But the more important question is, which one will you choose?

A handwritten signature in dark ink, appearing to read 'David Wood', with a stylized flourish at the end.

David Wood

EDITOR & PUBLISHER

dwood@bigfishpublications.com

For those retailer and industry insiders who were not able to attend the summit, see page 51, highlighting the initiative's major organizational objectives, implementation, marketing plan and program deliverables.



SpaRetailer Debut Issue, Fall 2007

CONTACT US

Would you like to see more on a particular topic? Have we overlooked a critical industry issue? Write to us at editor@bigfishpublications.com or SpaRetailer Magazine 14300 N. Northsight Blvd. Suite 127, Scottsdale, AZ 85260.

Holy Cow! This Book is Awesome!

At last count, we had received an astounding 322 positive comments versus two negatives regarding the debut launch of *SpaRetailer* magazine. For you math aficionados, that's 99.39 percent on the "aye" side of the aisle and just 0.61 percent on the "nay" side. What can we say? How about thank you. Thank you. And thank you again. Truly, we are delighted and humbled so many retailers took the time to send us their opinions, and while our egos would love to reprint every single comment, here are just a few:

"I've waited 30 years for a magazine like SpaRetailer."

"It's long overdue. Thank you."

"Finally we have a voice in the industry."

"The photography is top-notch."

"The magazine is beautiful."

"I haven't been able to put the book down."

"It's the first industry magazine I have EVER read cover-to-cover."

"I can't wait to see the next issue."

"I'm going to make the magazine required reading for my entire staff."

"Help! I need more copies!"

"Your articles are very well-written and timely."

"This is just the sort of magazine the industry needs in a down economy."

And the winner of the office pool for most negative comment:

"Your magazine has way too much stuff about spas."

Uh – okay. We're still scratching our heads about that one. Be that as it may, till next time, keep those cards and letters coming...good, bad or ugly, we appreciate each and every one of them, just as we do each and every one of you.

Spa Dealer Marketing Boot Camps Announced

LEARN GUERRILLA TACTICS THAT THE SPA COMPANIES DON'T TEACH YOU – NEW MARKETING BOOT CAMPS DEDICATED TO TEACHING LEADING-EDGE TECHNIQUES TO DRIVE PROSPECTS INTO YOUR SHOWROOM

In order to market and sell with strategic focus and high-powered intensity, spa dealers need expert advice and solid information regarding strategies and tactics that have been proven to work.

That's where the Spa Dealer Marketing Boot Camp can help.

SpaRetailer is pleased to sponsor the Spa Boot Camps, which are dedicated to teaching dealers leading-edge techniques to drive prospects into the showroom and help seal the deal. "Dealers need information that will help them out-smart, out-market and out-perform the competition," says David T. Wood, Publisher of *SpaRetailer*. "Boot Camp is a rigorous two-day workshop/seminar that will help them do just that, whether the competition is the other guy down the street or luxury items like boats, plasma TVs or vacation hot-spots."

THERE'S PLENTY OF CUSTOMERS WHO WANT TO BUY SPAS

No matter what brand a dealer sells or how bad the economy is perceived to be, there are still plenty of customers willing and able to purchase big-ticket items. The problem for dealers often lies in knowing how to implement savvy marketing strategies that target these specific types of consumers, that pique their interest in spas and ultimately, that close the sale.

During Boot Camp, decision-makers such as owners, general managers and company presidents learn how to identify niche marketing opportunities,

how to shorten the sales cycle by as much as 50 percent and how to exponentially increase traffic flow and lead generation. In addition, innovative and state-of-the-art Web site and Internet marketing strategies are discussed and analyzed.

LEARN SAVVY TECHNIQUES FROM INDUSTRY EXPERTS

As the President of Street Smart Sales and Marketing, Spa Dealer Boot Camp is taught by a recognized industry expert, David Carleton. With a 30-year track record of success, Carleton has worked in the sales and marketing trenches for companies ranging from start-ups to Fortune 500s. He spent the last six years as a Vice President with a major U.S.-based spa manufacturer, and in that capacity, was responsible for developing programs that helped hundreds of dealers in thirty countries generate leads, enhance their marketing effectiveness and grow their sales numbers.

"I didn't just wake up one morning and magically know everything there is to know about effective marketing and lead generation," says Carleton. "Over many years, I've seen, learned and absorbed the best marketing practices from the best companies and industries and I've crystallized them into a seminar that will knock the socks off of spa dealers." ■

For more information, including how to register for Boot Camp and enrollment fees, call 480-367-9444 or visit SPADEALERBOOTCAMP.COM.

SPA DEALER BOOT CAMP DATES

January 14-15, 2008

BALTIMORE, MARYLAND

January 21-22, 2008

LAS VEGAS, NEVADA

January 28-29, 2008

CHICAGO, ILLINOIS

February 11-12, 2008

PITTSBURGH, PENNSYLVANIA

March 10-11, 2008

SEATTLE, WASHINGTON

March 17-18, 2008

ORLANDO, FLORIDA

Arctic Spa Owner Wins Challenge Against Condo Association

BEACHCOMBER EMPLOYEES RAISE MONEY FOR CANADIAN CANCER SOCIETY

Beachcomber Hot Tubs employees raised over \$16,000 that was donated to the Canadian Cancer Society Cops for Cancer organization. Beachcomber is based in Surrey, British Columbia, Canada.

The hot tub, valued at \$8,995, was donated by Keith Scott, Founder and CEO of Beachcomber Hot Tubs. Along with donations given through the company's Web site, money was also collected from the sale of raffle tickets that offered a chance to win the hot tub.

Frank Scott, former Beachcomber Spas Factory Manager and brother of Keith Scott, lost his battle with lung cancer two years ago. Since then, Beachcomber employees have honored his memory by raising over \$70,000 to support children and their families living with cancer.



CANADIAN SPA OWNER SUCCESSFULLY DEFENDS LEGAL CHALLENGE AGAINST SPA INSTALLATION, SETTING LEGAL PRECEDENT ON BEHALF OF SPA OWNERS

Bernie Robitaille of Edmonton, Alberta, Canada successfully defended the installation of his Arctic Spas hot tub against a legal challenge and subsequent appeal by his condominium association Board of Directors. The final decision set a legal precedent on behalf of spa owners.

"When I chose my condo, I chose it with a hot tub in mind," says Robitaille. "It had enough space for the tub, a fence for privacy and access to get the spa in."

Robitaille explains that he selected his specific hot tub with certain things in mind and, with Arctic, found what he needed.

"It has a pressure-molded fiberglass floor which means no structural changes were required and I didn't have to put in a pad. The ozonator reduces chlorine usage so there can't be any question about odor," he says. "The company provided data about size and weight so I had no trouble getting the required permits and the cover met all safety requirements."

The Board ordered him to remove the tub saying it could be a hazard, might result in noise and could increase insurance premiums for the board and/or water bills for the complex.

Robitaille was prepared to counter these objections. He had taken out insurance against water damage and had sound readings that showed that the average air conditioning unit in the complex is louder than his spa's filter cycle. In the end, he won both the court case and a subsequent appeal and was awarded costs and the right to enjoy his hot tub in peace.

"It's largely a matter of due diligence and common sense," he says. "Show that you are concerned about how your hot tub may affect other owners and that you have taken their property into account."

TIPS FOR DEALING WITH HOA OR SIMILAR ORGANIZATIONS

- Be cognizant of the parameters of your site in terms of space, privacy, ability to limit public access and structural needs.
- Be aware of local by-laws such as those dealing with an attractive nuisance, water disposal and/or noise pollution.
- Be sure to get all required permits, have your work done by certified tradesmen and ensure that your installation meets all local standards and/or by-laws.
- Be conscious of the need for property and liability coverage.

CORRECTION

In an effort to maintain journalistic integrity, *SpaRetailer* is issuing an editorial correction related to several facts appearing in our Fall 2007 news article, 'APSP to Spend Millions on Hot Tub Campaign.' 1) The Association of Pool & Spa Professionals is based in Alexandria, Virginia not California, 2) The International Spa and Pool Institute was not purchased by the National Pool & Spa Institute (NSPI) in the early 1980's as reported.

HYDRO SPAS FILES BANKRUPTCY

The St. Petersburg, Fla.-based spa manufacturer filed for federal bankruptcy protection on September 19, 2007. Court records show company assets of \$10.7 million and liabilities of \$13.6 million, according to documents filed in Tampa, Fla. The company credited the collapse of the sub-prime credit market and economic slow down in housing as the primary contributors to warrant protection.

Hydro Spas was among a limited number of spa vendors doing business with Costco Wholesale. Published reports claim Hydro Spas recently lost a significant order causing immediate financial hardship. Additionally, the company stated ongoing litigation with Gulf Coast Spas and outstanding accounts receivables as contributors.

At press time, discussions were underway with Infinity Spas of Johnson City, Tennessee to purchase the remaining business assets. The transaction was expected to close in early November, pending court approval.

■ COLUMBIA RAISES FUNDS FOR ST. JUDE

Columbia Spas has teamed up with St. Jude Children's Research Hospital and Albany, Oregon-based radio station KRKT for the St. Jude 2008 Radiothon. Columbia Spas has donated two Teton ES Spas worth \$12,000 each for the fundraiser, which will be held in February 2008. The monies raised will help continue St. Jude's research and treatment for children with cancer and other devastating diseases.

"St. Jude's has helped so many children and families fight cancer," says Bob Ovendale, Sales Manager for Columbia Spas. "We are very proud to be able to help with this worthwhile cause."

For more information, visit COLUMBIASPAS.COM.

■ PDC ANNOUNCES ENTRY LEVEL SPAS

PDC Spas, a Pennsylvania-based spa manufacturer, recently announced their new AT Series of spas for the entry spa marketplace with suggested retail prices from \$4,500 to \$5,500.

"First-time and economy-minded spa buyers are looking for features, quality and reliability that previously haven't been available at these prices," says Tim Martin, PDC Vice President of Sales & Business Development. "The AT Series gives our retailers a way to reach a whole new set of spa buyers."

According to the company, the AT Series is available immediately, and each spa is made to order with a two-week turnaround time.

For more information, visit PDCSPAS.COM.

■ PARAMOUNT AND BULLFROG JOIN FORCES

Paramount Pool and Spa Systems has formed a partnership with Bullfrog Spas to distribute Bullfrog's JetPaks for concrete spas. JetPaks for portable spas have already been on the market, with the JetPak systems for concrete spas being a recent development.

This modular and interchangeable technology allows builders to offer their customers something comparable to a portable spa experience in their own customized spa. Offered in three models and four colors, the Paramount JetPak system will be launched during the 2007 trade show season.

For more information, visit 1PARAMOUNT.COM or email sales@1paramount.com.

■ BAJA PRODUCTS MARKETING NEW HIRE



Baja Products, Ltd., Tucson, AZ is pleased to introduce the appointment of Uma S. deSilva as their Marketing Coordinator and Graphic Designer. She comes with a diverse background in graphic design/arts, but has been marketing for the past five years. Uma will combine her abilities to enhance marketing, sales and support materials. Baja has been manufacturing spas since 1969.

Storefront

ROOKIES

What's In a Name?

THE WHY'S AND WHY NOT'S OF INCLUDING A BRAND NAME IN YOUR STORE NAME. BY LEAH WHEELER

A lot as it turns out. While it's certainly true that a store's name can help generate foot traffic, enhance its Internet visibility and achieve market positioning, spa dealers are divided about whether or not it is advisable to name a store for the brand it carries.

The Upside: Instant Name Recognition

Incorporating a well-known spa brand into a store's marquee provides instant name recognition by transferring the brand equity of a well-known product from the manufacturer to the retailer. People will know right away what the store sells and Internet search engines can use brand markers to identify the store, thus raising its On line profile. It also helps that manufacturers do national marketing and being associated with a powerful brand name increases your local profile.

How does it work? "You borrow credibility from a reputable brand name and the personality of the brand becomes the personality of your store," explains Scott Piergrossi, Creative Director of Brand Institute, a worldwide branding and marketing consulting firm. "Aligning your store name with a brand that is recognized and respected enables you to transfer the beneficial attributes of that brand to your store and can identify you as an exclusive seller of that brand."

The Downside: Potentially Limiting

While incorporating a spa brand name into your store name can definitely be a sound strategy, it has been known to backfire if the brand loses its luster due to performance or quality issues or simply due to waning popularity. Luis Valle, Spa Administrative and Sales Manager at All Florida Pool and

Spa Center in Miami, cautions that naming a store after a product could also limit the expansion potential of the store.

"Most spa stores have other lines of business in addition to selling spas," says Valle. "For example, we do pool remodeling, pool service, spa and pool repairs and sell pool and backyard accessories, along with our spa sales. It's important that we generate foot traffic and awareness for all of those entities and we would not want to limit ourselves by association with only one brand or product."

In addition, using a brand name in a store name won't work if a dealer carries multiple spa brands or is contractually prohibited from using the manufacturer's name. It's also essential to understand what the typical customer in your marketplace really wants.

"Is the customer looking to buy a product or a concept? Are we selling a spa or a lifestyle?" asks David Hunt, General Manager of AquaFit in Los Angeles. "In naming our store AquaFit, we wanted to go beyond just selling spas and promote a fitness concept. This approach is very appropriate for our West Los Angeles market."

The Bright Side: Character Counts Big-Time

Even if you sell the most reliable, highly regarded spa on the planet, it won't matter much if your installation and after-service care is terrible. In the end, it all comes down to personal reputation. "Every store needs to develop its own identity and establish its own reputation based on what it offers in the way of quality, service, reliability and credibility," says Jim Dettore, Chairman and CEO of Brand Institute. "That's a stronger selling proposition, since ultimately every retail store must stand on its own reputation." ■

Rookies 27 | Opinions 28 | Coaching 30 | Hot Tub Council 32 | Profile 34 | Products 38

Stores 40 | Feature 51

One Size Does Not Fit All

WHAT WORKS FOR ONE MAY NOT WORK FOR ANOTHER

This issue's Opinions discusses the advantages and disadvantages of operating in a single location versus multiple locations. SpaRetailer sat down with two successful retailers to discuss their thoughts on an issue that many retailers wrestle with on a regular basis. No matter which side of the fence post you're on, similar basic business concepts apply to both: hire great people, develop team camaraderie, communicate well and represent a high-quality brand or brands.

WHY WE HAVE ONE STORE LOCATION

JIM VAN FLEET // MAINELY TUBS

How long have you been in business?
14 years

What factors have contributed to your success?

Passion, team building, focus and attitude. As an active manager, I demonstrate to my customers and my team an intense passion for superlative customer service and a desire to be better tomorrow than we are today. To be successful, it is imperative to develop a team that can implement a manager's game plan – regular, detailed communication about company strategy and performance criteria happens in weekly meetings between the managers and the team members – that communication is enhanced and efficient when the entire team is in the same 'dugout.'

Have you ever considered opening a second location? If so, what was your reluctance to move forward?

Yes – my reluctance relates to management control issues and several spreadsheet analyses that indicate most second (or more) locations in my geographical area are more likely to provide inadequate marginal

financial returns in relation to additional fixed and variable costs.

What is the advantage of operating a single location?

More and better training opportunities, better internal communication, a more cohesive team, higher profitability and enhanced management control. And in this cyclical market, a high likelihood that we will perform better than 'teams' with multiple locations.

What are the disadvantages of operating a single location?

Very few, but certainly there are some customers who will always prefer to buy 'local' and who define 'local' in a narrow geography.

What would you say to critics who say you can't leverage advertising and promotion when you only have one location?

The geography of advertising 'markets' are different everywhere; we buy as much regional advertising as our market allows, but there are times when it is necessary to buy in multiple media markets. I believe those costs are lower than the overhead associated with second (or multiple) stores.

What advice would you offer your fellow spa retailers to ensure they can achieve success when operating a single location?

Build your team with better players every time you hire, communicate your value system and priorities regularly, empower the team members to succeed by delegating equal responsibilities and authorities, reward the team proportionate to the team's success, verify their results and constantly reinforce their positive performances. ■

JIM VAN FLEET
MAINELY TUBS
Location
Scarborough, ME
Store Brands
HotSpring, Tiger River, HotSpot and Solana
Years in Business
14 years
mainelyhottubs.com
207-883-6357

WHY WE HAVE MULTIPLE STORE LOCATIONS

DAN SINE & JEFF BAILEY // SPRING DANCE HOT TUBS, INC.

How long have you been in business?
Since August of 1998.

What factors have contributed to your success?

We have great people running the show at our two 'satellite' stores and have an incredible support staff that runs the operations controlling the company. So much of the success of our company needs to go back to the brands we represent. They have been very supportive of all of our stores and lend a hand whenever we are in need. Each of the areas where we are located are very different from the others and the staff at each store has really become infiltrated in their respective area(s) and created an environment that is unique to each store.

What was the biggest obstacle you faced when you decided to open your second location?

The biggest obstacle we faced when opening our second location was finding great staff that was trustworthy. Because our general manager and owner work out of our 'main offices,' they weren't there all the time to oversee the new environment.

What is the advantage of operating multiple locations?

One of the major advantages for us is controlling operations. We have one warehouse and one service center that services all of our stores. Our 'satellite' stores really just serve as sales locations, while the rest of the operations are run out of our warehouse and main office.

What are the disadvantages of operating multiple locations?

A major disadvantage to running multiple locations is the different markets that can exist, even with locations that are all around the suburbs of one common city. The advertising that works for our main store, doesn't work in our second store, and our third store may have a strategy that would never work in our other two stores. It can be difficult to remain consistent as a company while operating out of three very unique markets.

How do you answer critics who say you can't offer good customer service when running multiple locations?

It can be difficult to offer great customer service within multiple locations, but it all goes back to having the right people in the right positions. Because of the varied markets in which we operate our business, our support staff has learned to operate differently than if they worked in a company with only one location.

What advice would you offer your fellow spa retailers who are considering adding a second retail location?

Have a lot of working capital to get the second location off the ground. ■

It can be difficult to offer great customer service within multiple locations, but it all goes back to having the right people in the right positions.

Double Your Spa Business With a Plan for Growth

THEY'RE EVERYWHERE! HOW TO FIND HEAD-SNAPPING, JAW-DROPPING NEW PROSPECTS – RIGHT IN YOUR OWN BACKYARD. BY ERIC RICHARDSON

"Double, you say? No way." I know what you're thinking. You have been at this business for years. You know your market, you know the economy, you know your competition. You know how hard it is for shoppers to part with their money, and you know your sales growth doesn't even approach double. It's impossible. Well if you think it is impossible, then it is.

Here's the secret to growing your business. Your business will never achieve any level beyond your own vision of yourself. An old philosopher, Colonel Man Su Chung, once said, "A person's strength is also their weakness." Your strength is that you know your business, and you know what is not possible. Your market won't get there. Your employees won't get there. Your business won't get there. You've learned the limits so well, that you no longer challenge them. That knowledge is also your weakness.

If you want to grow by 10 percent, you can build a plan, execute it and nobody in the world can stop you. If you want to grow by double, you can build the plan, execute it, and nobody in the world can stop you...but you would have to build a different plan.

Let's consider your true potential. If you went to your local movie theater and allowed them to offer a free spa to an adult whose ticket stub was drawn from a raffle bucket, how many people out of a thousand moviegoers would put their ticket stub in the bucket? I asked that question to the members of the APSP Hot Tub Council last month, and the answers were between 500 out of 1,000 and up to 1,000 out of 1,000. What is your estimate? Now you know what your market is. It is that big.

Most people who don't own spas, never considered a spa. The people who came into your store last month own spas. Whether they bought one from you or from someone else, most of them have one now. Your sales skills to close shoppers are the defense, and we will address that in a later article. Today, we are talking about offense. If nobody walks into your store today, how can

you create new spa shoppers?

Let's discuss some possibilities that you can control. I am not talking about advertising and hoping to get a 1% response rate. I am talking about Demand Generation. Mainline, head-snapping, jaw-dropping, new customer prospects. It's all around you.

For example: how many spas have you sold in the last two years? How many of those customers are happy? So what is your referral rate per sold customer? 25%, 50%, one for one, or 5 for 1? Sales are a self-fulfilling prophecy (SFP). If you decided this moment that from now on that your commitment (not your goal), your commitment to yourself is that you will get five referrals for every customer sold, what would you do? Create referral coupons, offer referral incentives (not discounts), institute an employee bonus for referral sales? Be honest; what is your SFP for referrals? Most dealers don't have one, not really. Not a written, publicized, training-supported, inspected and rewarded, clear expectation of themselves and their sales reps. Not really. And as a result, most dealers leave sleeping enough referral business to double their sales over last year's sales each and every month. But it's there. Spa owners love their spas, they love to brag, and they would love to tell their friends how they can get their own spa and some special benefits just from knowing them. Try it.

See what I mean? Demand Generation is the art of creating real customer demand (not just awareness) at will. Week by week, month by month, all year long. Want another example? Which month at your dealership is national health-spa-benefits month? Oh yeah? How many doctors' offices, hospitals, insurance companies, gyms and therapeutic centers display your brochures that month? The point is not that December should be national health-spa-benefits month. The point is if that's December, what's January – or February? Are there labor unions in your town? Which week is national Teamsters' week at your store, and what activities does that week entail? ■

ABOUT OUR COACH

Eric Richardson is the CEO of Growth Development Associates, Inc. (GDA). Since 1989 GDA has provided sales, marketing and management development in thirty countries. Mr. Richardson is a keynote speaker and facilitator for the APSP, The Hot Tub Council and The Spa Council, and has provided services for company members of the APSP.

growthdevelopment.com

Hot Tub Technician Manual Now Available

MEETING THE SPECIALIZED EDUCATION NEEDS OF THE PROFESSIONAL HOT TUB TECHNICIAN



MANUAL OVERVIEW

Unit 1

Safety and Health

Unit 2

Practical Knowledge for Technicians

Unit 3

Structures and Finishes

Unit 4

Electrical Systems

Unit 5

Circulation, Plumbing and Filtration

Unit 6

Pumps and Equipment Systems

Unit 7

Control Systems

Unit 8

Heaters and Accessories

Unit 9

Water Chemistry

Unit 10

General Maintenance



To meet the specialized education needs of the hot tub technician, the APSP Service Council and the APSP Hot Tub Council joined forces to develop a comprehensive technical manual that offers a “one-stop-shopping” resource for information and guidance.

Developed over a period of nearly three years, the Hot Tub Technician Manual is the result of their efforts. With special attention given to installation, service and maintenance, the manual covers a wide range of topics including shell construction and materials, safety issues, spa pack components and industry standards and codes. In addition, hydraulic configuration, chemical applications, troubleshooting techniques and electrical and electronic principles are explained in detail.

The manual is used as support material for the APSP Certified Hot Tub Technician program, a two-level training program that

combines text and classroom training with manufacturer and industry education. This rigorous program enables hot tub technicians to earn the designation of Recognized Hot Tub Technician, and at an advanced level, Certified Hot Tub Technician. ■

Note: There are too many to list individually, but the APSP Service Council and the Hot Tub Council would like to thank the many industry professionals who provided information and contributed to the creation of this manual.

Your hard work is much appreciated.

Ordering information

The Association of Pool & Spa Professionals

2111 Eisenhower Avenue

Alexandria, VA 22314-4695

703-838-0083

APSP.org

\$99 for members

\$199 for non-members

A Conversation with the President of APSP

BILL WEBER // APSP // PRESIDENT AND CEO

On the eve of the hot tub industry's historic marketing summit, *SpaRetailer* sat down with Bill Weber, President and CEO of APSP. Our exclusive interview touched on topics ranging from the current marketing initiative and state of the industry to past association mistakes and his vision to showcase hot tubs to the world.

SPARETAILER: WHY DO YOU THINK THERE IS SO MUCH OPTIMISM SURROUNDING THE HTC MARKETING INITIATIVE?

Bill Weber: I think the initial feedback is positive based on several factors. First, the Hot Tub Council (HTC) has achieved unprecedented cooperation among industry manufacturer, suppliers and dealers to develop an organizational structure to address hot tub awareness among consumers. Secondly, as a result of their tireless effort and dedication we are on the verge of a national marketing campaign that actually makes sense whether you are a large manufacturer or single location spa retailer.

SR: WHY IS THIS INITIATIVE DIFFERENT FROM CAMPAIGNS THAT HAVE FAILED IN THE PAST?

BW: Frankly I'm not sure I'm the best person to ask that question given the fact I've been with APSP for just two years. I will say if you keep doing what you've been doing you are going to keep getting what you get. I see it more as an evolution in our industry. As we mature, we recognize the sum of our resources is much greater than any one member's campaign. The timing is right. It's just that simple.

SR: DO YOU REALLY THINK THE PROPOSED CAMPAIGN COULD REVERSE DECLINING SALES?

BW: This is not a quick fix. In all of our discussions both at a Hot Tub Council and Board level, we are planning a three year cycle to reinvigorate sales. We're not asking for the whole enchilada right away. The dollars raised will provide the mechanism to demonstrate results. With initial funding of \$600,000 we can begin to implement a solid beta-strategy

discussed here in San Diego. Once proven, we have the ability to quickly scale the program to reach a much larger consumer audience.

SR: ONE OF THE PROBLEMS IS FLYING BLIND WITHOUT ACCURATE REPORTING. WHY DO YOU THINK MANUFACTURER'S HAVE BEEN SO RELUCTANT TO SHARE SALES FIGURES TO HELP VALIDATE APSP INITIATIVES?

BW: The trick is to gather data and research figures without attribution. Our industry tends to view the customer as the DEALER not the CONSUMER. We have to expand that mindset. I have every confidence we can create an independent reporting system that can both promote participation and accurately gather sales data. If we raise money wisely, it just makes sense to know if those marketing efforts result in greater sales and category awareness.

SR: HOW DO YOU RESPOND TO CRITICS WHO SAY APSP IS PRIMARILY FOCUSED ON SWIMMING POOL ISSUES AND NOT SPAS?

BW: I would say, 'Please get over it! We don't pick and choose among our children.' That being said, I recognize the former NPSI (National Pool & Spa Institute) showed some propensity to promote pools and that criticism continues to resonate with some members. Since I joined APSP my staff and I, along with many volunteers, have worked diligently to focus on issues and topics related to hot tubs which I think are well-documented.

SR: WE SPEAK EVERY DAY TO SPA RETAILERS WHO ARE NOT MEMBERS OF APSP. WHAT DO YOU SAY TO ENCOURAGE THEM TO ENROLL AS MEMBER?

BW: Honestly, APSP needs to do a better job of promoting our initiatives and resources to dealers. We need to demonstrate our value to every spa retailer and validate the impact our association can have on their day-to-day operations. For us to effectively govern, we have to have a strong membership

Bill Weber, CEO of APSP and David Wood, Publisher of *SpaRetailer* enjoy a casual exchange during a break at the HTC industry summit in San Diego, California.



base. With only 25 percent to 30 percent of hot tub retailers enrolled as APSP members, we have a lot of work to do. However, given our current momentum and dealer certification program in the works, I believe 90 percent to 100 percent enrollment within a few years is achievable.

SR: DO YOU SEE ANY FEDERAL/STATE REGULATORY ISSUES THAT COULD AFFECT THE HOT TUB INDUSTRY?

BW: Our main goal is to represent our members and educate lawmakers with a vision that is consistent with 1) safety and 2) in the best interests of the industry. Currently we are targeting two legislative actions:

■ **Federal Pool & Spa Safety Act.** Much of the legislation is focused around swimming pools, but certain provisions, as introduced in the House, could have a major impact on hot tub sales. As written, consumers would be required to have isolation fencing around both pools and spas. As part of our efforts on this issue, we've succeeded in re-establishing a lockable cover as an accepted safety barrier for hot tubs.

■ **Title 20. California Energy Commission.** This again is a law that could have significant implications on our members if fully implemented as written. Essentially the commission

wants to ban the lowest 20% of hot tubs based on energy consumption. While the industry supports this objective, the devil is in the details. We've been very instrumental in forging a dialogue with the CEC that I'm confident will result in an acceptable way forward on this issue.

SR: WHERE DO YOU SEE APSP AND THE SPA INDUSTRY IN 5 YEARS?

BW: In many ways, APSP is a 50-year old organization that is really only two years old.

The revitalized APSP now has a very positive message and tremendous potential. As for the hot tub industry, I don't think I am overstating it when I say, 'The industry is truly at a crossroads and I think we are on the verge of adopting a major initiative that could drive phenomenal long-term hot tub sales for generations to come. I'm very optimistic.' ■



ABOUT BILL WEBER

Length with APSP: September, 2005

Education: BA in Economics and JD from the University of Michigan

Family: Wife, Jeanie, with the Alexandria, Virginia Public Schools and daughter,

Marian, with Goldman Sachs in New York.

Hobbies: Golfing and prowling the shores of Lake Michigan

Noteworthy comments: "It's a pleasure to be representing this industry."



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Mobile Showroom Rides to the Rescue

EXHAUSTED FROM LOADING SPAS AFTER A SHOW, INVENTOR OF SPA TOTER KNEW THERE HAD TO BE A BETTER WAY.

In 2003, Mike and Britt Graham, owners of Graham Cracker Backyard & Patio in Springdale, Arkansas, were finishing up an exhibition at a county fair. After the show ended, they faced an all-too familiar spa retailer situation: they were exhausted, but still had to load up their eight display spas.

"We spent the better part of the evening moving all those hot tubs," recalls Mike Graham. "We decided that wasn't going to happen to us again."

For most spa retailers, exhibiting at home shows and special events is a necessary evil. Sales from shows can often account for more than 35 percent of a retailer's total sales, but they also require significant preparation, manpower and hefty fees to participate.

NECESSITY THE MOTHER OF INVENTION

It was that late night spent loading spas that inspired Graham to develop and patent a spa delivery trailer with the aptly descriptive name of the Spa Toter. The Spa Toter is a custom-designed trailer that effectively creates a mobile showroom capable of showcasing four, six or ten spas simultaneously.

At first glance, the Spa Toter appears to be a traditional flatbed trailer, but looks can be, and are, deceiving. With the push of a button, hydraulic walls extend out and onto the ground showcasing the spas tethered inside. To further jazz up the display, a self-contained generator powers lights and signage; each trailer also comes equipped with custom graphics and logos to maximize visibility. "Some of our models are as fancy as any NASCAR trailer," says Graham with a grin.

WHO TOTES AND WHY

Bruce Ude, owner of Rock 'N Spas in Belle Fourche, South Dakota, is a typical Spa Toter purchaser.

"We cover a huge geographic territory and were looking for a better alternative to attending traditional shows," says Ude. "When I saw the Spa Toter, my first thought was that this is a no-brainer." Indeed, Ude purchased a four-spa deluxe trailer in early 2007 and has used it to attend ten events to date.

Jim Roth of Beachcomber Spas in Alberta, Canada had a different justification for purchasing his Spa Toter. "I saw it as a way to reduce manpower. I've gone from needing four guys to do event set-up and tear-down to just a single salesperson," he says. "Within five minutes, our ten-spa trailer is up and running."

SIZE DOES MATTER

Griffin Pools and Spas has locations in Lexington, Columbia and Sumter, South Carolina, as well as in Augusta, Georgia. Stan Griffin, president of the company, believes that the size of the Spa Toter tractor-trailer is a huge competitive advantage, adding that he's sold 67 spas off his trailer this year alone.

"There's no question the bigger the trailer the better; we dominate every event we attend," he says. "Our 40-foot trailer is a huge billboard that attracts attention everywhere we travel or when the rig is parked at one of our retail locations."

Ude does issue a word of caution for fellow retailers, stating that the \$30,000 investment was huge for his small company.

"Truthfully I thought we would sell more tubs off the trailer than we have so far. Most sales come 7-10 days after the event from appointments we set. We are now able to attend very small or evening shows where we are the only spa brand there," he says. "It's amazing how many spas you can sell when you are the only one on display because our rivals couldn't afford the hassle to set up for such a short event."

PRICE A CONSIDERATION

As with many innovative products, the biggest stumbling block for most retailers is the initial price-tag. Spa Toter's four-spa model starts at \$26,000, while the higher-end vehicles can go for more than \$170,000. The entry-level trailer can be pulled with a 3/4-ton pickup truck, but larger models require a tractor rig to safely carry the added payloads, and that can get pretty pricey.

Our advice? Do a cost-benefit analysis to determine how the initial price, upkeep, insurance and transportation costs stack up against an expected increase in sales, reduced event staff needs and other considerations. ■



FOR MORE INFORMATION

Spa Toter
2700 American Street
Springdale, Arkansas 72764
479-751-8510
spatoter.com



Creating a Successful Retail Model

DESIGN, DISPLAY AND PRODUCT MIX CAN IMPACT THE BOTTOM LINE.

Retail merchandising is as much an art as it is a science. Two very different but equally successful spa retailers – Marquis Spas in Clackamas, Oregon and Champagne Spas in San Diego, California – utilize store layout psychology and a well-researched mix of ancillary products to brighten the bottom line.

MARQUIS CASUAL LIVING

Location

Clackamas, Oregon

Size

8,000 square feet

Brands Carried

Marquis Spas

In Business

Since 1989

Pictured

Bill Wells, Vice President, Retail Operations, Marquis Corp.



First Impressions are Critical

A well-designed storefront welcomes customers with a sense of style and comfort. Marquis uses lush grass and walls of windows to create a relaxing, receptive ambience.



Understanding Shopping Patterns Drives Interest

Floor plan layout that flows easily from one merchandising zone to another keeps customers on a path that encompasses the store's ancillary products. Notice the subtle difference in floor color that subliminally delineates selected retail areas.



Merchandising Art and Science

Well-lit, well-stocked product displays make it easy for customers to make choices. Continual evaluation helps you determine what product mix, height and even colors attract attention.

Clear Signage is Important
Easy-to-read and prominently displayed signage reduces stress levels for many customers. Simple, descriptive explanations can be used to prompt questions and conversations.





Design an Inviting Environment

Create a receptive consumer mind-set by arranging displays into “environments” that showcase multiple products being used in a single scene. Instead of a standalone pool table, this game room/billiards parlor setting features products that enhance the total experience, including a rounded bar, barstools, lamps, rugs, signage and wall decor.



CHAMPAGNE SPAS

Location

San Diego, California

Brands Carried

Sundance Spas

In Business

Since 1985

Other Products Carried

Sunrooms, BBQs, Chemicals

Pictured Below

Tae Boes, General Manager



Prominent Branding

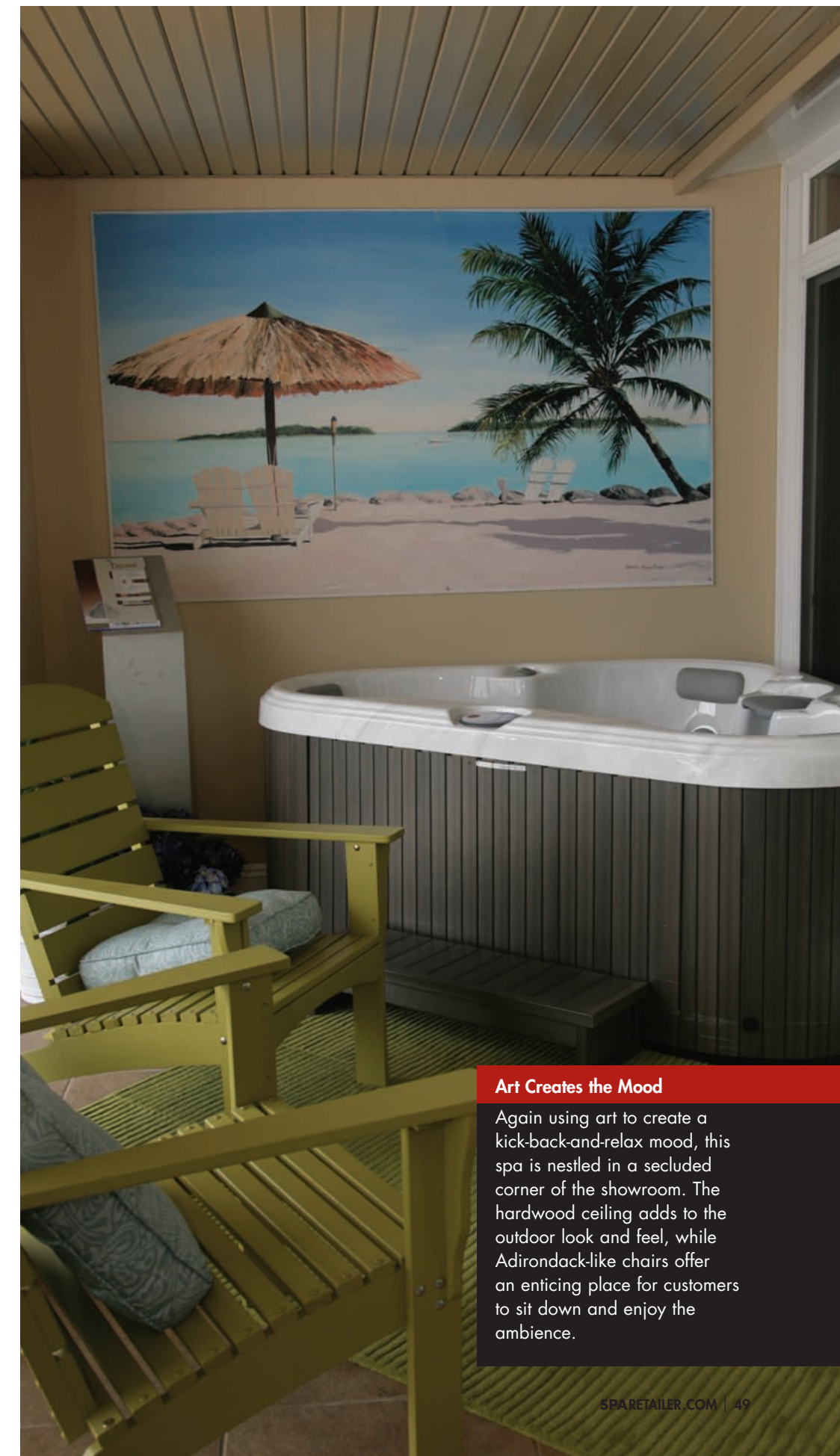
Champagne Spas is located in sunny San Diego and invites customers inside with a cool, crisp storefront.

Installing dominant brand signage is an ideal way to build credibility with qualified prospects.



Smartly Designed Showroom

By utilizing impressive murals and wall art, Champagne Spas has created a retail store with a dramatic look and feel. Smartly designed, the size and placement of the art ensures that the viewer is aware of the entire showroom floor.



Art Creates the Mood

Again using art to create a kick-back-and-relax mood, this spa is nestled in a secluded corner of the showroom. The hardwood ceiling adds to the outdoor look and feel, while Adirondack-like chairs offer an enticing place for customers to sit down and enjoy the ambience.

WE WANT YOU!

GOT MILK? AND DISCOVER BOATING MAY ALREADY BE TAKEN, BUT THE SPA INDUSTRY IS NOW ONE STEP CLOSER TO HAVING A CATCH-PHRASE OF ITS OWN.

BY DAVID VOLK

SINCE IT WAS ANNOUNCED LAST YEAR, questions have surrounded the Hot Tub Council's initiative to increase consumer interest in spas. Recently, top spa manufacturers were given a glimpse into the Council's effort to create a national ad campaign that will help overcome a three-year sales slump.

The September meeting of the Hot Tub Council Strategic Planning Committee was designed to answer questions and gauge support by asking attendees to pledge \$15,000 each to fund the first phase of a \$12 million ad campaign.

Although presentations on consumer research, national advertising campaigns and public relations efforts met with subdued applause, Council Chairman Steven Gorlin saw the quiet response as a positive sign.

"I think the attendees came to conduct business; they were quiet and attentive. I feel that the strategic planning committee could not have presented a more clear initiative," says Gorlin. "The presentation was so thorough, it addressed many of the concerns the participants typically would have raised. I think that's what kept the meeting quiet."

PLEDGE CARDS

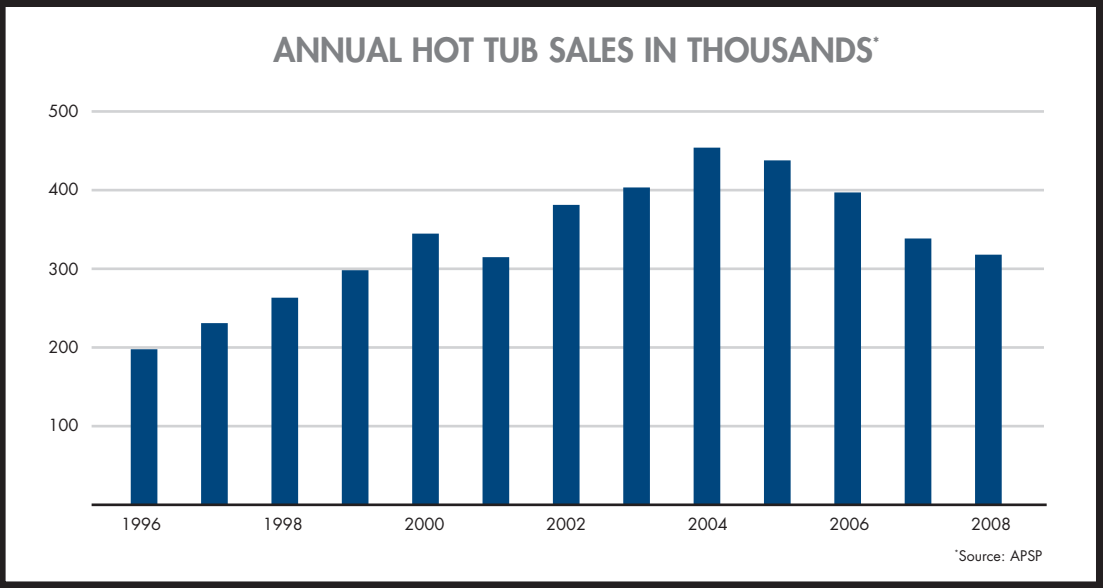
The meeting ended with signed pledge cards promising \$150,000 out of the \$600,000 needed to fund the start up, leaving Council members optimistic for the plan's future.

"I'm extremely encouraged to have collected \$150,000 toward our December 15th goal," he said. As he saw it, collecting the rest was just a matter of filling in the details. "Before some of the companies were willing to commit, they wanted an accounting on what this \$600,000 is going to get us. We're working on that."

Although the committee is still fleshing out the fine points of the approach, the plan's first draft gives a good indication of where the Council hopes to take the industry.

BUILDING THE CASE

Council officials built the case for combining forces by discussing the current situation. Figures from the Association of Pool and Spa Professionals (APSP) show that sales have been on a downward trend from a high of around 450,000 hot tubs in 2004 to an anticipated low of about 350,000 in 2007 (see chart above). This slowdown in sales is taking place at a time when other backyard categories are growing.



If nothing is done, the downturn is expected to continue through 2008 and possibly beyond, according to former Hot Tub Council Chairman Larry Giles.

TAKING THE INITIATIVE

The situation facing hot tubs isn't unique. For example, the beef industry saw spending go from a high of \$100 million in 1981 to just under \$60 million in 1998; they were able to reverse the trend and pushed sales back to \$70 million in 2005. Similarly, participation in recreational boating dropped from 73 million people in 2003 to 67 million in 2004 before recovering in early 2006.

It's important to note that these rebounds didn't happen because economic conditions caused the markets to suddenly bounce back on their own. Instead, each industry took the initiative and launched a national advertising/marketing campaign designed to combat negative publicity and/or increase consumer interest in their products. In the 17 months since the National Marine Manufacturers Association (NMMA) introduced its marketing initiative, Discover Boating, participation has risen 7 percent.

But national marketing efforts don't come cheap. The boating industry spent more than \$8 million to push the participation needle upward and the Council estimates the spa industry will have to spend from \$10 to \$12 million a year to have a similar impact.

ROOM FOR GROWTH

If the results of market research are any indication, there appears to be plenty of room for growth. A recent PK Data study revealed that 54 million U.S. households can afford hot tubs and fit the demographics of the typical hot tub user, with a phone survey finding that 8.7 percent of the people



All attendees received pledge cards requesting financial support.



polled plan to buy a spa in the next 24 months. PK Data's analysis points to potential sales of 5.4 million spas over the next two years. However, current forecasts predict that retailers are on pace to sell only 350,000 tubs this year. If the firm's figures are correct, retailers are only reaching about one out of every 14 people that say they're in the market.

RIGHT MESSAGE, RIGHT AUDIENCE

The key to bridging the gap isn't just getting the message out, it's also determining what the right message is and how to reach the right audience.

"The one thing that really needs to be said is that the message is not going to be developed by one person's decisions or one person's opinions. Nothing is going to happen without documented research so this initial seed money is going to researching the marketplace as well as fine-tuning the message," explains Gorlin. "Once we determine exactly who the customer is, I don't think it's unreasonable to expect that our message will start to appear by the fourth quarter of 2008."

EQUITABLE FUNDING

Under the plan sketched out at the meeting, much of the funding was expected to come from an assessment on each manufacturer based on the number and horsepower of pumps used in each spa they build. Originally, the proposed fees ranged from \$10 for a one-horsepower pump to \$7 per horsepower on pumps over three-hp. In early October, the Council's funding task force was considering revising the rate chart to make the funding more equitable.

Based on a 1996 pump industry survey showing total horsepower sales of 1.7 million, the additional fee is expected to raise \$12 million. It would be relatively easy to track because pump manufacturers would send sales information to an organization within the APSP. A monthly invoice would then be generated based on purchases of pumps used in spas sold throughout the U.S. and Canada.

Based on the original funding model, no spa would have been assessed more than \$75, but industry experts say the fees are likely to average \$32 per hot tub (see chart at right). Although government regulation allows manufacturers to pass the cost directly to the consumer, the decision would typically be left



Larry Giles discusses the decline in spa sales over recent years.

FAR LEFT: Event moderator Eric Richardson makes a solid case for participation among attendees.

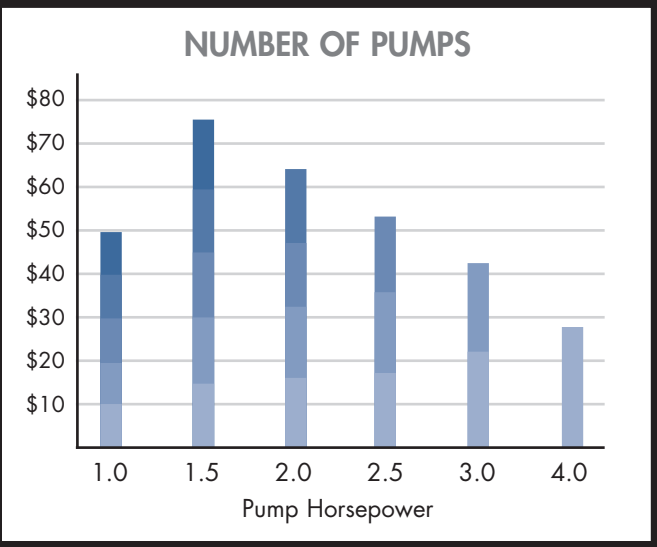
up to the original equipment maker. Additional funding might also come in the form of a voluntary contribution from makers of spa chemicals, manufacturers of after-market products and other ancillary companies. The council estimates that the resulting 'Hot Water Fund' would likely raise \$1 to \$2 million. The contributions would be considered sponsorships and would come with benefits ranging from a presence on the web site to a seat on the advisory board.

CERTIFICATION PROGRAMS/MEDALLIONS

But getting the industry's message out is only half the battle. Gorlin advises that retailers also have to clean up their act and improve the way they do business.

"I'm only as good as the weakest dealer in the country. If a dealer in Kentucky sells a tub and never teaches his consumer how to use it and the customer can't get anyone to service it, that consumer is going to tell his neighbor not to buy a hot tub," he says. "That word is going to affect my sales. It already has."

Gorlin believes the best way to overcome the problem is through certification programs. That's why the Hot Tub Council Industry Growth Initiative calls for programs to certify dealerships, service technicians and the spas themselves.



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Pool & Spa Professionals™

The effort would start at the manufacturer level where medallion certifications would be available for tubs that have met standards on quality, reliability and energy efficiency. The medallions, which could appear in ads and on the spas themselves, would only be available to APSP members. Manufacturers won't be required to have them, but consumers will likely come to see the seals as a guarantee of quality.

"I don't think you can dismiss the power of the medallion," says Giles. "Once that medallion hits the market, I can hear my phone ringing if I don't participate."

It could have an even greater impact at public sales and home shows where consumers who compare tubs will inevitably notice which spas are certified and which aren't. "The guy who doesn't have a medallion at a home show, he's going to be hating life," says Bob Lauter, CEO of Masterspas in Fort Wayne, Indiana.

MINIMUM STANDARDS

On the retail level, certification programs will focus on requiring retailers to meet minimum standards covering facilities, sales, service and customer satisfaction. Having cleaner showrooms with professional sales staff and an adequate number of trained technicians to handle repairs is expected to help attract more buyers. Requiring dealers to make follow-up calls within days of a sale, service call or other contact will also inspire customer loyalty.

Although hot tub dealers will have to pay an as yet undetermined fee for certification, the boating industry's limited experience with the process shows the benefits far outweigh the costs. While boat dealerships pay a \$3,900 annual fee, face a day-long inspection and must make follow-up calls to all sales and service customers within seven days of contact, the reward has been higher customer satisfaction scores and referrals from the Discover Boating web site, according to Elizabeth McAlister, manager of the marine industry's dealership certification program.

The Hot Tub Council has also discussed posting a customer 'Bill of Rights' at certified dealerships, but has not yet addressed the issue of what measures will be available to consumers should a dealership fail to adequately respond to a customer's concerns.

POSITIVE OUTLOOK

A scant two weeks after the meeting, Gorlin was feeling upbeat since the amount of pledges had jumped to \$200,000.

"I'm extremely happy. We're in a much better place than we thought we'd be. They [the attendees] understand the necessity for a national initiative to reverse the current trend," he says. "More importantly, the few large companies that we felt needed to give us their approval are on board." ■

Please visit SPARETAILER.COM for the latest developments on this growth initiative and up-to-date figures on the pledges received.

Marketing

INTERNET

Optimization Gets Results

FRESH, RELEVANT CONTENT AND SEARCH ENGINE PLACEMENT ARE THE KEYS TO OBTAINING WEB-BASED SEARCH RESULTS.

With so many people online, having a high-quality Web site that will drive consumers to your store is crucial to being successful in today's marketplace.

Here are a few steps you can take that will help get your site 'search engine optimized' so that you're listed at or near the top of an online search inquiry.

Content is King

Having the right kind of relevant content is obviously essential, including extensive information about the products and services you offer along with company history and contact information. Search engines "crawl," and hence give more priority to, frequently updated Web sites than they do to sites that are just sitting there untouched. Updating your site on a regular basis with hot tub care tips, monthly promotions and new models means your site will be found more easily.

Keywords are Key

Speaking of keywords, "keywords" are what tells a search engine what data is contained in your site.

Let's use a spa retailer in Dallas as an example. In addition to the words 'hot tub' and 'retail store,' you would do well to mention 'Dallas' as often as possible. Why? The more times the same words appear, the higher priority the site has in the eyes of the almighty search engines.

All you need to do is come up with a set of ten or so keywords that you think prospective customers would be inclined to use when attempting to locate a business similar to yours. Remember, it's imperative to think from the consumer's point of view. While model numbers and specifications are topics you might search for as a dealer, most run-of-the-mill customers probably wouldn't know any of those terms.

You can also work with key phrases, meaning a series of words that appear together that are likely to be used as

a single search topic, i.e., 'spa dealer in Dallas' or 'hot tub store in Texas.' The key to keywords is repetition when necessary and relevant.

Tech Talk Important

When it comes to pictures, we need to talk tech.

In a nutshell, 'ALT text' is the text that accompanies an image on a Web site. Having clear, descriptive ALT text will help your images appear in an image search, which will drive even more traffic to your site.

ALT text is something done on the programming side of things, so when your site is being created and updated, you need to provide the 'techno-gurus' with crisp descriptions of the photos you plan to use. For example, 'heated spa' doesn't really cut the proverbial mustard, but 'six-person above-ground spa with neck, foot and lower back massage jets for relaxation and hydrotherapy' will attract more search engines to your photos. By giving the Web site designers descriptive info, without going too overboard, they will be able to embed explanatory code so that your photo descriptions will be recognized by search engines.

Search Engine Submission

When your site is ready to rock and roll, one of the first things you should do is to submit it to free search listings. A quick Google search for the key words 'free search engine submit' will lead you to a plethora of online resources.

Keep It Fresh

The key to keeping your Web site's traffic flowing is to create an attractive, jam-packed-with-good-stuff site and then maintain a consistent flow of new content. Don't forget to resubmit your site to free search engines every three months or so to keep it fresh. ■

Club Card Hits One Out Of The Park

CUSTOMER PUNCH CARD PROGRAM IS EASY, INEXPENSIVE AND BEST OF ALL, SUCCESSFUL.

CHECK OUT THE FACTS

CAMPAIGN

Spa Retailer

Brian Bater, Deep Blue Pool & Spa
Batavia, New York

Goal

Drive repeat customers to visit the store and buy chemicals on a regular basis

Locations

2 locations

Timeframe / 24 hours

1 day  1 month

EFFORT

Personal Time / Less than 2 hours

1 hour  40+ hours

Difficulty

Novice  Expert

COSTS

Total / Less than \$125

No Cost  \$1000+

RESULTS

90% participation

Profit

Low  High

Each new customer who visits Deep Blue Pools & Spas or buys a hot tub is given a Chem Club punch card which is actually a cleverly disguised business card. For every \$20 increment the customer spends on chemicals during a single store visit, the sales associate will “punch” one of the ten palm trees appearing on the top of the card. After all ten palm trees on the Chem Club card are punched, the customer receives a \$25 store credit that can be applied to any product in the store.

“It’s been our experience that most customers will apply the credit to a larger item, which in most cases exceeds \$75, increasing the margin and profitability on each sale,” says a very happy Brian Bater, owner of Deep Blue Pools & Spas. “The results have been downright amazing since the very first day we launched the program.” The Chem Club works so well because it gets people into our stores on a regular basis

and encourages them to spend more during each visit.”

Bater says that by far, the Chem Club is the easiest, cheapest and most successful promotion they have ever used. He explains that the magic of the promotion is that many times customers are planning to buy less than \$20 worth of chemicals, but when checking out, they are politely reminded they need to spend a minimum of \$20 to get their next punch.

“Honestly, once informed, nine out of ten customers will either upgrade the size of the chemical package they need or buy additional products to exceed the \$20 threshold,” says Bater.

If you have created a promotional home run, we want to hear from you! If we publish your results in our magazine or on SPARETAILER.COM, you will receive a 1-year complimentary subscription to SpaRetailer magazine. E-mail your story to pr@bigfishpublications.com. ■





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NOTHING SAYS HELLO LIKE THE SMELL OF POPCORN

It's no secret that the smell of popcorn wafting through the air is pretty much a universal icebreaker. Having a commercial popcorn popper on your showroom floor is a simple, effective way to say hello with a smile.

Marquis Casual Living has two locations in the Portland, Oregon metro area and one in Salem. Sheri Boren, Marketing Manager for the stores, says they've had old-fashioned popcorn stands on their showroom floors since 2002. "The idea is to make customers as comfortable as possible when they come into the stores, so we offer them popcorn, bottled water and coffee or tea," she says. "It's a friendly way to give them one less reason to leave."

If you live in a big-time college area, antique-looking popcorn trolleys can be purchased adorned with university logos. In addition, popcorn bags can be branded with your company's name and contact information – an especially great idea at a home or garden show. ■

Spa Chemicals

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Number of Years
Manufacturing Chemicals: 30+ YEARS
Type Sold: POOL & SPA, BIGUANIDE, BROMINE, CHLORINE, AROMATHEAPY

MANUFACTURING
Private Labeling: NO
Average delivery: 1–2 DAYS

MARKETING
Dealer financing offered: NO
Exclusivity available: NO
Co-op Offered: YES
Dealer seminars: YES
Rebates/Refunds: YES, REBATES
Consumer Leads: NOT AVAILABLE
Fixtures/Display: NO RESPONSE
Trade Advertising: SPARETAILER, AQUA, POOL & SPA NEWS
Marketing Perks: REWARDS PROGRAM

INTERNATIONAL
Exports allowed: NO RESPONSE

TRAINING
Onsite training program: YES
DVD training program: YES
Online Image Library: YES
Online Training Manuals: YES
Cust. Loyalty Program: YES
Test Station: YES, NOMINAL CHARGE
Products: BIGUANIDE, UNIQUE BROMINE SYSTEMS, AROMATHERAPY
Brands: BRILLIANCE® FOR SPAS, BAQUASPA®, BEING® AROMATHERAPY



CAPO
INDUSTRIES
800-263-8250
capoindustries.com

ABOUT BUSINESS
Number of Years
Manufacturing Chemicals: 114 YEARS
Type Sold: POOL & SPA, SANITIZERS, ALGAECIDES, BALANCERS, SPECIALTY

MANUFACTURING
Private Labeling: YES
Average delivery: 3 DAYS

MARKETING
Dealer financing offered: YES
Exclusivity available: YES
Co-op Offered: NO
Dealer seminars: YES
Rebates/Refunds: YES, REBATES
Consumer Leads: YES, NO CHARGE
Fixtures/Display: YES, NO CHARGE
Trade Advertising: POOL & SPA NEWS

Marketing Perks: NONE

INTERNATIONAL
Exports allowed: YES

TRAINING
Onsite training program: NO
DVD training program: YES
Online Image Library: NO, SOON
Online Training Manuals: NO, SOON
Cust. Loyalty Program: NO
Test Station: YES, NOMINAL CHARGE
Products: CHLORINES, BROMINES, ALGAECIDES
Brands: POOLBOSS, SPABOSS



SILK WATER
SOLUTIONS
604-603-1759
silkbalance.com

ABOUT BUSINESS
Number of Years
Manufacturing Chemicals: 3 YEARS
Type Sold: CHLORINE FREE WATER MGMT

MANUFACTURING
Private Labeling: NO
Average delivery: 4 DAYS

MARKETING
Dealer financing offered: NO
Exclusivity available: YES
Co-op Offered: YES
Dealer seminars: YES
Rebates/Refunds: YES, REBATES
Consumer Leads: YES, NO CHARGE
Fixtures/Display: YES, CHARGE
Trade Advertising: SPARETAILER

Marketing Perks: TRAINING DVD SOON

INTERNATIONAL
Exports allowed: NO

TRAINING
Onsite training program: YES
DVD training program: YES
Online Image Library: YES
Online Training Manuals: YES
Cust. Loyalty Program: NO
Test Station: NO RESPONSE
Products: SILKBALANCE FOR SPAS, PUROSPA TEST STRIPS
Brands: SILKBALANCE®, PUROSPA, AQU GARDE



ZODIAC
POOL CARE
800-822-7933
zodiacpoolcare.com

ABOUT BUSINESS
Number of Years
Manufacturing Chemicals: 18 YEARS
Type Sold: MINERAL SANITIZERS

MANUFACTURING
Private Labeling: YES
Average delivery: NO RESPONSE

MARKETING
Dealer financing offered: YES
Exclusivity available: NO
Co-op Offered: YES
Dealer seminars: YES
Rebates/Refunds: YES, BOTH
Consumer Leads: NOT AVAILABLE
Fixtures/Display: NO RESPONSE
Trade Advertising: SPARETAILER, AQUA, POOL & SPA NEWS
Marketing Perks: APPAREL, TEST KITS

INTERNATIONAL
Exports allowed: YES

TRAINING
Onsite training program: YES
DVD training program: YES
Online Image Library: YES
Online Training Manuals: YES
Cust. Loyalty Program: YES
Test Station: NO
Products: NATURE 2 SPA, CF, EXPRESS, CENSE, DUOCLEAR
Brands: NATURE 2 MINERAL SANITIZERS, CLEARWATER-SALTWATER CHLORINATORS



ADVANTIS TECHNOLOGIES
800-445-2059
PoolSpaCare.com

ABOUT BUSINESS
Number of Years
Manufacturing Chemicals: 50+ YEARS
Type Sold: SANITIZERS, BALANCERS, CLARIFIERS, ALGAECIDES, CLEANING

MANUFACTURING
Private Labeling: YES
Average delivery: NO RESPONSE

MARKETING
Dealer financing offered: NO
Exclusivity available: NO
Co-op Offered: NO
Dealer seminars: YES
Rebates/Refunds: YES, BOTH
Consumer Leads: NOT AVAILABLE
Fixtures/Display: YES, CHARGE
Trade Advertising: SPARETAILER, AQUA, POOL & SPA NEWS
Marketing Perks: APPAREL, TEST KITS

INTERNATIONAL
Exports allowed: YES

TRAINING
Onsite training program: YES
DVD training program: NO
Online Image Library: YES
Online Training Manuals: NO
Cust. Loyalty Program: YES
Test Station: YES, CHARGE
Products: OXYBRITE, SUPER BLUE, RESERVE, RENEW, ALGIMYCIN 2000, SEQUA-SOL, STAINTRINE
Brands: LEISURE TIME, GLB POOL & SPA, RENDEZVOUS SPA, ROBARB, ULTIMA APPLIED BIOCHEMISTS

Advantis Technologies produces some of the most popular and trusted pool and spa water care products on the market today. From the industry's first non-chlorine shock, GLB Oxy-Brite®, to America's #1 clarifier, Robarb Super Blue®, Advantis has been on the cutting edge of pool and spa water care for more than 30 years.

Our advancements continue as we utilize the most innovative technology to formulate products that address any pool or spa need from enzyme clarifiers to non-chlorine sanitation. So when you're looking for routine water care products or specialty items such as cleansers, algaecides, clarifiers, non-chlorine shock oxidizers, spa moisturizers or fragrances, look no further than Advantis, where you will find effective, quality products in any of the five superior chemical brands that pool and spa owners and professionals have come to rely on: GLB Pool & Spa, Leisure Time, Robarb, Applied Biochemists and Ultima.



BIOLAB, INC
800-859-7946
spaguard.com

ABOUT BUSINESS
Number of Years
Manufacturing Chemicals: 52 YEARS
Type Sold: COMPREHENSIVE LINE OF WATER TREATMENT PRODUCTS

MANUFACTURING
Private Labeling: NO
Average delivery: 3–4 DAYS

MARKETING
Dealer financing offered: NO
Exclusivity available: NO
Co-op Offered: YES
Dealer seminars: YES
Rebates/Refunds: YES, REBATES
Consumer Leads: NOT AVAILABLE
Fixtures/Display: YES, CHARGE
Trade Advertising: SPARETAILER, AQUA, POOL & SPA NEWS
Marketing Perks: POINTS PROGRAM

INTERNATIONAL
Exports allowed: YES

TRAINING
Onsite training program: YES
DVD training program: YES
Online Image Library: YES
Online Training Manuals: YES
Cust. Loyalty Program: YES
Test Station: YES, CHARGE
Products: BROMINE, CHLORINE, SHOCK, BALANCERS, RENEW, ACCESSORIES, AROMA THERAPY, BIGUANIDE
Brands: SPAGUARD®, SOFTSOAK®, BIOGUARD®

BioLab, Inc., a Chemtura company, is recognized as one of the nation's premier suppliers of pool and spa care products. For over four decades, we have achieved constant technological improvements and conducted extensive research in the industry. Our 1,500 SpaGuard dealers nationwide are spa care professionals offering dependable, accurate and helpful advice. We pioneered the idea of computerized pool water analysis, and our water testing system is a feature of every SpaGuard dealer. Customers simply bring in a sample of their water to receive a personalized analysis and instruction for easy spa maintenance.

Our program approach to spa care, which includes brominating, chlorinating or biguanide systems under the SpaGuard brand, plus our bromine-free, chlorine-free Soft Soak® program, are a reliable and simple way to achieve the perfect spa. SpaGuard's comprehensive line also includes balancers and aroma therapy products and accessories.



Magic Cards

LEARN HOW TO HARNESS THE
MARKETING POWER OF GREETING
CARDS TO BUILD RELATIONSHIPS
AND EXPAND YOUR BUSINESS

BY DAVID FREY

When I arrived home the other evening, I was greeted with a pile of mail to open. As I usually do, I sift through it one piece at a time, generally sorting everything into two groups while I'm standing over my trash can. I set aside all the pieces that look official, like bills or bank statements, and all the mail that looks like personal letters or cards. The rest, I normally consider 'junk mail' and automatically throw it in the garbage. The next step is to go back through everything that's been set aside and start opening it up. My guess is you go through a same or similar process.

CARD SOURCES

Hot Tub Cards

hottubcards.com
877-808-7665

Amazing Mail

amazingmail.com

United States

Postal Service
usps.com

That particular evening, I received a greeting card from a salesperson I had met a few days earlier while shopping for a new refrigerator. The front of the card was an actual photo of the refrigerator I had been looking at with the salesman holding a card that said, "I'm holding this one for you!"

In the card he reiterated that he was holding the refrigerator for me and if I came in that evening while he was working, he would throw in a free installation package, normally valued at \$98. To say I was impressed is an understatement. I ended up taking him up on his offer and buying the refrigerator.

A POWERFUL, BUT UNDERUSED, MARKETING TOOL

As a hot tub retailer, you're undoubtedly familiar with marketing tools such as postcards, newspaper advertising and television and radio air time, but you've most likely never used greeting cards for converting prospects into customers or for generating referrals. However, greeting cards are the perfect tool for your marketing efforts because they are unusually effective at delivering your message. First, greeting cards almost always get opened. Second, they almost always get read. And third, if done right, they can leave a very powerful impression.

Greeting cards are the perfect tool for following up with your prospects and customers to motivate them to come back to your store to make the sale or to establish long-term referral relationships after the sale is completed. Currently, greeting cards are rarely used for these purposes, but a well-run greeting card program can dramatically increase your retail sales.

A CASE STUDY IN GREETING CARD MARKETING

Joe Girard is widely recognized as one of the most successful salespeople in history. For 12 years straight, the Guinness Book of World Records named him as the number one salesman in the world. Joe was a car salesman, selling an average of six to seven cars every day. Can you imagine selling six to seven hot tubs a day?

Most of Joe's business came by way of referrals, and his ability to establish and maintain relationships with thousands of people is legendary. What was his secret to getting all the referrals he could handle?

His greeting card marketing program.

Joe sent out over 16,000 cards a month to a network

of people that knew him. He actually hired people to help him in this task and it paid off for Joe in massive business. Whenever someone considered buying a car, there was only one name that came to their mind: Joe Girard.

GREETING CARD MARKETING NOW A SNAP

Today, you no longer have to go to the store to purchase a card, then sit down and handwrite a note, address the envelope and take it to the post office. In today's Internet-enabled world, you can simply click on a Web site, select a card, write a message, type in a person's address, push a button and – voila – it's all done for you.

One such service provider is HOTTUBCARDS.COM (HTC). HTC is a hybrid referral system that combines custom greeting cards designed exclusively for the hot tub industry with the functionality and mailing services of a national online card provider, SENDOUTCARDS.COM.

With this system, you can send a personal card in your own handwriting and with your own signature to one person or a thousand people with just the push of a button. You can also create highly personalized custom cards by uploading a digital photo, customizing the photo and printing the customized photo as the front of your card. You now have the power to easily create stunning, attention-getting greeting cards, just like the one I received from my refrigerator salesperson.

Greeting card systems such as HOTTUBCARDS.COM also give you the ability to automatically send a sequence of pre-defined custom cards to prospects or customers. Imagine the power of being able to send out a card every two months for the next two years to all your customers without ever lifting a finger! With personal greeting card systems, you can stay on the top of a customer's mind for a longer time after the sale, at minimal cost and with almost no effort – resulting in more referrals and return business.

BUILDING BONDS BUILDS BUSINESS

The amount of business you do is directly proportional to the level of trust and appreciation your customers have for you. Greeting cards have the special ability to create that bond, and how you use greeting cards to create that trust is limited only to your imagination. Here are just a few ways to use cards in your hot tub marketing program. *(continued on page 68)*

FIVE EASY TIPS FOR SUCCESS

Creating and implementing a successful greeting card marketing program is really pretty simple if you follow these five tips.

GIVE TO GIVE

Greeting cards are traditionally meant for expressing positive messages to people about whom you care. Show heartfelt appreciation in your cards and resist the temptation to make your message sound 'sales-y.' Sincere appreciation wins over self-promotion.

USE PHOTOS AND HUMOR IN YOUR CARDS

Most of us like cards that are fun and witty, so try to use humor in your messages. In addition, most people love photos. Take advantage of the new online greeting card technology that allows you to upload personal photos into your cards.

USE PRE-WRITTEN AUTOMATED SEQUENCES

Just like a great marriage requires consistent communication, so does a great retailer/customer relationship. A good follow-up or stay-in-touch system will include a sequence of multiple cards to be sent over a pre-determined timeframe to a prospect or customer. Today's new Internet-based greeting card technology allows you to set up automated 'set-it-and-forget-it' follow up systems.

CREATE SYSTEMS

To ensure that you get the results you're looking for with a greeting card marketing program, you need to make sure that cards are sent to the right people, at the right place and at the right time. Develop a simple system to manage how and when contacts are input into your system.

MEASURE YOUR RESULTS

You can't manage something you can't measure and you can't improve something you can't manage. As part of the system you create, you need to develop a way to measure the effectiveness of your greeting card marketing program.

UNEXPECTED CARDS

Send an unexpected 'card from the owner.' Every day, the owner of the store should pick several customers and send them a heartfelt greeting card expressing appreciation for their relationship.

SCHEDULED MAINTENANCE APPOINTMENTS

On a regular basis, send 'scheduled maintenance appointment requests.'

ANNIVERSARY CARD PROGRAM

On the anniversary of each customer's purchase date, send a thank you card.

HOME SHOW FOLLOW-UP

Send a series of cards thanking prospects for visiting your booth at a recent home show and extending a special offer to visit your store.

COME BACK PROGRAM

Send a series of cards thanking prospects for visiting your store and extending a series of offers to bring them back in.

STAY IN TOUCH PROGRAM

Over an extended period after a sale, send a series of 'stay in touch' cards.

BIRTHDAY CARD MARKETING

Send a birthday card to your customers and their family members.

REFERRAL CARDS

From time to time, send a card to your customers asking for referrals.

THE BOTTOM LINE

Greeting cards can be a great way to follow up with prospects and stay in touch with customers, often building relationships of trust and appreciation that result in higher close rates and more word-of-mouth referrals. Best of all, new technology allows you to automate a vast majority of the process.

All marketplace things being equal, there are few better ways to leverage your time and resources than with a greeting card marketing program. ■

THE SECRETS TO SELLING SWIM SPAS

IT TAKES MOXIE TO BE THE CENTER
OF ATTENTION, AND MOXIE
IS WHAT THE SWIM SPA
IS ALL ABOUT.

BY PAULA HUBBS COHEN
PHOTOGRAPHY BY ANDREW FREDRICKSON



FOR YEARS, WE'VE HAD TWO PRIMARY OFFERINGS: inground concrete spas and portable spas. You could dress them up or dress them down, but that was pretty much the whole shebang. Then a while back, in response to the demand for smaller pools and/or larger spas, the perfect-fit spa was born. Voila – instant success in certain markets! You could float, you could relax, but, alas, fitness fanatics were left feeling somewhat unsatisfied.

Then along came the nifty, nimble and very spiffy swim spa, offering small-space current-based swimming in addition to a plethora of exercise and rehabilitation options. Suddenly, a whole new market niche was opened up, so much so that some industry experts are even waxing philosophical about the possibilities.

“I see hot tubs and swim spas as the yin and yang of the full wellness movement that’s out there right now,” declares James Hedgecock, Manager of Business Development for Dimension One Spas.

“Hot tubs are designed for relaxation and hydrotherapy, while swim spas are designed for aquatic exercise,” he says. “In fact, anything you can do in the gym can be adapted to do in a swim spa.”

Standing in a showroom discussing ancient Chinese philosophy might be a bit of a sales stretch, but comparing and contrasting these two bread-and-butter components of our business is easier than you may think.

“When an individual comes in to the showroom, we ask some preliminary questions relating to what they want to do. A common response is that they want to spend time with their family,” says Jeff Fox, Territory Manager for Hydromax Swim Spas. “But a hot tub has limited options and a pool might be too pricey, plus it requires more maintenance, more space and in certain parts of the country, you can only use it for a short time of the year.”

A swim spa fits several other niches that aren’t quite so obvious, including serious athletes and those living in amenity-restrictive communities. If that’s the case, then swim spas are just the ticket, says Audrey S. Markiton, Director of Sales & Marketing for Sunbelt Spas.

“Swim spas sell great to collegiate, professional and amateur athletes, because the training ability for the athlete makes this the perfect training tool,” she says. “In communities that won’t allow in-ground pools, a portable swim spa is ideal, just as it is for those wanting a year-round family-fun product.”

But it’s not just well-toned and washboard-abbed top-of-the-line athletes that find swim spas so appealing. They’re intended for the rest of us run-of-the-mill folks as well.

“Just the other day, I had a woman come in who was overweight and had just had her hip replaced. She



Courtesy Dimension One Spas



Courtesy Hydromax



Courtesy Sunbelt Spas



Courtesy Cal Spas

bought a swim spa and will be using it for therapy,” recalls Gene Crock, owner of Cascade Spa, Stove & Sauna of Issaquah, Washington. “People with medical problems really like swim spas because they don’t have to go somewhere for therapy and can do their therapy whenever they want, right at home. In fact, we’ve actually had customers whose doctors have advised them to go buy swim spas.”

Some of the primary benefits of swim spas are that they are very versatile, use a small amount of space and can be used both indoors and outdoors. But when it comes to actually selling a swim spa, it’s definitely not all talk and no action. Actually taking one for a test drive, or is that test swim, is where the rubber hits the proverbial swim spa road.

“You can get into a hot tub dry and easily imagine what it’s like. Not so with a swim spa,” says Fox. “It’s hard to describe how you can stay in one place. People need to experience a swim spa first-hand so they understand what the current and counter-current feels like.”

Shiva Noble, Executive Vice President of Cal Spas, agrees, saying that the most successful dealers display one or more swim spas in their showroom.

“Occasionally, homeowners come in looking for a spa to go with their plans for a spa and built-in pool, but once they see a swim spa, they find it better suits their needs, while at the same time, saving valuable backyard real estate,” says Noble.

In addition to having a swim spa on display, Markiton says it should be mandatory for the sales staff to actually try one out.

“People respond to honesty. If you can tell them about the first time you got water up your nose because you weren’t expecting the swim jets to be so strong, that your husband does the boogie board against the current with a ski rope, which is not suggested or endorsed by me or my broken fence, or that your nephew loves to ride his ‘floaty’ down the spa pushed by the swim jets, people can picture themselves doing just that,” she says.

Ah, but what about sticker shock? One of the biggest turn-offs that many dealers have is the ticket price versus a hot tub. But according to Markiton, that fear is often unfounded.

“Your customer wouldn’t be looking unless they were prepared for the five-digit price tag,” she says. “Customers will surprise you by recognizing that it’s not just a hot tub, but offers so much more. The customers that are shopping swimming pools are also pleasantly surprised.”

Hedgecock believes that often the biggest financial hurdle

doesn’t come from the consumer, but from the dealer. “Some dealers have a mental block on selling a \$30,000 to \$40,000 product,” he says. “However, once they sell their first aquatic fitness system, they go from being apprehensive about the cost to figuring out how to sell the next one.”

So how do you seal the swim spa deal and avoid any costly mistakes in the process?

Kevin Richards, National Sales Manager for Master Spas, says, as with any other product, it all comes down to customer service.

“Swim spas cost much more than portable spas so the service you provide your customers is huge. For example, you need to do site inspections and follow-up phone calls to see how the customer is coming along with getting their site prepared,” he says. “They may need you to help coordinate a crane for delivery. These are all things that go towards helping your customers get ready for their swim spa.”

Hedgecock explains that successful dealers optimize the same set of skills that makes any business successful, adding that if you take care of your customers, you’re going to get referral business and you’re going to grow. “Selling swim spas takes more effort than selling hot tubs, there’s a learning curve and it’s something out of your comfort zone,” he says. “Guess what? If you want to keep your business, you need to do stuff outside of your comfort zone to make money.”

We at *SpaRetailer* totally agree.

Because the bottom line is that Jack can be nimble, Jack can be quick, but if Jack doesn’t jump over the candlestick, hit the deck running and take the plunge into the swim spa market, Jack is missing the boat.

All clichés aside of course.

(continued on page 75)

“THE SWIM SPA CUSTOMER IS MORE OF A POOL CUSTOMER THAN A SPA CUSTOMER. YOU’RE NOT NECESSARILY TAKING BUSINESS FROM YOUR PORTABLE SPA BUSINESS BUT MAYBE FROM THE POOL GUY DOWN THE ROAD.”

KEVIN RICHARDS, NATIONAL SALES MANAGER, MASTER SPAS, INC.



GENE CROCK // OWNER

CASCADE SPA, STOVE & SAUNA // 485 FRONT STREET NORTH // ISSAQUAH, WASHINGTON

CASCADE-SPA.COM // 425-391-8827

SPARETAILER: Do you have a typical swim spa customer?

CROCK: We see a lot of customers who purchase swim spas because their doctors have advised them to. Sometimes people come in and say things like 'I'm a mess, do you have anything I can exercise in?' They might have rheumatoid arthritis, fibromyalgia, lupus or knee or ankle problems. One woman who recently purchased a swim spa just had her hip replaced and plans to use the spa for therapy. We've also put in a swim spa for the Seattle Seahawks who use it for their players who need to rehabilitate slowly. When people have these kinds of medical problems, a swim spa sets them free, and they don't have to leave home for exercise and therapy.

SPARETAILER: What are some typical issues with installing swim spas?

CROCK: Swim spas are very heavy, about 3,500 pounds, and with outdoor installations, getting into the backyard can be difficult. We end up using cranes on about eight out of ten

installations. In fact, this next week, we're putting in four swim spas, two of which will be craned into the backyards of their new owners.

SPARETAILER: What are some secrets to success in selling swim spas?

CROCK: We have a swim spa unit running on the floor at all times; we've definitely found that to be key to success. We do volume swim spa sales, but some dealers aren't as successful because they don't know and understand the variety of ways to benefit from a swim spa. We have everything out for our customers to see, including special restraints for their waist or ankles – we show them the right tools to use their spa. Another thing we do is that we go out and show the customer how to operate and maintain their swim spa. My happiest customers are definitely my swim spa customers. When they come in my store, they're happy; when they leave my store, they're happy. ■



SPAM Laws Deliver Powerful Punch

AMONG OTHER THINGS, THE CAN-SPAM ACT REQUIRES SENDERS TO PROVIDE OPT-OUT PROCEDURES FOR EMAIL RECIPIENTS

SENDING E-MAIL

Rules

- Must have accurate 'SUBJECT' line
- Must have accurate 'FROM' line
- Complete postal address in email
- Body copy must reflect subject

Opt-Out

- Must be allowed to opt-out
- Reply-to link must work for 30 days

Penalties

- \$250 per email; Up to \$2 million in fines; 5 years in prison

Email is a 21st-century fact of life, both for business and personal usage. But unsolicited email can be an expensive, unwanted irritant for both senders and receivers.

In 2003, President Bush signed into law the CAN-SPAM Act that sets in place some rules and regulations regarding the sending of commercial email.

OVERVIEW

The CAN-SPAM Act attempts to shield consumers from unwanted "mobile service commercial messages." In addition, it prohibits the use of false or misleading transmission information, as well as the use of deceptive subject headings.

The Act requires that commercial e-mailers provide "clear and conspicuous" identification that the message is an advertisement or solicitation, along with an obvious notice that allows the recipient to opt-out of further messages.

The law was enacted to ensure that senders of

commercial electronic mail are not able to mislead recipients as to the source of the mail and to also ensure that recipients have the right to decline to receive additional such mail. Recipients must give "affirmative consent," meaning they have expressly consented to receive the message.

WHAT DOES IT MEAN TO YOU?

Simply put, keep good records, clearly identify your company when sending emails and always provide an easy opt-out method for recipients. In addition, purchase email lists with great caution (if at all), and either don't sell your own lists or only with clear notification to recipients.

*** This article is not to be considered as legal advice and is intended to give a very general overview of the CAN-SPAM Act of 2003. Please consult your own attorneys for specific information on if and how this legislation affects your business.*

Engagement Drives Employee Retention

NINE TIPS TO KEEP EMPLOYEES ENGAGED, ENTHUSIASTIC AND EMOTIONALLY ENERGIZED ABOUT WORK. BY JOANNA BRANDI

Are your employees engaged in their work or are they estranged from your company's mission and their role in making it happen?

Mounting evidence suggests that the more engaged employees are in what they do, the better their performance and the higher the rewards for everyone. The key is to have managers who are skilled at creating employee engagement.

This article offers tips for giving employees what they need so that they're willing to be and do their best.

RED FLAGS

But first, are your employees giving your company 'their all'? Do they believe that what they're doing is important? Do they feel appreciated? Do they show up for work each day with passion and purpose?

A red flag should go up if you answered 'no' to any of those questions.

Why? A growing body of research says that managers who aren't taking care of their employees are missing out on significant cost-savings and profits. For example, Gallup International reported that businesses in the top 24 percent of employee engagement had less turnover and remarkably higher percentages of customer loyalty, profitability and revenues. In concert with those statistics, extensive studies by HayGroup revealed powerful links between employee engagement and productivity, which ultimately impacts the bottom line.

For business leaders in companies of all sizes, the writing is on the wall: You can make and save money by keeping employees engaged. Let's get to the 'how-to' heart of the matter with nine management tips for creating and sustaining employee engagement.

NINE TIPS FOR SUCCESS

1. Let go of any negative opinions you may have about your employees. Approach each of them as a source of unique knowledge with something valuable to contribute to the company. Remember that you are co-creating the achievement of a vision with them.

2. Make sure employees have everything they need to do their jobs. Remember when you started a new school year and you'd prepare by getting all new school supplies? Why not build just such an opportunity into your department simply by asking each staff member, or the team as a whole, "Do you have everything you need to be as competent as you can be?" Remember, just as marketplace and customer needs change, so do your employees' needs change.

3. Clearly communicate what's expected of employees, what the company values and vision are and how the company defines success.

Employees can't perform well or be productive if they don't clearly know what it is they're there to do as well as the part they play in the overall success of the company. Be sure to communicate your expectations and to do it often.

4. Get to know your employees, especially their goals, their stressors, what excites them and how they each define success. I'm not suggesting you pry too deeply or start 'counseling' your team members. What I am suggesting is that you show an interest in their well-being, and that when appropriate, you do what it takes to enable them to feel more fulfilled and better balanced.

5. Make sure your employees are trained and retrained in problem-solving and conflict resolution skills. These critical skills will help them interact better with you, their teammates, customers and suppliers. It's common sense: Better communications reduces stress and increases positive outcomes.

6. Constantly ask how your employees are doing.

I know it can be difficult for managers to request employee feedback, but realize that it can be equally if not more challenging for an employee to give the person who evaluates them an

honest response. To get strong at this skill and to model it, begin dialogues with employees using conversation starters such as, "It's one of my goals to constantly improve myself as a manager. What would you like to see me do differently? What could I be doing to make your job easier?" Be sure to accept feedback graciously and to express appreciation.

7. Pay attention to company stories and rituals. Are employees laughing at each other or with each other? Do they repeat stories of success or moments of shame? Stay away from participating in discussions that are destructive to the organization. Work hard to keep success stories alive.

8. Reward and recognize employees in ways that are meaningful to them.

This is why getting to know your employees is so important. Remember to celebrate accomplishments as well as efforts to give employees working on long-term goals a boost.

9. Be consistent for the long haul.

If you start an 'engagement initiative' and then drop it, your efforts will backfire, creating employee estrangement. People are exhausted and exasperated from 'program du jour' initiatives that engage their passion and then fizzle out when the manager gets bored, fired or moved to another department. There's a connection between an employee's commitment to an initiative and a manager's commitment to supporting it. A manager's ongoing commitment to keeping people engaged, involved in and excited about the work they do and the challenges they face must be a daily priority.

YOUR GREATEST ASSETS

Some people are naturally wired to give their all and do their best no matter where they work. However, the majority of people require the guidance of skilled managers who welcome their ideas, ask for feedback and generate enthusiasm in order to have a sense of purpose and energy about what they do. You need to keep in mind that employees are a company's greatest assets and treating them as such can help your business grow and succeed. ■

ABOUT THE AUTHOR

JoAnna Brandi is Publisher of the Customer Care Coach® a weekly training program on mastering "The Art and Science of Exquisite Customer Care." She is the author of Winning at Customer Retention, 101 Ways to Keep 'em Happy, Keep 'em Loyal and Keep 'em Coming Back. Visit her Web site and sign up for her free email tips on customer care at CARECOACH.COM.

CHECK OUT OUR NEXT ISSUE Our Spring 2008 issue of *SpaRetailer* will examine the challenges, rewards and tips for hiring qualified employees to grow your retail spa business. Available early February 2008.

The Original SpaDolly™ Spa Handling System . . .

... includes the SpaKart™.

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BALANCING ACT

Optimizing your retail floor financing is like walking a financial tightrope linking cash and forms of credit.

BY HAYLI MORRISON



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INVENTORY IS EITHER A SPA RETAILER'S BREAD AND BUTTER – OR THEIR WORST NIGHTMARE.

"INVENTORY IS ONE OF THOSE THINGS THAT CAN CHEW UP HUGE AMOUNTS OF RESOURCES FOR RETAILERS," SAYS JAMES KEIRSTEAD, DIRECTOR OF SALES AND MARKETING FOR CANADIAN MANUFACTURER ARCTIC SPAS.

Like any business, spa retailing is a financial balancing act. Overhead expenses that meet or exceed revenues equals a recipe for disaster.

"I work with retailers all the time and the biggest misunderstanding is the importance of managing cash flow," Keirstead says. "Cash flow is king."

Keirstead would know. Not only does he work for a major manufacturer, he has also witnessed the growing pains of the 15 retail locations he co-owns.

"Most retailers in our industry are small mom-and-pop organizations and it's very hand-to-mouth," he explains. "Most are underfinanced when they start and retailing spas is a very cash-intensive business."

So how does a retailer go about securing that all-important funding?

FLOOR FINANCING

"Most people aren't going to be able to shell out \$50,000 or \$75,000 right away, especially when they're just getting started," says Dave Allen, a partner in the Florida-based Erickson Custom Pool and Patio retail chain.

Allen's company started 13 years ago with floor plan financing through Textron Financial Corporation, a relationship that still stands today. Textron and GE Financial are considered by many to be leading floor plan financiers in the pool and spa industry.

Allen credits a large inventory selection as being crucial to remaining competitive and successful, particularly in larger markets. Floor plan financing "gives you the tools to have the inventory on hand that customers want to see," he says, adding that the main benefit of major floor plan financing companies is the interest-free period that comes standard with most purchases. To help efficiently manage cash flow, his accounting staff keeps track of interest-free expiration dates so that the stores can try to move inventory before interest can accrue.

Manufacturers are typically very receptive to working with retailers who use one of the financing giants, and floor plan financing can be viewed as "a kind of three-way partnership," says Tom Bene, Director of Sales and Marketing for Textron.

"It gives the dealer a higher credit limit than they could probably get at their local bank and the manufacturer is able to sell more so the dealer can stock their floor more extensively," he explains.

Mark Applen, a national account manager with GE Financial, adds that floor plan financing can free up retailers to pursue new business opportunities.

"Our programs allow the dealer to use his working capital to fund the growth of his dealership by advertising, opening new locations, changing the store layout and more," he says.

FIVE IMPORTANT THINGS TO LOOK FOR IN A FINANCING COMPANY

- ▶ **COMPANY HISTORY**
How long has the company been in existence? What is their track record? Do they have a history of entering the market when times are good and leaving when times are bad?
- ▶ **ONLINE SERVICE**
Do they offer online payment options, automatic monthly bank draft service or online customer support?
- ▶ **ACCESSIBILITY**
Do they have after-hours customer service? This can be important particularly when dealing with different time zones. When you call, are you greeted by a live person or a recording? How easy is it to reach account managers?
- ▶ **STRAIGHTFORWARD**
Are billing statements easy to understand or do they require a translation manual? Are the terms clear and comprehensive? A good rule before signing is to ensure you fully understand a document, have read all the fine print and could clearly explain the transaction to someone else.
- ▶ **COMPETITIVE**
How much does the lender want you as a customer? If you held out a little longer, could you find a lender with a higher credit limit and/or lower interest rate? Are the interest rates subject to change? If so, under what conditions? Research is key in assessing the competitiveness of your lender.

PAPER OR PLASTIC?

Adam Burke, owner of Atlanta Spa and Leisure, prefers to use credit cards. For him, it's a simple matter of less oversight and more perks that come with the points rewards systems.

Depending upon personal credit history, lower interest rates may be another benefit of using credit cards or a revolving credit line with a bank. However, those financing options are not likely to offer the interest-free period more than once.

Burke and Allen both say they sometimes prepay for inventory with cash, an option that can lead to a cash discount with some manufacturers.

Allen notes that unloading cash on inventory is also beneficial as a tax write-off. "If the cash is there, you're sometimes better off investing it in inventory because there are tax ramifications if you have cash," he says.

Keirstead says manufacturers don't much care whether a store chooses cash prepay or floor plan financing, as long as the business is stable.

"There is less risk for the manufacturer with prepayment, but only in the case of a retailer going out of business," he says. "In that case, we have agreements with Textron and GE that require us to buy back that inventory."

Mike Wiegi, owner of the Colorado-based Spa Palace retail chain, has been in the business for 22 years and says that cash has been his preferred method during the last quarter of those years. Prior to that, he used a revolving credit line at a local bank, beneficial for its local contact and straightforward terms.

Because Wiegi's business is well-established, his manufacturer, while not offering a cash discount, allows him to pay for the inventory within 30 days of its in-store arrival.

"If you pay cash, your business is more profitable, plus financing leaves retailers vulnerable to fluctuating market conditions and interest rates," he says. "You could be talking about \$200 or \$300 extra invested into that product over two or three months' time because of interest. We just pay for our inventory after it comes in and we obviously try to turn it as fast as we can."

INVENTORY ROTATION

Burke, Allen and Wiegi each offered tips for flipping inventory fast. Wiegi uses early mark-downs and parking lot sales, while Burke offers customers incentives to buy floor models instead of custom ordering.

Allen uses similar strategies and also codes his floor signage based on the expiration date of the interest-free financing period. This enables the sales staff to know which models need to be moved first.

Above all, these industry pros emphasize that it is essential to tightly manage finances and inventory.

"I've seen a lot of stores come into the Atlanta market and supposedly they were going to put everybody out of business," Burke recalls. "They come in with a high overhead and high advertising budget and they're out of business in 18 months."

The final word goes to Burke.

"At the end of the day it's not how much you sell," he says. "It's how much you get to keep." ■

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Research

Survey Says 2008 Hot Tub Business Outlook Mostly Positive

RETAILERS ARE KEEPING AN EYE ON THE REAL ESTATE AND MORTGAGE MARKETS, BUT MORE THAN HALF STILL PREDICT SPA SALES TO INCREASE.

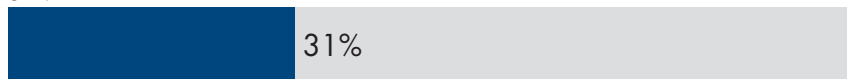
Each quarter, SpaRetailer interviews a large cross sampling of spa retailers throughout the United States and Canada. These survey results are based on telephone interviews of 567 spa retailers conducted between September 19 and October 4, 2007. The findings indicate that while market forces are a continuing concern, however, the general tone is optimistic looking forward to 2008.

WHAT IS YOUR PREDICTION OF SPA SALES IN 2008?

INCREASE OVER 2007



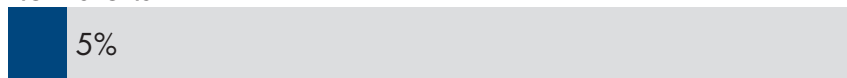
SAME



DECREASE OVER 2007



NO RESPONSE



HOW MUCH WILL YOU SPEND ON ADVERTISING IN 2008?

59%

ABOUT THE SAME

24% MORE, 17% LESS

WHERE WILL YOU SPEND YOUR ADVERTISING BUDGET IN 2008?

47%

SHOWS/EVENTS

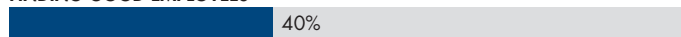
21% PRINT, 14% RADIO

WHAT DO YOU PREDICT WILL BE YOUR BIGGEST OPERATIONAL CONCERN IN 2008?

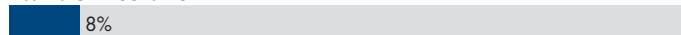
CASH FLOW



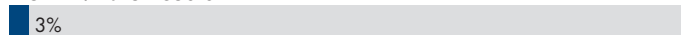
FINDING GOOD EMPLOYEES



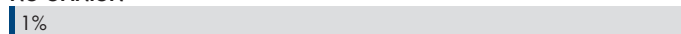
INVENTORY CONTROL



HIGHER VENDOR COSTS



NO OPINION



DO YOU PLAN TO HIRE NEW EMPLOYEES IN 2008?

43%
FULL TIME

72%
PART TIME

DO YOU CURRENTLY CARRY SWIM SPAS?

71%
NO

29%
YES

57%

OF SPA RETAILERS BELIEVE THAT SUB PRIME MORTGAGE FALLOUTS COULD IMPACT HOT TUB SALES IN 2008.

17% said higher interest rates could affect sales in 2008. 14% said terrorists threats, 9% said energy costs and 3% had no opinion.

SWIM SPAS

WHAT PRODUCT CATEGORY WILL GROW THE MOST IN 2008?

SPA ACCESSORIES

CHEMICALS

COVERS

OTHER PRODUCTS

BBQ

38%

21%

15%

13%

7%

4%

2% had no response

ONE

TWO

THREE

FOUR

HOW MANY SPA BRANDS DO YOU PLAN TO CARRY IN 2008?

41%

27%

15%

13%

4% had no response

The International Pool & Spa Expo and Backyard Living Expo

CONFERENCE AT A GLANCE

Monday, November 26

Advanced Pool Builder Program

Tuesday, November 27

Advanced Pool Builder Program
Advanced Service Program
Advanced Retailer Program

Wednesday, November 28

Seminars
8:00 a.m. - 9:30 a.m.
Keynote Address
9:45 a.m. - 10:30 a.m.
Exhibits Open
10:45 a.m. - 5:00 p.m.
Live Workshops
12:00 p.m. - 5:00 p.m.
Seminars
3:00 p.m. - 5:00 p.m.
Welcoming Party
5:30 p.m. - 7:30 p.m.

Thursday, November 29

Seminars
8:00 a.m. - 10:00 a.m.
Exhibits Open
10:00 a.m. - 5:00 p.m.
Live Workshops
11:00 a.m. - 5:00 p.m.
Seminars
3:00 p.m. - 5:00 p.m.
Awards Reception and Banquet
6:30 p.m. - 10:00 p.m.

Friday, November 30

Seminars
8:00 a.m. - 10:00 a.m.
Exhibits Open
10:00 a.m. - 2:00 p.m.
Live Workshops
11:00 a.m. - 2:00 p.m.

*Times subject to change by conference organizers

CONFERENCE OVERVIEW

Featuring 800 companies filling more than 2,650 exhibit booths, the International Pool & Spa Expo/Backyard Living Expo (IPSE/BLE) takes place November 28 through November 30 in Orlando, Florida. Billed as showcasing ‘innovations in industry,’ the Expo is spread over 265,000 net square feet of exhibition space inside Orlando’s Orange County Convention Center. Arriving from all 50 states, plus 62 countries, 15,000 attendees are expected to descend on Orlando for this annual show.

The International Pool & Spa Expo (IPSE) attracts a wide range of industry insiders involved in both residential and commercial markets. The show offers not only a massive exhibition, but also an abundance of networking opportunities, live workshops and a lineup of 75 targeted track seminars focusing on the business and technical issues facing spa and pool professionals. Utilizing high-profile speakers, organizers say this year’s program offers new seminars not previously presented at the show.

Through focused seminars, exhibits and hands-on demonstrations, the Backyard Living Expo (BLE) puts the spotlight on the increasing demand for outdoor living products. The BLE is a dedicated exhibit area displaying 250 booths on 25,000 square feet of the IPSE exhibition floor. Designed to highlight every segment of the backyard living industry, the BLE brings attention to thousands of relevant products, resources and information sources. In addition, eight of the Expo’s 75 seminars are designed exclusively for the backyard living market.

As part of the Expo, a series of advanced programs is being offered that includes the Advanced Pool Builder Program, Advanced Service Program, and of particular interest to our readers, the Advanced Retailer Program. Featuring a ‘Merchantainment Tour’ courtesy of the Disney Institute, the Advanced Retailer Program will emphasize retail store merchandising.

ADVANCED RETAILERS PROGRAM

Presented by the APSP Retailers Council, the Advanced Retailers Program (ARP) will take place on Tuesday, November 27, and is a day spent focusing on retail store merchandising.

The morning portion features seminars by ‘retail gurus’ Rich Kizer and Georganne Bender. Listen and learn the art of masterful merchandising during *If Your Shelves Could Talk: What You Need To Know To Merchandise Like A Pro!* Topics include the psychology of shopping, signage and cross-merchandising techniques. During *Creating Store Layouts That Sell, Sell, Sell!*, discover how store design influences your bottom line, how to use speed bumps and strike zones, as well as secrets to encouraging customers to spend more time and money during each visit.

After the morning sessions, attendees will be transported to the Disney Institute for lunch and a three-hour behind-the-scenes tour of Disney’s retail stores. Merchandising triggers that enhance buying, how to train employees as ‘merchanteers’ and how to manage and turn inventory for profit are all topics that will be addressed. Attendees will be returned to the Convention Center at approximately 5:00 p.m.

Each morning ARP seminar earns 1.5 Business Credit hours; the afternoon session earns 3.0 Business Credit hours.

KEYNOTE ADDRESS

On Wednesday, November 28 at 9:45 a.m., the main program kicks off in high style, with legendary NFL quarterback Archie Manning discussing ‘Principles for Success.’ In 1985, Manning completed an outstanding 15-year NFL career that included being named the NFL’s Most Valuable Player in 1978. He is the father of Peyton Manning, currently starting quarterback for the Indianapolis Colts and Eli Manning, currently starting quarterback for the New York Giants.

Attendance at the Keynote is included in all registration packages, but advance registration is required. Attendees will earn .75 business credit hours toward APSP certifications.

NEW PRODUCT PAVILION/LIVE WORKSHOPS

Located on the show floor, the New Product Pavilion is an area where attendees can preview hot industry trends and get a first look at new products

expected to be introduced to the marketplace in the next few months.

If you’re looking for the lowdown on how to use, sell and/or install a variety of products, all while aiming for maximum profitability, visit one or more of the many live workshops being offered. These intensive 40-minute demonstrations offer a menu of step-by-step instructions on everything from heat pumps to lightweight vertical concrete to hydraulic efficiency to plastering. Get the scoop while getting comfortable on the bleacher seating that surrounds an actual jobsite setting.

INTERNATIONAL AWARDS OF EXCELLENCE BANQUET

The APSP International Awards of Excellence Presentation Banquet takes place on Thursday evening, November 29, and recognizes superior achievement in the design, building and installation of residential pools, commercial pools, spas, hot tubs and water features. Awards will be presented in more than 40 categories honoring the most beautiful and creative installations around the world. The reception is from 6:30 p.m. to 7:00 p.m., with the dinner and program from 7:00 p.m. to 10:00 p.m.

For more information, including how to register, visit POOLANDSPAEXPO.COM.

The AQUA Show

If all goes well, what happens in Vegas won’t stay in Vegas. Consisting of a five-day conference and three-day marketplace exhibition, this year’s AQUA Show will be held November 12-16 at the Mandalay Bay Convention Center in Las Vegas, Nevada.

SEE AND BE SEEN

During the show, industry professionals have the opportunity to check out a wide variety of seminars tailored to swimming pool and spa professionals. Spread out across 80,000 net square feet of exhibit hall space, the show is scheduled to host over 300 exhibiting companies in 800 booths. Attendees can take advantage of exploring a huge showcase of new products, technology, equipment and services, with many top companies and players expected to participate.

Along with learning what’s hot and what’s not in spas, pools, landscaping amenities and related businesses, the AQUA Show presents a plethora of planned as well as impromptu opportunities to network, socialize and build relationships with industry peers and decision-makers.

For more details on the AQUA Show, including a complete list of seminars and registration and hotel accommodations information, visit AQUAshow.com or call 1-800-766-7807.

The Atlantic City Pool & Spa Show

Referred to by industry insiders as the “AC Show,” over 12,000 spa and pool professionals are expected to attend the 2008 Atlantic City Pool & Spa Show. Presented by the Northeast Spa & Pool Association, this annual conference and exhibition is scheduled for January 29-31, 2008 at the Atlantic City Convention Center in Atlantic City, New Jersey.

The four-day show features 500-plus exhibitors all in one 457,200-square-foot showroom. Before entering the show floor, attendees have the opportunity to check out the “Product Boardwalk,” where exhibitors showcase new products and services. In addition to the exhibition, over 75 educational seminars will be presented, with attendees earning credit towards either business or professional industry certifications.

Some 50 of the scheduled seminars are technical programs covering everything from water chemistry to industry standards to troubleshooting; these technical programs are free for NESPA/APSP members, with a \$25 fee charged for non-members. Along with a “pool school for rookies,” over two dozen business seminars will be presented on topics as diverse as marketing, employee development and accounting software.

Organizers note that for the first time, the AC Show will feature a Commercial Pool and Spa exhibiting space with exhibitors that are focused exclusively on commercial pool and spa products and services. A commercial education track is also planned.

For more information, visit NESPAPOOL.ORG.

ATLANTIC CITY SHOW AT A GLANCE

Exhibit Hours

Tuesday, January 29	12:00 p.m.-6:00 p.m.
Wednesday, January 30	12:00 p.m.-6:00 p.m.
Thursday, January 31	10:00 a.m.-2:00 p.m.

Conference Hours

Monday, January 28	10:00 a.m.-4:00 p.m.
Tuesday, January 29	8:30 a.m.-11:45 a.m.
Wednesday, January 30	8:30 a.m.-11:45 a.m.
Thursday, January 31	8:30 a.m.-10:00 a.m.

Welcome Party

Monday, January 28
7:00 p.m.-10:00 p.m.
Tropicana Hotel

Shuttle busses from participating hotels will be available for transport to and from the Welcome Party.

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BOOTH #1020



The Most Complete Line Of Spa Accessories Anywhere

Cover Valet will feature their full line of spa side accessories at the upcoming International Pool & Spa show. Attendees will have the opportunity to get their hands on the spa industry's most popular products including; the Cover Valet cover removal device, the Spa Side Handrail, and the Corinthian Gazebo. The highly anticipated Spa Side Step will be making its show season debut along with the revolutionary Cover Slide-it cover lift. Why wait for the show, call today to receive your company's copy of the new 2008 Cover Valet product brochure. This full color brochure can be passed along to your sales staff and/or customers ensuring they have the most up to date accessory information available. 24 hours a day you can view our products online at CoverValet.com. We make the spa experience effortless.

Cover Valet
621 E Spring St.
Long Beach, CA 92806

800-730-7727
covervalet.com

COVER VALET
THE CONSUMERS' CHOICE

DIMENSION ONE SPAS



#2007 AT AQUA

The Dimension One Aquatic Fitness System (AFS) is an amazing aquatic exercise machine that provides fun, fitness and relaxation for the entire family. Whether you're exercising, training, teaching your kids how to swim, or relaxing in our hydrotherapy seats, the AFS accommodates all of your aquatic needs, and it takes up far less space than a conventional in-ground pool.

Our engineers have studied the human form extensively to develop a better understanding of the numerous benefits associated with aquatic exercise and fitness. With those benefits in mind, we designed the AFS with a jet-driven swim lane as well as circuit training stations that allow for a multitude of exercises for people of all ages and athletic abilities.

Well-being isn't just about maintaining your body physically; it's about emotional well-being as well. That's why our Aquatic Fitness Systems are designed to be easy to install, operate and maintain. And because they are highly insulated, they're inexpensive to run all-year-round.

Dimension One Spas
2611 Business Park Dr
Vista, CA 92081

800-345-7727 ext. 2315
AquaticFitnessSystems.com



EMERALD SPAS



BOOTH #2830

For three decades, Emerald Spa has set the standard for exceptional product design, engineering, and performance. Our commitment to being a recognized and requested brand goes hand-in-hand with empowering dealers to be successful in today's competitive marketplace. Unparalleled support begins with on-site training and continues with ongoing education and service assistance. Consumer directed promotions combined with compelling marketing materials build brand awareness and bring motivated buyers into the local showroom. Once inside, sales messages are reinforced with eye-catching point-of-sale materials that dramatically reflect the Emerald Spa experience – including the most remarkable Retail Selling Environment in the spa industry. This compact, experiential selling space invites buyers to interact, aspire and be inspired to own an Emerald spa, and is just one of the many rewards of being an Emerald Spa dealer. Empower your business as a member of the Emerald Spa team. As a dealer, it's where you want to be!

Emerald Spas
4150 East Paris Ave.
Kentwood, MI 49512

800-766-7727
emeraldspa.com



FLORIDA POOL PRODUCTS, INC.

YOURSPACHOICE.COM



Retailers know that inferior products or inadequate stock can kill even the healthiest businesses. Fortunately, a new line of spa care products, Spa Choice, is making a splash in the spa industry by addressing the needs of both consumers and business owners.

Developed by a company with 30 years experience in the pool and spa industry, Spa Choice offers a full range of products that will keep home and commercial spas safe and comfortable. Consumers will love the quality of Spa Choice balancers, algaecides, sanitizers and other care products including a full line of pleasantly smelling and soothing spa fragrances.

For retailers, the Spa Choice benefits are considerable. Rarely has a company worked so hard to make things so easy. Businesses offering the Spa Choice line will receive low freight minimums, next-day shipping, competitive pricing, and an in-store program that includes free-standing displays. Exceptional customer support is provided from the time an order is placed to the moment it arrives at your door.

It's about time someone made it easy. Easy for your customers. Easier for you.

Florida Pool Products, Inc.
14480 62nd Street North
Clearwater, FL 33760

800-937-5154
www.yourspachoice.com

SPA CHOICE™

FREEFLOW SPAS

BOOTH #1230



FREEFLOW PREMIER AND SPORT SERIES SPAS



Choose Freeflow Spas

The philosophy of our spa program is simple. To complement any existing dealer's spa line, not compete with it. Independent research has concluded that a majority of consumers expect to pay less than \$4,000 for a hot tub. Most major brand manufacturers neglect this price sensitive market by offering inferior product or ignoring it entirely. Our focused approach is to offer ten different mid-sized spas retailing for \$3,995 or less. All equipped with above average features, incorporating the quality and reliability found in spas costing twice the price. Freeflow Spas allows retailers to confidently sell quality entry level hot tubs and help provide a customer friendly experience which will enhance loyalty and ensure customer retention.

Private label programs also available upon request.

Freeflow Spas
1735 South Baker Avenue
Ontario, CA 91761

909-947-9471
www.freeflowspas.com

FREEFLOW SPAS™
LIVE, RELAX AND ENJOY.

GECKO ALLIANCE

BOOTH #805



in.xe 

Most innovative spa pack platform ever developed for entry level spas and hot tubs!

Aeware by Gecko proudly presents the all new in.xe, the perfect control system for entry level spas. In.xe boasts Aeware's in.pac series breakthrough features and signature design with a heat.wav integrated heater in optimal price/quality configurations.

So advanced!
It's like walking on water!

Aeware 
by gecko



in.xe

ENCORE PRESENTATIONS!
"WALKING ON WATER"
SUMMER TOUR '07

IPSE, Orlando, Nov. 28-30

Gecko Alliance designs, manufactures and markets the Aeware by Gecko and CLASS brands of advanced electronic controls, spa systems and accessories for the spa and hot tub industry including spa packs, heaters, ozonators, keypads, remote controls, waterproof audio and video equipment and other added-value accessories.

This year at IPSE, Gecko Alliance proudly presents Aeware by Gecko's all new in.xe, the most innovative spa pack platform ever developed for entry level spas and hot tubs! In.xe boasts Aeware's in.pac series breakthrough features and signature design with a heat.wav integrated heater in optimal price/quality configurations. Complete line-ups of our in.pac series of spa systems, heaters and accessories, our in.keys series of main and auxiliary keypads and our in.play series of waterproof audio and video equipment for spas and hot tubs are also showcased in our booth.

Gecko Alliance
450 des Canetons
Quebec City, QC G2E 5W6
Canada

9225 Stellar Court,
Corona, CA 92883 USA

800-78-GECKO
geckoalliance.com



GREAT LAKES HOME & RESORT

BOOTH #2830



Life is great for Great Lakes Spas dealers! Our new Spa Designer program is a big reason why. Buyers can now upgrade a Basic Spa with premium features or opt for a fully equipped EXCEL™ Spa. Freedom to choose is just one of the ways Great Lakes Spas is leveraging the power of new owner, Emerald Spa Corporation, to enhance their products and enable dealers to be more successful. Setting a higher priority on dealer support is another. It begins with a dedicated Dealer Service Department and continues with aggressive dealer incentive programs. Colorful new marketing materials reinforce the Great Lakes Spas brand and bring motivated buyers into the local showroom, where sales messages are delivered with beautiful point-of-sale posters and special acrylic stands displaying dual-purpose pricing signs/product sheets customers can use to support their decision-making process. Great dealer support is what Great Lakes Spas is all about!

Great Lakes Spas
4150 East Paris Ave.
Kentwood, MI 49512

877-454-7748
lifeisgreatlakes.com



HOT TUB CARDS

BOOTH #5430



The Fastest Way to Generate Hot Tub Referrals – Guaranteed. Don't laugh! These hot tub referral cards can double, triple, even quadruple your referrals rate.

Designed Exclusively For Spa Retailers... Every spa retailer knows that referrals are the best way to get new customers. Referrals from existing customers come to you predisposed to do business with you because a friend or someone they trust referred them.

What makes the hot tub card referral system so unique is we have already done your legwork for you. We have created 12-step referral system modeled after the most successful retailers. Everything is completely automated so all you have to do is add the customer the first time and the computer system does everything else automatically. Imagine, with just the push of a button, being able to send a series of personally customized postcards or greeting cards to your prospects, customers or friends without ever touching a single card.

Money-Back Guarantee. If you do not increase your hot tub referrals by at least 30% in 90 days, we will pay for your cards and postage. Visit HotTubCards.com for complete details. Some restrictions apply.

Hot Tub Cards
14300 N Northsight, Ste. 127
Scottsdale, AZ 85260 USA

877-808-7665
hottubcards.com

HOT TUB CARDS

JACUZZI HOT TUBS

BOOTH #2506



The innovative ProStream™ circulation system lies at the heart of the J-480. This efficient system produces extremely clear water by cycling 35 gallons per minute through a multi-step micro-filtration process. First, the ProClear™ skimmer removes any floating debris and oils, then the polishing filter bag removes larger particles from the bottom of the spa. The ProClear II filter with optional Microban® technology provides the final step to capture small particles in a disposable, anti-microbial filter medium. In addition, a titanium heater keeps water at the perfect temperature. An in-home spa status display further empowers the homeowners, giving them the ability to know the water temperature without walking outside.

Jacuzzi Hot Tubs is committed to designing portable spa products that combine warmth, water and air movement in invigorating massage combinations to rejuvenate, relax and reconnect. As the brand that virtually invented the hot tub and whirlpool bath categories more than 50 years ago, Jacuzzi is the recognized brand that continues to deliver the optimal hydrotherapy experience. The company has access to more than 250 patents, owned by its affiliate Jacuzzi, Inc., worldwide, for innovations in jet technology, air controls and product design.

Jacuzzi Hot Tubs
14525 Monte Vista Avenue
Chino, CA 91710

800-899-7727
jacuzzi.com



WATER THAT MOVES YOU™

L.A. SPAS

BOOTH # 2837



Satisfying the Buyer with Features and Choice – “We sell L.A. Spas products because it’s easy for a consumer to choose the product to suit their personal needs, and because the product offers so many high-end features like L.E.D. lights, entertainment packages, and incredible jet options, that today’s discerning consumers are so attracted to,” says Stephan Drapeau of The Spa Outlet in Oregon. “Quality and choice is what I get from L.A. Spas.”

Eye on the Customer – Our strength is in streamlining processes in manufacturing that offer extremely quick lead times, and superior quality that customers have come to anticipate and expect from us.

Terrific Technology – The Aqua Klean® filtration system not only incorporates the most innovative technology on the market, but is one of the most economical as well. This proprietary filtration system offers 100% filtration, a claim few manufacturers can make.

L.A. Spas, Inc.
1311 North Blue Gum
Anaheim, CA 92806

800-569-2344
LASpas.com



LEISURE BAY INDUSTRIES

BOOTH #2026



Creating perfect spas for more than a quarter of a century. What else would you expect from a family-owned company that has been designing and creating state-of-the-art spas for more than 30 years now? As you learn more about the benefits of stocking Leisure Bay Spas, you’ll discover that experience can lead to increased profits. They’re meticulous, and they take pride in what they do. From exclusive, patented features to the most luxurious details, Leisure Bay Spas goes to exacting measures to make sure that retailers get the highest quality spas at the very best price. And, naturally, retailers always receive friendly, personalized service, dealer marketing support, seven day-a-week shipping and a spa lineup that truly covers the price spectrum. If you have a hole in your current spa lineup, it’s time to learn more about how stocking Leisure Bay Spas can increase your profitability.

Visit spasbyleisurebay.com, or call 888-524-9475.

Leisure Bay Industries
2452 Lake Emma Rd
Lake Mary, FL 32746

888-524-9475
spasbyleisurebay.com



LUCITE INTERNATIONAL

BOOTH #1026



LUCITE®
Spa Spectacular
Hot Tub Sales Promotion

Participating in Lucite's Spa Spectacular industry-wide marketing promotion is an excellent way for Hot Tub retailers to increase the flow of consumer traffic through their stores and boost their spa sales during this industry-wide down time.

"The concept behind the Lucite promotion," said Chris Robinson, director of sales and marketing for Lucite Acrylic Surfaces, "was to create a national hot tub advertising program that would allow dealers to offer their customers a free vacation if they purchased a spa that was made with Lucite acrylic. Therefore, the consumer is freed from having to make that tough decision between a spending money for a family vacation or purchasing a hot tub in this difficult economic year. We think that this is a win-win situation for the retailer and the consumer."

It's also a way to create a mindset amongst consumers that spas and hot-tubbing are associated with fun-filled family activities-romantic getaways-exciting nightlife and adventures. "The key thing is for the hot tub community to participate," he says.

Every dealer who participates in Lucite's Spa Spectacular promotion receives a Sales Kit packed with colorful graphics, newspaper ad slicks, and point of sale materials.

For more information call: (800) 458-2483, ext. 2041

Lucite International
7275 Goodlett Farms Parkway
Cordova, TN 38016

800-458-2483 ext. 2041
lucite.com

LUCITE®
The source of inspiration

MASTER SPAS

BOOTH #2041



H2X CrossTrainer – Another Stroke of Genius

Master Spas is excited to unveil their latest swim spa creation, the H2X CrossTrainer. Almost 2 feet smaller than its groundbreaking predecessor, the H2X, the CrossTrainer features more seating, more hydrotherapy, and more aquatic fitness options.

With the optional Exerswim VS Propulsion, the H2X CrossTrainer provides the smoothest, widest current available on the market today to swim against. The unique propeller drive system injects no air into the swim current making it the most realistic swimming experience available on the market today.

Standard features include seating for 9 people, 50 hydrotherapy jets, mounted aquatic rowing system, and three stainless steel hand rails.

The luxurious styling of Master Spas is also included with the standard waterline LED lighting, backlit waterfalls, stylish and maintenance free MasterSelect cabinet, and the optional MasterWave audio system.

The H2X CrossTrainer and the original H2X have reinvented the swim spa category. Catch the Wave.

Master Spas
6927 Lincoln Parkway
Fort Wayne, IN 46804

260-436-9100
masterspas.com

MASTER SPAS®
The Ultimate Relaxation Machine.™

MASTER SPAS

BOOTH #2041



Master Spas – Introducing the LSX 1000

Once again, Master Spas has raised the bar on luxury living.

The all new LSX 1000 has all the unique benefits that Master Spas is known for plus some amazing new features. The revolutionary SOL design features an extended Sun Optimization Lounge. The comforting contours of the lounge allow you to sit either way, depending on the time of day, and soak up the warm, soothing sun rays. The gently flowing water features designed into the SOL allow for a perfect combination of warm sun and refreshing water.

The LSX 1000 also features the innovative Comfort Lounge. Each Comfort Lounge seat features a full body, semi-reclined lounge and 28 hydrotherapy jets that will soothe every inch of your body.

The LSX 1000...casting a whole new light on what a luxury hot tub should be.

Master Spas
6927 Lincoln Parkway
Fort Wayne, IN 46804

260-436-9100
masterspas.com

MASTER SPAS®
The Ultimate Relaxation Machine.™

N.E. POOL & SPA ASSOC.

NESPAPOOL.ORG



It's time again to join us at the Atlantic City Pool & Spa Show, January 28–31, for 4 days of education and 3 full days of exhibits. For over 25 years, the Atlantic City Pool & Spa Show has been the gathering place for the top pool and spa professionals in the East Coast. Come see the latest and greatest products, services and technology on display from the top pool and spa manufacturers and distributors in the nation. Along with the exhibit area, attend over 70 seminars, several of which specifically focus on hot tubs and spas. The seminars offered at the show count towards several industry certifications, including the Certified Hot Tub Technician Certification, depending on the course.

Also, in addition to the normal great experience of the Atlantic City Pool & Show, be a part of the all new Commercial Pool & Spa Exhibit Venue and Seminar Track featured at the show. This new area of the show will focus specifically on commercial and semi-commercial pool & spa installation, service and maintenance.

To register online, visit
nespapool.org



PDC SPAS

PDCSPAS.COM



Does your spa manufacturer have:

- Over 50 years stable success
- Unsurpassed 35 year warranty
- Three new designs targeted at the \$4500-5500 retail price point, with the most sought after options included
- Free freight for approved retailers
- Free floor planning for approved retailers
- Phones answered by people during business hours – not a machine
- A state-of-the-art manufacturing facility in Pennsylvania, USA

PDC Spas does - give us a call.

PDC Spas
75 Palmer Industrial Road
Williamsport, PA 17701

800-451-1420
pdcspas.com



POOL COVER SPECIALISTS

POOLCOVERS.COM



The World's **FIRST** Automatic Spa Cover and Entertainment Bar



THE EZ TOP™



Pool Cover Specialists, Inc. newest product is the **EZtop™***, an insulated, hard-top, automatic spa cover system that provides safety as well as operational benefits to spa owners. When installed on aboveground spas, its attractive marble-topped housing becomes a fully functional entertainment bar.

The EZtop™ is designed to be a **LIFE-TIME** cover system. It is the world first **HARD -TOP**, insulated automatic cover system.

The EZtop™ is the most revolutionary spa-cover system – and the most exciting spa accessory to ever be introduced to the portable and in-ground spa industries. The images show the EZtop™ in its various styles and uses.

The EZtop™ isn't just about convenience, it's also about entertaining and luxury as well! The EZtop™ has been described as the most revolutionary and innovative spa option of the decade!

The EZtop™ (1) Extends or retracts in less than 6 seconds, (2) Holds up to 1000 lbs. (the cover only), (3) Provides touchpad access for security, (4) Is better insulated than conventional spa covers, (5) Doubles as an entertainment bar, (6) Is impervious to wind damage, (7) Outlasts conventional spa covers several times over (essentially, a lifetime cover), (8) Seals in heat better than conventional covers, (9) Provides a level of convenience that is unprecedented.

*[patent pending]

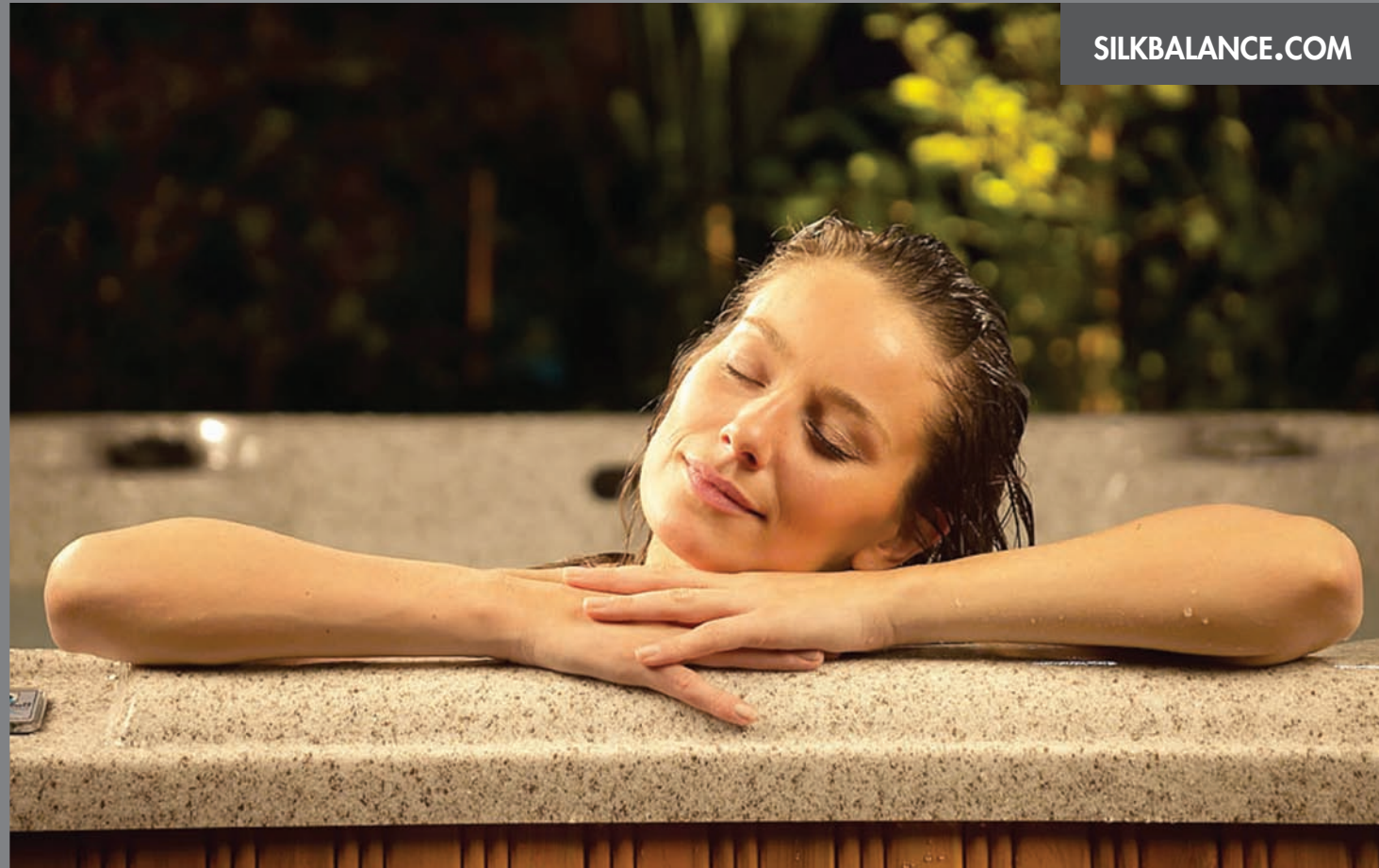
Pool Cover Specialists National Inc.
8553 South 2940 West
West Jordan, UT 84088

800-369-5152
poolcovers.com
theEZtop.com



SILK BALANCE

SILKBALANCE.COM



Unique Concept

SilkBalance for Spas was created to answer the wishes of the legions of female spa owners and users that are tired of dry, itchy skin after they soak in their spas. The same who no longer want bleached bathing suits and having to shower to get the smell off after a dip in the spa.

Simplicity

It is also targeted at owners that don't want to spend 15–30 minutes a week playing with and managing chemicals for their spas. Our shake and pour dosage method takes no time to do and requires no mixing or testing, balancing, analyzing or guessing.

Refined Image

Our approach to marketing is one which will enhance the image of the selected dealerships you will find our product being sold in. Product that looks good must be good to quote a famous entrepreneur. Simpler, more friendly water care will result in more spas sold and more referrals.

Protecting sales growth

Silk Balance provides dealers with predictable volume usage and delivery times necessary to keep customers from running out. Our EZPost © fulfillment packaging provides dealers with simple ready to ship packaging.

Silk Water Solutions (USA) Inc.
114 Magnolia St. Suite 400,
PMB103, Bellingham,
Washington 98225

360-392-2832
www.silkbalance.com



SPACCESSORIES

SPACCESSORIES.COM

SPAccessories Spa & Hot Tub Necessities

(888) 772-5438
See Our Complete Catalog & Show Specials At
www.spaccessories4u.com

Aromatherapy ♦ Chromatherapy ♦ Lifters ♦ Handrails ♦ Steps ♦ Umbrellas ♦ Saunas ♦ Much More!

Since 1979, the industry professionals at SPAccessories have been marketing the highest quality and widest selection of Spa & Hot Tub accessories. Many of our products are designed and recognized under the SPAccessories brand name. We market worldwide and offer very competitive prices which include a variety of cover lifts and synthetic steps for as low as \$39.

SPAccessories offers a full line and one of the largest choices of cover lifts, spa steps, fragrances, handrails, tables, caddies, umbrellas, LEDs, chemicals, maintenance equipment, and much more.

SPAccessories is truly a one stop shopping experience. Because of our inventory levels and shipping volumes, we are able to provide competitive volume pricing and creative shipping programs.

Our Customer Service Team is here to help with courteous, prompt, and friendly service. We hope you will contact us for further information and allow SPAccessories to send you our full line catalog.

SPAccessories
6848 S. Airport Rd
West Jordan, UT 84084

888-SPA-LIFT (772-5438)
SPAccessories4u.com



SPA TOTER

SPATOTER.COM



"Take Your Showroom With You"

Spa Toter introduces a new concept to the spa industry. Take your showroom with you! Now, the traditional obstacles involved in holding remote sales don't have to limit you. Forget about the repeated trips to and from your showroom. Now you can focus on what really matters, sales. The SpaToter is the solution to your needs: A mobile showroom capable of transporting and showcasing up to ten spas!

Spa Toter Benefits:

- Increase Your Sales
- Extend Market Boundaries
- Makes Your Showroom Portable
- Generous Room – up to 10 Spas
- Attractive Styling
- Highly Noticeable
- Minimum Hassle
- Prominent Advertising
- Lets You Focus on Sales, not Logistics

The Spa Toter makes a solid first impression with customers. You will extend your market boundary, and gain plenty of new business. The SpaToter means more sales, and gives you a professional edge over your competition.

Spa Toter
2700 American St.
Springdale, AR 72764

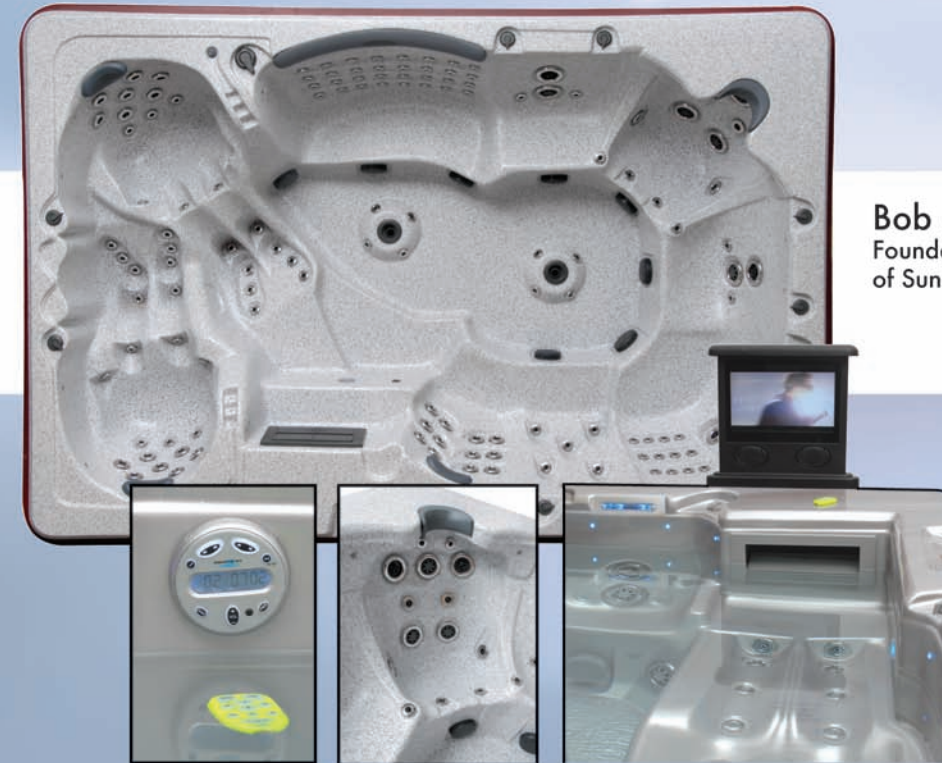
479-751-8510
spatoter.com



SUNBELT SPAS

The Infinity 156

EXHIBIT # 2441



Bob Markiton
Founder & President
of Sunbelt Spas



Starting as a small, family owned, in-ground spa dealership 28 years ago, Bob Markiton has created one of the world's largest manufacturers of spas and hot tubs. Now making more than 90 models each customized at the factory into thousands of configurations ready to match any customers dream.

One of Bob's secrets of success is listening to customers...**especially his Dealers!** The Infinity 156 is one of those designs inspired by Sunbelt customers...

- Full Featured Spa /Massage seating for 11
- 156 Stainless Therapeutic Jets
- Two full body lounge seats
- Two Waterfalls
- Two Foot Dome Geysers
- Four dual speed 5 hp pumps
- Five Incredible Wave® Seat

You can find Sunbelt Spa Dealers throughout the U.S. and around the world.
Please stop by and see what Sunbelt can do for you.

Sunbelt Spas
8500 Highway 6 South
Houston, TX 77083

800-258-SPAS (7727)
www.sunbeltspas.com
email: info@sunbeltspas.com



VIKING SPA CORPORATION

BOOTH #2031



In the early 1970's, Viking Spas brought to the spa industry the first affordable, portable, round spa. Building one spa model meant one thing, quality control.

Viking continues to live by the rule of keeping it simple. We have expanded our spa line to offer five models, which we build in two to three different ways. Every one of these models has been specifically designed to attract the consumer who is looking for a therapeutic spa at a great value!

Viking spas are one of the most energy efficient in drawing the least amount of electricity, while still maintaining optimal water jet pressure. It is our commitment to provide the best value that has earned Viking Spas an impeccable reputation within the spa industry and gained us affiliations with some of the largest retailers in North America. Along with our lifetime shell warranty, 6 year parts and labor warranty and "magical price point" program, Viking Spas is a great partner for serious spa retailers.

Viking Spa Corporation
2725 Prairie St. SW
Wyoming, MI 49519

888-254-9736
vikingspas.com



HORIZON SPA & POOL PARTS, INC

The dedication and care we have given our telephone customers over the years has now been duplicated at HorizonParts.net, giving you yet another set of unique tools for your business. We are confident that here, you will find exactly what you need to conduct many aspects of your business with us on-line 24/7. These tools will enable you to make more efficient use of your most valuable time resources. More time for you means more money for your business. Log on now or call to find out more about the benefits of shopping with HorizonParts.net.

Horizon Spa & Pool Parts, Inc.
3120 East Medina Road
Tucson, Arizona 85706

800-874-7727
horizonparts.net



#4411 AT IPSE
#1440 AT AQUA

www.horizonparts.net
Providing Parts & Knowledge To Serve the Industry

INSPARATION

"The Ultimate Spa Experience"

inSPAratation, "the leading "Spa Aromatherapy" for Spas, Hot Tubs and Whirlpool Baths," has been manufacturing aromatherapy fragrances for over 30 years. Our unique blends are formulated for your hot water enjoyment, creating a rich soothing "Aromatherapy" experience. Our large variety of fragrances masks chemical odors and leaves your skin feeling soft and moisturized. Tested by leading acrylic manufacturers, inSPAratation is proven to be safe for all Spa, Hot Tub and Whirlpool Bath surfaces. Over 50 fabulous blends within 4 different Brand groups "inSPAratation Spa & Bath Aromatherapy," "Wellness", Liquid Pearl, and our aromatherapy crystal line :Spa Pearls', inSPAratation is proven to be the "Ultimate Spa Experience".

inSPAratation Inc.
11950 Hertz Street
Moorpark, CA 93021

800-882-0037
inSPAratation.com



inSPAratation®
Spa & Bath Aromatherapy

EXHIBIT # 4334



RB CONTROL SYSTEMS

"We know the pool and spa business." RB Control Systems is the Point of Sale and Business Management program designed by pool and spa professionals to make running your store or service center more profitable. Manage inventory, customers, employees, service and construction. Finally, a solution to give you control in your retail store, offices, warehouses, service vehicles, and in-the-field!

RB Control Systems
1512 Lincoln Highway
N. Versailles, PA 15137

866-224-7225
rbcontrolsystems.com



#1439 AT IPSE
#641 AT AQUA

SPA DOLLY

Our SpaDolly Products will

Improve o Enhance o Simplify
Mobilize o Promote o Protect
Maximize o Create o Capitalize
Modernize o Economize o Advertise

and are

Affordable o Serviceable o Admirable
Handy o Efficient o Professional
Unbeatable o Attainable
Adaptable o Beneficial

Give Us A Call Today To Talk About How Many
Ways SpaDolly™ Products Will Work For Your Spa
Business

Over 10 Years Of Stress Free Delivery's!

Spa Dolly
1550 W 10th
Hugoton, KA 67951

800-617-5496
spadolly.com



BOOTH #3111

■ BUSINESS FOR SALE ■

GEORGIA - MISSISSIPPI - NEVADA

The businesses that are for sale are all retail, service and repair. Sales between 800K - 1,400K. Very profitable and each with professional managers in place who are not owners. Great opportunity for someone to relocate to Sunbelt or expand current operation. Contact Rod Sterling at 770-936-9099 or rodsterling@sunbeltnetwork.com.

■ POSITIONS AVAILABLE ■



**RELOCATE TO THE SUN & THE FUN 2ND
LOCATION OPENING SOON!
REPAIR & SERVICE DEPT. MANAGER
SUNDANCE SPA SALES
POOL & SPA TECHNICIANS**

South Florida's largest "full service POOL & SPA company" is GROWING. We are looking for dependable, experienced and dedicated people. This is an excellent opportunity for experienced people wanting a CAREER, with an UNLIMITED SALARY potential, plus BONUSSES, 401K and MEDICAL.

Please e-mail personal information and resume to David Cohen at dcohen@allfloridapool.com or call 305-893-4036.



**REGIONAL SALES MANAGER
ALL REGIONS AVAILABLE**

Freeflow Spas an established manufacturer of portable spas is recruiting a sales person for a regional management position. Best candidates have prior industry experience, documented sales success, are computer literate and reside in SoCal. Travel is required. Package includes salary, commission and benefits. E-mail your resume and salary requirements to Bob Gawlik at bgawlik@freeflowspas.com.

ALWAYS FUN SWIM

Always Fun Swimming Pools and Supplies, a manufacturer of swimming pools, has a number of independent sales manager positions available. Applicants are to serve as regional sales managers in the South Central U.S. and Northeast U.S. Midwest, Northwest and Southwest regions. The regional sales manager position is responsible for developing and growing our dealer base within those territories. Ideal candidates will possess: * 5-10 years of sales & industry experience, preferably selling through dealer networks. * Excellent presentation, verbal and written skills. * Ability to travel overnight, approx. 3+ nights per week. * Proven track record in meeting and exceeding sales goals on a regular basis. * Strong prospecting skills with experience in capturing new markets/accounts. Send resume to sales@alwaysfunswimmingpoolsandsupplies.com.



MIDWEST SALES REPRESENTATIVE

Clearwater Spas is one of the fastest growing OEM's and is seeking an experienced professional salesperson for the Midwest territory. With over 30 years of award winning experience in design and engineering, the Clearwater Spas brand has become associated with the quality and customer satisfaction that is sought after in 18 countries throughout the world. Qualified candidates should have 3-5 years of sales experience, ideally selling through dealer channels. Must be willing to travel. Industry knowledge is a plus. Excellent verbal, written and sales presentation skills are required. Candidate should have strong skills servicing existing accounts, prospecting and opening new accounts. Basic computer skills are required. Salary DOE. Quality compensation package includes a matching 401-K.

Please send resume, in confidence, to lrichards@aol.com

SALES REPS NEEDED

Independent Sales Reps to market Hi-Quality audio speaker line and audio products to Retailers and Distributors within the Pool and Spa market. Individuals as well as rep firms are welcomed to inquire. Interested individuals must show proven knowledge and capability to cultivate new accounts and establish new opportunities for All-Environment Audio Speaker products. Prior audio knowledge is helpful. Experience within other industries would be acceptable. Email interest and contact information to info@pqcenterprises.com.

SPRING SPAS

Live and work in beautiful Colorado Springs. Southern Colorado's largest volume Spa and Home Recreation Store, selling Marquis and D1 Spas, is looking for the right individuals to join our Sales and Service Departments. Ideal candidates will be self-starters with strong work ethics and exemplary customer service skills. For the tech job knowledge of spa mechanics and troubleshooting are a must. This is a great opportunity for self-disciplined individuals with industry experience. All inquiries held in strict confidence. Send resumes with salary history to gcrst@springsspas.com or fax 719-487-7444



TECHNICIAN

Crystal River Spas in Carbondale Colorado is now hiring a qualified service technician. Must have a strong work ethic, knowledge of spa mechanics, water chemistry and trouble shooting skills. World class hiking, biking, skiing and fishing out of your back door. Small community living. Excellent compensation package. Email applications to crystalriverspas@sopris.net.



REGIONAL SALES MANAGER

Watkins Manufacturing is the global leader in the design and manufacture of portable spas. We are the makers of Hot Spring® spas, the world's number one selling brand of portable spas, and Caldera® spas, known for delivering pure comfort. Watkins is a division of Masco Corporation, a family of companies whose products you trust in your home for quality and value including Delta® faucets, KraftMaid® cabinets, Behr® paint and many more. Consider joining us as a Regional Sales Manager in one of these territories:

Region #9 - Iowa and Missouri
Region #18 - Michigan and Ohio

Our comprehensive pay plan and bonus program means that sales professionals with Watkins stand to be industry front-runners in growth and earning potential. In addition, you will find one of the most generous benefits packages available. 5+ years' retail/wholesale sales experience required. Industry experience a plus. Residence within the designated territory preferred. We encourage you to visit our website at www.hotspring.com and www.calderaspas.com. If you would like to join the leading spa manufacturer and you meet the qualifications, please send your resume with salary requirements to hrstaff@watkinsmfg.com. Please specify Region of interest.

Watkins Manufacturing Corporation
E-mail hrstaff@watkinsmfg.com
EOE

CLASSIFIED RATES

(includes sparetailer.com website listing)

LISTING PRICES:

	1 time	2 x	4x
Per word	\$3.00	\$2.75	\$2.50
Add Logo	\$99	\$99	\$99
Add Red Text	\$99	\$99	\$99

Rates are per issue. Approx. 45 words per column inch.

THREE WAYS TO PLACE A CLASSIFIED AD:

1) Call:
Tel: (480) 367-9444 Fax: (480) 367-1110

2) E-mail: classifieds@bigfishpublications.com

3) Mail:
Send your check to:
SpaRetailer Classified Advertising
14300 N Northsight Blvd, Ste. 127
Scottsdale, Arizona 85260

Credit Cards Accepted. SpaRetailer proudly accepts Visa, MasterCard and AMEX for your convenience. All orders must be prepaid prior to inserts. Please contact us for details. Add Visa, MasterCard and AMEX for payment.

Looking for an article? For your convenience we have provided a detailed index of all stories that have previously appeared in *SpaRetailer* Magazine and e-newsletters. Stories are color-coded based on the following criteria: ■ **STOREFONT** ■ **MARKETING** ■ **OPERATIONS** ■ **RESEARCH**

COACHING

Managing Rude Customers/Fall 07/32/■
Double Your Spa Business/Winter 07/30/■

COVER STORIES

State of the Industry/Fall 07/40/■
We Want You/Winter 07/51/■

HOT TUB COUNCIL

Hot Tub Tech Manual/Winter 07/32/■

INDUSTRY NEWS

Hot Tub Council Initiative/Fall 07/19/■
Trade Show Previews/Winter 07/90/■
Spa Dealer Bootcamp/Winter 07/19/■

INTERNET

Creating an Effective Website/Fall 07/45/■
Optimization Gets Results/Winter 07/57/■

LEGAL

Hiring Contract Labor/Fall 07/64/■
CAN -SPAM Laws/Winter 07/78/■

MARKETING

\$10 Million Dollar Woman/Fall 07/25/■
Systematic Follow-Up Marketing/Fall 07/56/■
Magic Cards/Winter 07/65/■

MERCHANDISING

Store Remodeling/Fall 07/48/■
Use Sense of Smell/Winter 07/60/■

OPERATIONS

Superior Store Locations/Fall 07/68/■
Credit Card Considerations/Fall 07/61/■
Floor Financing/Winter 07/82/■

OPINIONS

One Brand vs Two/Fall 07/34/■
One Location vs Multiples/Winter 07/28/■

PERSONNEL

Employee Retention/Winter 07/80/■

PROMOTIONAL HOME RUN

Finding Local Journalist/Fall 07/46/■
Reward Cards /Winter 07/58/■

PRODUCT PROFILES

Spa Toter/Winter 07/38/■

RESEARCH

After Sales Customer Followup/Fall 07/74/■
APSP Backyard Study/Fall 07/76/■
2008 Retailer Outlook/Winter 07/87/■

ROOKIES

Spa Delivery/Fall 07/30/■
What's In A Name/Winter 07/27/■

SPAZONE

Major Spa Brands/Fall 07/51/■
Chemical Brands/Winter 07/62/■

STORES

All Florida Pool & Spa Ctr/Winter 07/27/■
Atlanta Spa and Leisure/Winter 07/84/■
Aqua Quip/Fall 07/19, 69/■
AquaFit/Winter 07/27/■
Arctic Spas Mile High/Fall 07/35/■
Barto Pool & Spa/Fall 07/21/■
Cascade Spa, Stove & Sauna/Winter 07/73/■
Champagne Spas/Winter 07/47/■
Deep Blue Pools & Spas/Winter 07/58/■
Great Atlantic Pool & Spa/Fall 07/40, 45/■
Marquis Casual Living Store/Winter 07/40/■
Mountain Hot Tub/Fall 07/43/■
Olympic Hot Tubs/Fall 07/25/■
Patio Pool & Spa/Fall 07/69/■
Paddock Pools/Fall 07/42/■
Reflection Spas/Fall 07/48/■
Spa Palace/Winter 07/84/■
Spring Spas & Home Recreation/Fall 07/34/■
The Spa & Sauna Shop/Fall 07/43/■

TROUBLESHOOTING

Service Techs. Hot Tub Physicians/Fall 07/62/■
Spa Heaters/Winter 07/77/■

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SpaRetailer
INSIDE THE HOT TUB INDUSTRY

Need a Business Partner?

Got Brochures! Highlighted below is our Winter 2007 advertiser index of major players devoted to the hot tub industry. To request brochures, simply circle the designated companies and/or product categories on the BRC card (shown right) and we will promptly forward your request for information. Don't forget to visit SPARETAILER.COM for additional online advertisers.



#	Company	Ad Page
1	Advantis Technologies	11, 92 PoolSpaCare.com
2	Arch Chemicals	61, 93 brillianceforspas.com , baquaspa.com
3	Arctic Spas	9, 94 arcticspas.com
4	Baja Spas	13, 95 hottubs.com
5	Beachcomber Hot Tubs	15, 96 beachcomberhottubs.com
6	Bioguard	Inside Cover, 97 spaguard.com
7	Cal Spas	2, 98 calspas.com
8	Caldera	1, 99 calderaspas.com
9	Clearwater Spas	85, 100 clearwaterspas.com
10	Cover Valet	17, 101 covervalet.com
11	Dimension One Spas	31, 102 AquaticFitnessSystems.com
12	Emerald Spas	19, 103 emeraldspa.com
13	Florida Pool Products, Inc	76, 104 yourspachoice.com
14	Freeflow Spas	41, 105 freeflowspas.com
15	Gecko Alliance	79, 106 geckoalliance.com
16	Great Lakes Home & Resort.	21, 107 lifeisgreatlakes.com
17	Horizon Pool & Spa Parts	84, 123 horizonparts.net
18	Hot Tub Cards	108, 127 hottubcards.com
19	Inspiration	54, 123 inspiration.com
20	Jacuzzi Hot Tubs	33, 109 jacuzzi.com
21	King Technology	4 kingtechnology.com
22	L.A. Spas	55, 110 LASpas.com
23	Leisure Bay Industries	86, 111 spasbyleisurebay.com
24	Lucite International	112, Back Cover lucite.com
25	Marquis Spas	Gatefold marquisspas.com
26	Master Spas.	74, 113, 114, Back Cover masterspas.com
27	N.E. Pool & Spa Assoc.	6, 115 nespapool.org
28	PDC Spas	50, 116 pdcspas.com
29	Pool Cover Specialists	89, 117 poolcovers.com
30	RB Control Systems	36, 124 rbcontrolsystems.com
31	Silk Balance	37, 118 silkbalance.com
32	Spa Accessories	65, 119 spaaccessories4u.com
33	Spa Dealer Bootcamp	69 spadealerbootcamp.com
34	Spa Dolly	81, 124 spadolly.com
35	Spa Toter	56, 120 spatoter.com
36	Sunbelt Spas	59, 121 sunbeltspas.com
37	Sundance Spas	23 sundancespas.com
38	Viking Spa Corporation.	67, 122 vikingspas.com

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