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WINTER 2008



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VS
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2008 IPSPE GUIDE

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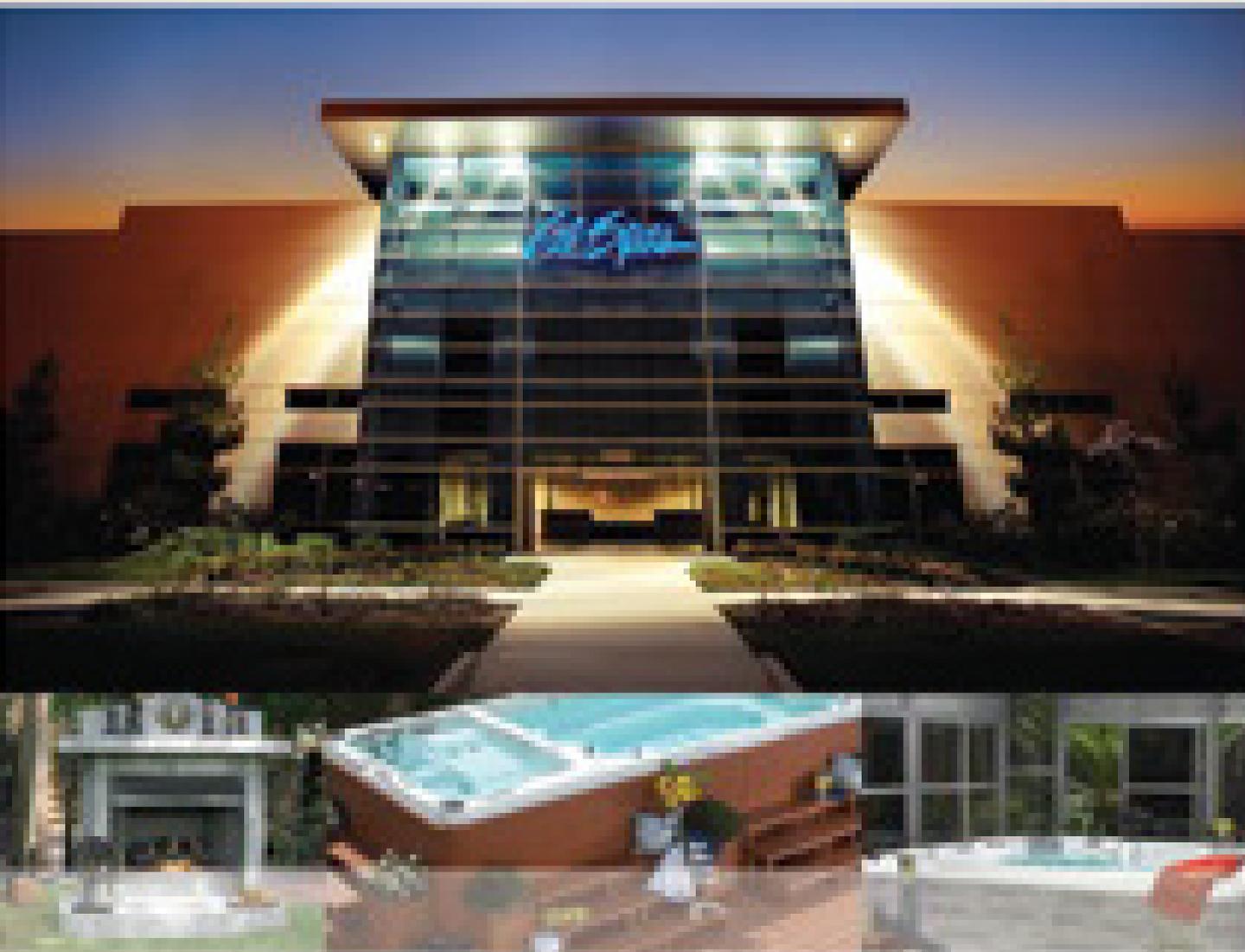
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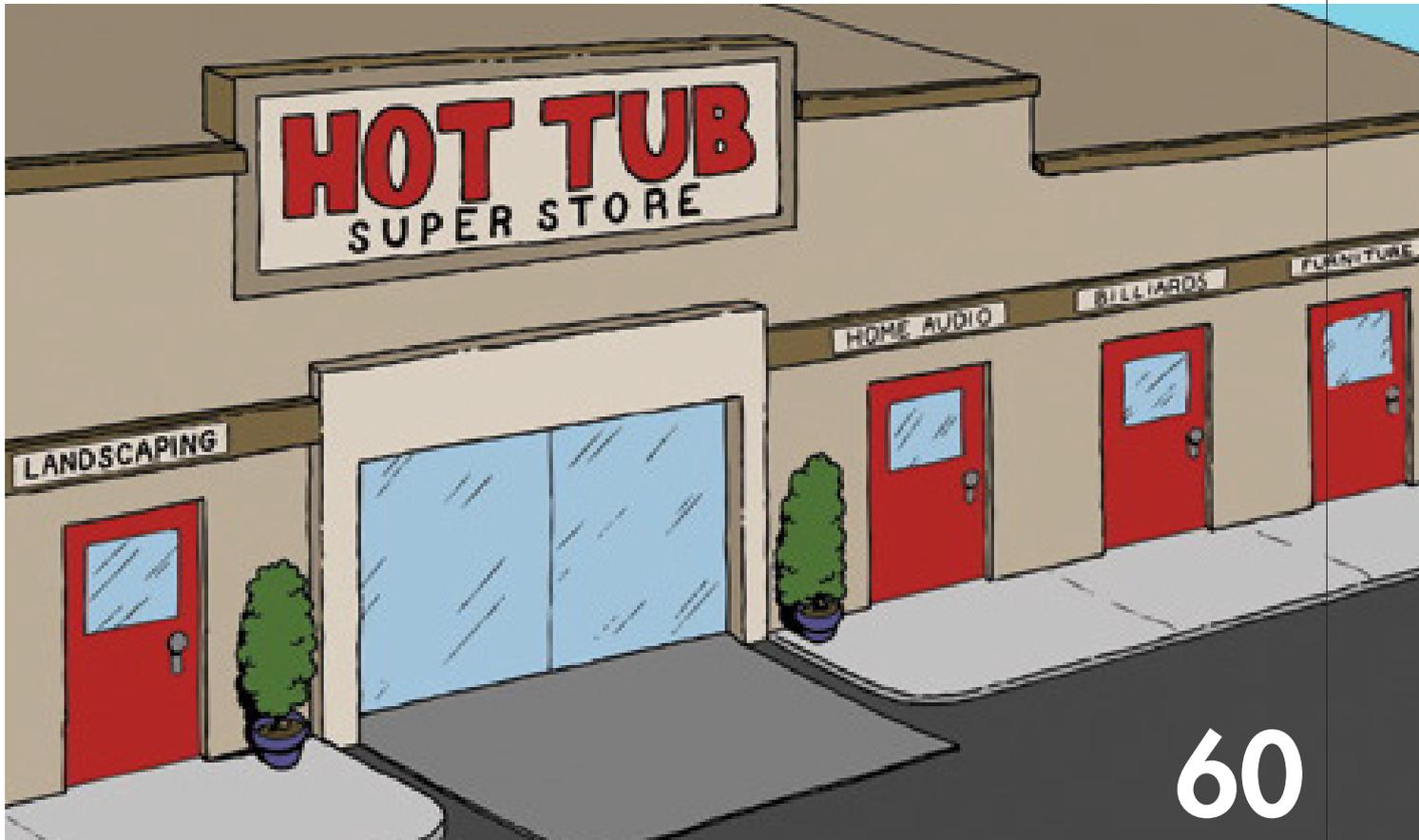
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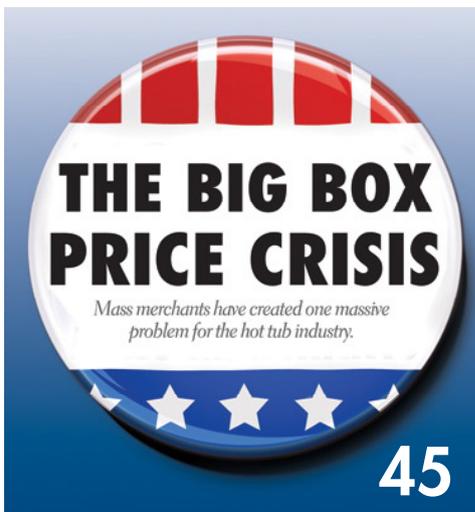
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SpaRetailer



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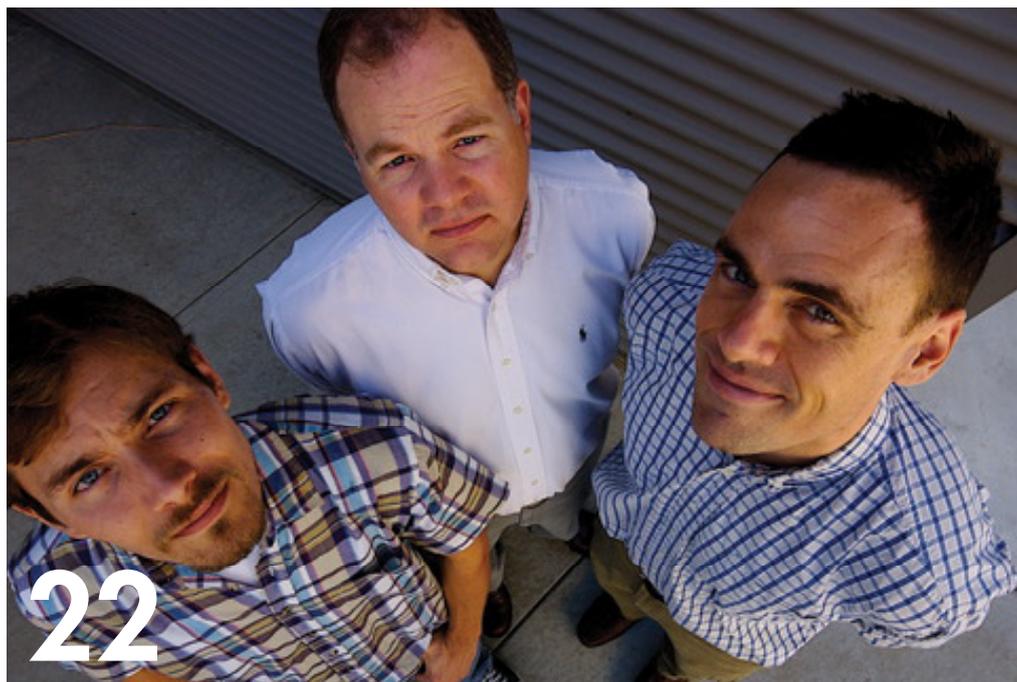
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December 10-11
Booth #410

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About Us

Who We Are

SpaRetailer is the definitive trade publication in the hot tub industry and is committed exclusively to reporting vital market research and practical tips to aid spa 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.

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.



ON OUR COVER

Retailers have voted. Read our in-depth report on how mass merchants are affecting the hot tub industry on page 45.

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

E-NEWSLETTER Our monthly online newsletter is 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.



Playing Chicken is a Dangerous Business

Am I the only spa professional that is upset I have to choose between attending the International Pool | Spa | Patio Expo in Las Vegas or Piscine 2008 Expo in Lyon, France? The rival events are on the exact same dates in November.

I think it is very arrogant to assume the 'who's who' of the spa industry will stay put and attend only the IPSPE. While most brands will exhibit at the show in Vegas, what you may not know is the senior management of more than a few major brands will be in Europe meeting with key suppliers, distributors and potential customers. And that's the rub.

I'm going to give everyone involved the benefit of the doubt that this bizarre scheduling coincidence is the result of some crazy lunar calendar and not a deliberate attempt to 'play chicken' forcing brands and attendees to pick sides.

I think show organizers have done a good job promoting the expo in Vegas. I also support their efforts to consolidate the AQUA Show, International Pool & Spas Expo and the Backyard Living Expo into one massive industry event. Over the long run, this strategy will not only boost attendance

and exhibitors interest, it will be a great way to reduce the exorbitant costs associated with trade shows in general.

The bottom line is we need healthy and profitable manufacturers to ensure the long-term success of all trade shows and, ultimately, the spa industry. Our industry has neither the size nor economic stability right now to force manufacturers to choose a trade show. We need to work together to ensure this scheduling conflict doesn't repeat itself again.

Call me old fashioned, but is it too much to ask for event organizers to next time pick up the telephone and ask their rival show, "Hey, what dates are you thinking for next year?"

Cheers,

David T. Wood
EDITOR & PUBLISHER
editor@bigfishpublications.com

2008 EXPO SPECIAL ISSUE STARTS ON PAGE 71



SpaRetailer, Fall 2008

The Stores are the Stars

Our story about retail stars got quite the buzz. Some retailers were thrilled to hear about people who are doing well despite the terrible market, others thought we ignored and made light of the reality of the situation. So in this issue we listened to several retailers who contacted us and decided to tackle mass merchants. We know people are struggling, and while we thought it was time for you (and us) to hear something encouraging, we want to continue to address the issues that retailers are faced with every day.

“Wow! I really enjoyed the stars story. I have already tried a few of their sales ideas and have seen some improvement.”

-Brian, Lake Oswego, Oregon

RETAIL STARS FEATURE

“It’s about time someone talks about something good happening in the spa market. I have been a spa retailer for 12 years and, yes, I have never seen the economy so bad; and, yes, I have never had so little customer traffic; and, yes, I have never had to work harder for sales. But our business is up three percent. I’m not stupid, I know that’s not much, but when most are down 20-40 percent, I know I am winning the battle against my local competitors. As more stores have closed I have seen my market grow and I know this will continue as the economy improves. Thanks.”

- Eric
Lake Mary, Florida

“I thought your story oversimplified the real problems in our industry. The economy is awful and I think it is a mistake for any publication to offer any false hope or “snake oil” to new retailers. Our industry faces real problems and we need real solutions. Why not offer tips and ideas how to improve the situation?”

- Dave
Orlando, Florida

“Thank you. Thank you. Thank you. This issue of SpaRetailer was a breath of ‘positive’ fresh air, particularly the retail store stars feature.”

- Tammy
Denver, Colorado

“Like your Stars mentioned in SpaRetailer, this is my best year. I have taken market share from three of my biggest rivals and I’m working specifically to go after their existing customers with coupons, sales promotions and tent sales. My efforts are working and, now, I’m hiring their employees.”

- Hector
Fresco, Texas

SELLING ACCESSORIES

“Accessories have saved me this year! We have been able to increase my average sale by over \$1200 which has made a huge difference to our net margin.”

- Michelle and Mike
Kansas City, Missouri

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*:

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“It’s not often that someone who isn’t already a *SpaRetailer* subscriber uses the website, so the login process really became obsolete,” says David Wood, publisher of *SpaRetailer*. “It actually deterred subscribers from getting the information that they wanted. Now everyone can easily access everything.”

SPARETAILER.COM provides hot tub retailers with a comprehensive archive and content from *SpaRetailer* magazine as well as original articles exclusive to the website. Also available are valuable links to online business resources and a schedule of upcoming events and webinars. ■



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NOVEMBER

15-20

International Pool | Spa | Patio
Expo
Las Vegas, NV, USA

18-21

Piscine 2008 Eurexpo
Lyon, France

DECEMBER

09-11

Canadian Pool and Spa
Conference and Expo
Toronto, ON, Canada

06-14

Salon de la Piscine & du Spa
Paris, France

JANUARY

27-29

NESPA Pool & Spa Show
Atlantic City, NJ, USA

FEBRUARY

20-21

Florida Pool & Spa Show
Orlando, FL, USA

NEC Code Surprises Some Dealers

NEC ARTICLE 680 OUTLINES NEW ELECTRICAL BONDING REQUIREMENTS FOR PORTABLE HOT TUBS

STATES THAT HAVE ADOPTED the 2005 or later National Electric Code® may require a bonding grid to be installed to protect the decking surrounding portable hot tubs.

Hot tubs that are installed on a non-conductive surface such as a wooden deck are not required to be grounded. But spas that are installed on a concrete patio or pad need an equipotential bonding grid that extends at least three feet horizontally underneath the perimeter surface.

Some hot tub retailers have found out about this law in an untimely manner, after the installation and upon city inspection. Reuben Clark, president of Consolidated Manufacturing International, which makes EquiBond®, an equipotential bonding grid, says dealers can easily determine which version of the code is being enforced in their area.

“Dealers can simply call the chief electrical inspector or building inspector to inquire whether the authority having jurisdiction is enforcing this 2005 or newer version of the National Electrical Code®. If so, CMI offers an easy and economical solution to comply with the Code,” Clark says.

Information about the code can be found at NECPLUS.ORG and at CMIWEBSITE.COM. Search for NEC Article 680.

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BEACHCOMBER RAISES \$17,000 FOR FUNDRAISER

Beachcomber Hot Tubs raised \$17,211 through a raffle for the Canadian Cancer Society Cops for Cancer Tour de Valley 2008. Beachcomber raffled off a hot tub at the company's factory in Surrey, BC, Canada.

Beachcomber became involved with the charity after the factory manager, Frank Scott, was diagnosed with cancer in 2005.

“We continue to honor the memory of my Uncle Frank who lost his battle with cancer in 2005,” says Blake Scott, Frank's nephew and director of international sales for Beachcomber Hot Tubs. “We appreciate the opportunity to support children and families who are having their own battles, to help give them hope for the future.”

■ LIVING WATER PRODUCTS TO MANUFACTURE COLEMAN HOT TUBS

Living Water Products has reached a licensing agreement with The Coleman Company, Inc. and will add Coleman hot tubs to their product line. The license went into effect October 14, 2008.

"We are really excited to add Coleman's

brand to our collection of branded products," says Bradford Tatum, president of Living Water Products.

Living Water Products, headquartered in Clearwater, Fla., was formerly known as Tatum Manufacturing. In addition to Coleman, they also sell La-Z-Boy spas.

MAAX Spas had licensed Coleman until Living Water Products acquired it this October.

■ NSPF SCHOLARSHIP AND FELLOWSHIP RECIPIENTS

The National Swimming Pool Foundation has awarded \$30,000 in scholarships and fellowships for 2008-2009.

\$2,000 Board of Directors Scholarship:
Adam Bradshaw, Rowan University
\$2,000 Raymond B. Essick Scholarship:
Nicolle Fagan, University of Miami

\$1000 Scholarships:
Christine Bennett, University of Georgia
Jacqueline Berry, Baldwin-Wallace College
Mandi Dupain, Eastern Michigan University
Lindsey Ervin, Seminole Community College
Siedah Garrison, University of Michigan
Matthew Harris, Southeast Missouri State University
Kara Jenkins, Brigham Young University
Kelsey Kohout, University of Wisconsin
Lauren Lambrecht, Hodges University
Heather McCormick, Blinn College
Marina Metzler, Ohio Wesleyan University
Gary Meyer, University of California Berkeley
Amy Moore, West Virginia University
Ashley Piatt, West Virginia University
Sarah Poveda, Augsburg College
Billy Roach, University of Tennessee
Ryan Roach, Maryville College
Lisa Rockey, West Virginia University
Roberta Scheuer, University of Georgia
Kersten Stanton, St. Martin's University
Carolyn Stevens, University of Washington
Jennifer White, Eastern Michigan University

\$2,000 Fellowship for graduate students:
William Weaver, Purdue University,
School of Civil Engineering

Weaver received the fellowship to continue his work in analyzing volatile DBP in indoor swimming pools. He is conducting research at 12 different swimming pools in nine different facilities.

Jessica Ensign, Utah State University,
College of Education and Human Services

Ensign is researching comparing biomechanical, physiological and psychological responses between aquatic treadmill gait (walking and running) and body weight supported treadmill gait.

To learn more about the NSPF scholarships and the student projects, visit NSPF.ORG.

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■ JONATHAN CLARK APPOINTED TO APSP BOARD

Jonathan Clark, president and CEO of Jacuzzi Hot Tubs and Sundance Spas has been appointed to the Association of Pool and Spa Professionals Board of Directors. Clark will serve as a director-at-large representing manufacturers for three years starting November 2008.

"As a long-time citizen of the pool and hot tub industry, I am humbled to be nominated by the APSP board," Clark says. "The APSP leadership is running an outstanding organization and I was pleased to accept their invitation. Our collective industry faces cyclical market challenges as well as additional external forces that can best be overcome when we act together. Through the board, I look forward to contributing to the long-term vitality of the industry."

Clark became the president and CEO of Jacuzzi/Sundance in 2006. He began his career in sales and marketing and joined the spa industry in 1985.

■ PENTAIR UPDATES MOBILETOUCH REMOTE CONTROL

Pentair Water Pool and Spa has improved its MobileTouch remote control that is used with IntelliTouch automation systems, which remotely manages spa equipment settings.



The remote can now be used up to 500 feet away from the IntelliTouch command center. Aesthetically, it is now slimmer, has a built-in antennae and a removable and rechargeable battery. It also now has illuminated buttons for easier use at night.

For more information: 888-755-7946.

■ NEW SOFTUB HEADQUARTERS

Softub Inc. has outgrown their current location in Valencia, Calif., and has announced the opening of their new company headquarters in Poway, Calif. Softub says the new 25,000 square foot facility is a welcome upgrade.

Founder and Chairman of Softub, Inc., Tom Thornbury says, "In these changing

economic times in our industry, we are pleased to announce the continued growth of Softub worldwide."

The new Poway headquarters will house sales, marketing, product development, customer service, technical support, operations and distribution. Softub is also able to serve the east coast, central states and international dealers at their facility in New Bedford, Mass.



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COACHING

Got Sales? Want More?

CREATING SALES GENERATING SYSTEMS MAKES THE DIFFERENCE BETWEEN JUST STAYING AFLOAT AND GETTING AHEAD. BY DAVID CARLETON



NO MATTER WHAT YOU SELL, how high the retail price, what time of year or how bad the economy is, people are still buying big-ticket items – houses, cars, boats, ATVs and, yes, even spas.

Are they buying as many as last year? Maybe not. Are they buying less expensive models than they used to? Could be. Are there fewer buyers on the market right now? Probably. So what!

Despite what you've heard or read, people are still buying. Your job is to stop justifying why your sales are flat or down and find a way to get those people to buy from you. Now is not the time to give in to what I call "the down disease" (everyone is down in sales, so I don't feel bad that my sales are down too).

In times like these, your competitors will slow down or even eliminate their marketing efforts. This creates an opportunity for you to capture their customers if you already have systems in place. Your job is to take advantage of this opportunity. Find those prospects that are ready, willing and able to buy and make sure that they buy from you, not your competition. Sounds logical and simple enough, but if it was that simple, wouldn't more dealers be doing it?

What it comes down to is having sales generating systems in place to help you and your team get the most out of your marketing efforts.

Sales generating systems are what make many franchises successful. Why do you think McDonald's, Starbucks, Subway and other franchise stores are successful? Because they have, over time, developed systems that work.

That's why the most successful franchises cost so

much to purchase – if you do what they tell you to do, if you connect the dots, if you paint by their numbers your odds of success go up dramatically.

What type of systems should you create for your business? The three most important systems that I teach are the following:

1) Lead Capture System

There are many ways of obtaining contact information from your prospects both online and offline. Lead capture systems help you fill your "sales funnel" with highly qualified leads.

2) Follow-Up Marketing System

Now that you've enticed prospects to give you their contact information, you must create a system for following up. Statistics show that 48 percent of salespeople never follow up on a lead, and only 10 percent of salespeople make more than three contacts. Don't be a statistic, create a follow-up system.

3) Referral Marketing System

After you've closed the deal, you must create a system of getting referrals. Ninety-one percent of customers would give a referral, but 80 percent have never been asked. That's a sin! Creating a system of obtaining referrals can triple the number of referrals coming into your business.

Having sales generating systems in place for your business can help you get a predictable and constant stream of sales regardless of what is going on around the block or around the world. ■

Industry expert David Carleton is president of Street Smart Sales and Marketing and creator of the Spa Dealer Marketing Boot Camp. STREETSMARTREFERRALSYSTEM.COM

Blessed are the Peacemakers

TWO CAL POLY PROFESSORS HAVE TAKEN ON AN UNUSUAL ROLE IN THE MESS CREATED BY TITLE 20 IN CALIFORNIA.

A FEW YEARS AGO, no one would have anticipated the uproar that the California Energy Council's Title 20 would cause. The law went into effect January 1, 2006 and will be enforced starting January 1, 2009. Hot tubs that do not meet the new energy efficiency requirements will not be able to be sold legally in California.

The law has been confusing, to say the least. And now with the looming deadline, the industry has been scrambling to make recommendations as to how the law will be enforced and interpreted. The California Energy Commission has appointed Pacific Gas & Electric to oversee the testing and interpretation of the standards, and their relationship with the hot tub industry has been complicated.

Caught in the middle of the CEC/PG&E and the hot tub industry are two professors and a graduate student from California Polytechnic State University in San Luis Obispo, Calif. Called upon to help determine how spas should be tested and to discern if the law was fair, the professors didn't realize that they would act as peacemakers between PG&E and the industry.

Andrew Kean, assistant professor of mechanical engineering at Cal Poly, lead the testing, and Glen Thorncroft, Ph.D. associate chair of the mechanical engineering department, headed up the data analysis. Cal Poly graduate student, Andrew Hamill, was also central to the effort.

Kean and Thorncroft both have an interest in energy issues, so the spa-testing project was right up their alley. When we spoke, one final spa was in the testing chamber which would make the total number of spas tested 27. While they were mum about the pass/fail ratio, they said that it really wasn't the point.

"It wasn't so much about a pass/fail rate as it was [about] understanding whether the requirements that the CEC had developed were fair," Kean says. "It was clear in our testing that many manufacturers are meeting the standards set by the CEC."

Kean says that it is up to the spa industry to use their findings to negotiate with the CEC – he and Thorncroft

want to remain neutral. For them, the testing has raised more questions than answers.

"There were other questions that I think will come from this research that we don't have answers to yet that we would like to explore in the future," Thorncroft says. "Of the spas that are failing, what makes them fail? Is it the pumps they are using? Is it the type of cover? Is it how well it's insulated? At this point we don't have that information."

"There definitely are additional questions," Kean says. "Whether there is additional funding [to answer] those questions, I'm not sure at this point."

But despite those lingering questions, the pair feels that their contribution to the process has been important in a way they didn't expect.

"One of the most significant contributions we've made is providing an unbiased intermediary between PG&E and the spa industry," Kean says. "Their relationship isn't necessarily perfect. We had no strong relationship with either group, so we were just doing our best to help communication. And sometimes it's just a communication issue, it's not that they disagree necessarily, it's just sometimes getting your perspective across is hard. I think that [being a neutral intermediary] was of value."

"I also got a sense from both parties that there is a feeling that this testing and this standard ultimately are good for the industry," Thorncroft says. He continues that the hot tub industry recognizes that spas that aren't of a high quality or energy-efficient hurt the industry as a whole. "They [the hot tub industry] are genuinely in favor of having regulation."

But for now, the professors have accomplished what they set out to do. The testing is complete, the data is being processed and thankfully, many spas are meeting the existing standards.

"Most industries don't like to be told that they have to change," Kean says. "But since there are these greater issues like energy consumption and climate change that are important, the government has to step in and force change that people would be hesitant to do otherwise." ■

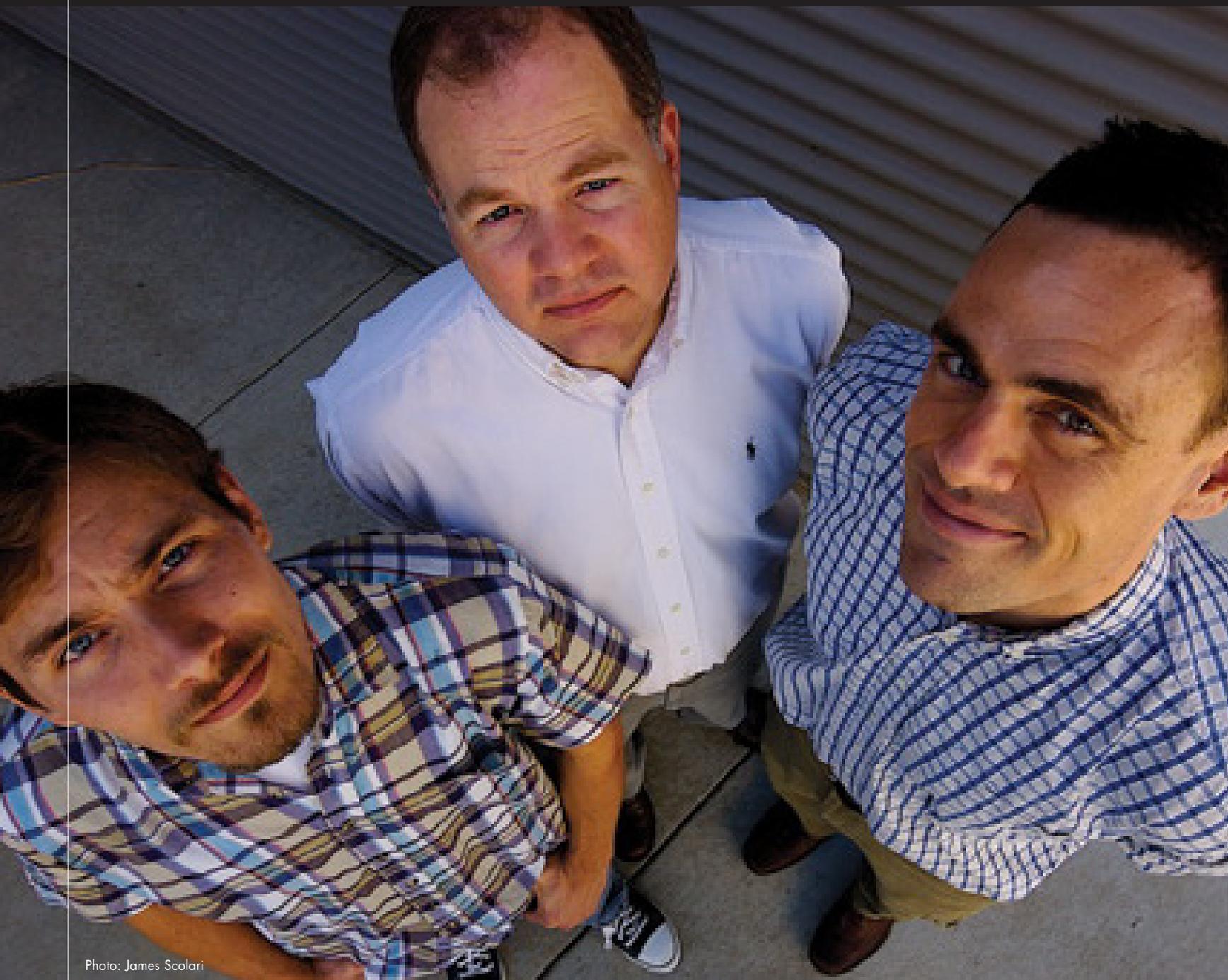


Photo: James Scolari

ANDREW HAMILL
Graduate Student

(pictured left)

Hamill is currently seeking a Masters degree in mechanical engineering. He hopes to work as a mechanical engineer and still have time to hike and play his bass and guitar.

GLEN THORNCROFT
**Associate Chair of the
Mechanical Engineering
Department**

(pictured center)

Thorncroft says his interest in energy efficiency lead him to specific work with heat transfer and thermodynamics at both Cal Poly and previously at the University of Florida.

ANDREW KEAN
**Assistant Professor of
Mechanical Engineering**

(pictured right)

Kean spent time after completing graduate school at the Rocky Mountain Institute, a non-profit organization that focuses on energy efficiency.

To Show or Not to Show

AS MANUFACTURERS AND DEALERS ARE GEARING UP TO HEAD TO THE INTERNATIONAL POOL | SPA | PATIO EXPO PEOPLE ARE WONDERING, SHOULD WE HAVE THIS EXPENDITURE EVERY YEAR?

SEVERAL OTHER INDUSTRIES HAVE SWITCHED TO A

BIENNIAL TRADE SHOW:

- ISH North America – International Trade Show for Kitchen & Bath, Plumbing, Commercial/Industrial PVF, Heating and Air Conditioning
- International Woodworking Fair
- FMI Show – Food Marketing International
- PACK EXPO International – Packaging Industry

AN ANNUAL SHOW IS CRUCIAL TO BUSINESS:

With advances in technology and the importance of understanding advocacy issues, attending an annual meeting is important to the success of professionals in our industry. Training and certification programs have a positive impact on performance, and good performance improves the company's bottom line. Attending an annual meeting is a great way to connect with peers and learn from others.

– Michael Reed
Director of Professional Development, APSP
Alexandria, Virginia

We've been trying to go every year since we've gone into business. I think it's really important not even for the networking as much as to see what products are out there and available for you and your store. But I think it's very important people go to the show. And not everybody can afford it, going to the show is expensive you know the airfare and the hotels and your meals and all that. But it's fun.

– Gloria Theis
Owner, G.T. Spas
Manitowoc, Wisconsin

We are usually pretty good about attending one show or the other, and now that they've combined shows chances are we would probably go every year. We like to always bring fresh new things [into our store] and there are always fresh new things that come out of those shows. For us we like it every year.

– Cindi Blechschmidt
Co-Owner, Aqua Spas & Pools
Gig Harbor, Washington

A BIENNIAL SHOW IS NEEDED AND OVERDUE:

For small companies with only a few sales people, a show is a terrific opportunity to connect with customers, show new product, provide technical information, and drum up business. Because our sales force is relatively large, we can meet those goals in other ways, particularly for our domestic customers. So an annual show may be beneficial for smaller companies, but not for a company our size.

While we are introducing new things all the time, attendees who come every year will also see a lot of familiar things on the show floor, and I think people come to a trade show to see new things. If the show were every other year, there would be more new things available since the last show. Not only would the product development timeline be twice as long, 24 months instead of 12, but we'd have the additional funds not spent attending a trade show to invest, at least in part, in new product development.

– Carlos Del Amo
Vice President of Marketing and Product Development
Pentair Water Pool and Spa
Sanford, North Carolina

I think a biennial show is a good idea because then it drives up the attendance for that show. The idea that they had this year was correct in terms of trying to bring in other categories of complementary products and get new eyeballs in that show. But from everything I could tell there's not a single patio dealer coming to the show that wouldn't have come to the show otherwise. So we looked at that and past performance of the show in the past couple of years and made the decision not to go.

– James Hedgecock
Manager of Business Development
Dimension One Spas
Vista, California

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Software Specifically for Your Spa Business

RB CONTROL SYSTEMS MAKES MANAGING YOUR STORE A ONE-PROGRAM JOB.

HOW MANY DIFFERENT SOFTWARE PROGRAMS are you using to manage your store? Let's guess: You have one program for accounting, one program for the point of sale and one-or more-programs to help manage your service department. And you likely also have a program to merge all of the other software programs together.

That sounds complicated, but this is what hot tub retailers have been using for years and it has worked – for some. But even if you have taken the time to master all of these, are they created explicitly for a hot tub retailer? Probably not.

Trying to manage and learn all of these programs didn't work for Corinne Kraft, owner of Valley Pool & Spa Sales in North Versailles and Greensburg, Penn. Instead of trying to make the other programs work for her company, she partnered with Co-Founder and President Rick Brunori, a software engineer, and created a program that could do everything that her pool and spa business needed. That partnership became RB Control Systems.

Now employing five programmers, a couple of support technicians and with specific products available for several industries, RB Control Systems is quickly becoming the answer for hot tub retailers who are frustrated with software unrelated to the industry.

"I can't tell you how many programs we've gone through, it's ridiculous," says Adam Jones, who helps run his family-owned pool and spa store, Backyard Oasis, in Livingston, Tex. They have been using RB Control since February 2005. "[RB Control Systems] was exactly what we were looking for – one program that would do everything."

The intimate knowledge that comes from using the system every day allows the RB team to quickly recognize what can be improved

WHAT CAN RB DO FOR YOU?

The categories listed below will help you manage all aspects of your spa retail store.

ACCOUNTING

COMMUNICATION: E-mail

FOLLOW UP

TIME CLOCK

CONSTRUCTION

CUSTOMERS

CUSTOMIZATION

EMPLOYEES AND SECURITY

INVENTORY CONTROL: Accounts Payable, Accounts Receivable, Inventory Kits, Inventory Reports

PURCHASE ORDERS: Receiving, Wishlist, Multiple Locations, Warehouse Transfers

PACKAGES

POINT OF SALE: End of Day

INCREASE SALES

INSTORE CREDITS: Print Outs, Refunds, Returned Goods Order, Sales, Leads

SALES ORDERS AND CONTRACTS: Test and Contracts

WORK ORDERS: Infield Forms, Revolving Service, Routing, Scheduler

and to offer first-hand technical support. RB phone support technicians can log into your system and troubleshoot problems securely through the Internet.

“Honestly, I think that what makes our program so good and our company very successful is that I use it on a day-to-day basis in my pool and spa stores,” says Kraft. “Since I’m using it, I know it’s working.”

Not only does Kraft know the system is working, she is

might be confusing or difficult to use. That’s not the case according to Danielle Davis, who has been the retail manager for the last seven years at DesRochers Backyard Pools, which has several locations in Illinois.

“It’s very convenient,” says Davis. “The technical support is really great. You can log them in and they can look on their screen and see what you’re doing.”

For Jones, it’s the features that make RB Control Systems

“I can’t tell you how many times we go back and read follow-ups on customers’ accounts. You can enter in a message so any employee that helps that customer will know exactly what they were doing and where we left off.” – Adam Jones, Backyard Oasis, Livingston, Texas

constantly looking for ways to improve it and seriously considers suggestions from her customers.

“Everything that could come up in our business, they have already thought of,” says Jones. “There have been times when I’ve suggested something and within a matter of a week or two it’s in the program.”

You may think that a program as comprehensive as RB

ideal for his business. In fact, he couldn’t pick one favorite feature, but he says the increased communication, detailed customer information and the ability to merge all of his company’s departments has been especially beneficial and economical. (See the sidebar for details on RB Control Systems features.)

“Not only is that good for us as a company, but it’s a better service to the customer,” Jones says. ■

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Co-op Advertising Programs Pay

MAKE SURE YOU ARE AWARE OF EVERY ADVERTISING RESOURCE AVAILABLE TO YOUR HOT TUB STORE.

CO-OP ADVERTISING: A QUICK CHECKLIST

1. Check with your manufacturers to find out what type of programs they offer.
2. Designate someone on your staff to keep track of your co-op and be the liaison between your store and the manufacturer.
3. Be sure to ask your account managers what they can do to make the co-op process easier.
4. Don't be discouraged if your sales don't amount to a large co-op advertising account, every little bit helps!

IF YOU ARE A NEW SPA BUSINESS OWNER, you may not realize that the manufacturers you carry might have programs to help you pay for advertising. Surprisingly, these co-op advertising programs are often underutilized.

"You have to know that such a thing as co-op advertising exists," says Francine Warwick, owner of Summerwind Pools and Spas in Carrboro, N.C. "Some of the local newspapers and advertising people will ask you if any of your manufacturers offer co-op advertising. So, for somebody who is completely new to the industry that might be a way they learn about it." Warwick says that some manufacturers don't promote their advertising programs, so a dealer should always be mindful to ask the suppliers of their accessories, chemicals and hot tubs if they offer co-op programs.

WHAT IT IS

The types of co-op advertising programs vary from company to company, but usually the amount of funds available to a business is based on a percentage of the sales. Warwick says that the companies she works with offer approximately three percent of sales to go back into her co-op account. But no matter how much or how little money is available, every little bit helps.

"Really, [the co-op program] is there to stimulate and promote advertising," says Warren Stefferson, vice president of Baja Products, headquartered in Tucson, Ariz.

HOW TO USE IT

In order to use co-op funds, the advertisement must meet certain criteria set forth by the manufacturer. Usually this criterion includes using the manufacturer's logo in a specific way and how their products are promoted in the specific ad. For instance, if you sell a variety of products

from a variety of manufacturers, you may only be able to pay for a small percentage of your advertisement with co-op funds.

While the rules about how the co-op money may be used might seem restrictive, don't be afraid to propose imaginative and new advertising ideas to the manufacturer. They most likely will be just as excited as you are by a new idea.

"We're pretty creative with how some of our dealers are able to use it," Stefferson says. "We had one guy who wanted to put Baja logos all over his truck in his local market and we allowed that as full co-op."

Warwick says her store always tries to utilize the co-op funds that are available, but she makes sure that someone is responsible for keeping track of it all.

"You've got to have somebody trained to keep [copies of] all those ads, keep a copy of the invoices and go through them all, it's a big job," Warwick says. "It's not something that you can just sit down and do, there's a lot to it. I've always made sure somebody on my staff was trained in that and had that responsibility."

Most companies require that the funds accrued are used within a certain amount of time, usually 12 months.

WHY IT SHOULD BE USED

If you don't take the time to learn about the co-op programs that are available to you, you end up leaving free money on the table and do your business a great disservice.

"With spas it's very necessary [to advertise]," Warwick says. She adds that if your brand doesn't do much national advertising, it is essential to utilize co-op advertising programs and get the name of your store and your brand in front of your local audience. ■



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No one matches the quality of Rayner Spa Covers

1. Sunbrella® Brand Decorative Fabrics
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5. Heavy-duty 16-gauge aluminum channel for support — the same channel that's used for truck beds

3 distinctive series to choose from!

Rayner Designer Series

- 2-lb. density EPS foam inner core with reinforcement channel
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Rayner Premier Series

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- UV resistant and mildew-proof
- Cleans up easily with mild soap and water

Rayner Economy Series

- 1-lb. density EPS foam inner core with reinforcement channel
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- UV resistant and mildew-proof
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All Rayner Spa Covers feature:

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LOCATION

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NUMBER OF LOCATIONS

9

SIZE

4,100 square feet

BRAND CARRIED

Arctic Spas, Apollo Spas

IN BUSINESS

The original started as a boat manufacturer in 1968.

GENERAL MANAGER

Wayne Cayko came to Apollo Spas after working in technology sales at Microsoft in Seattle, Wash.

FOCUSING ON THEIR SALES APPROACH AS A COMPANY HAS HELPED APOLLO SPAS GROW. PHOTOGRAPHY BY TIMOTHY EBERLY

Apollo Spas didn't initially sell spas. In fact, the company built boats at their factory in Spokane, Wash. In the mid 80s they started making spas and now, in addition to their factory, they have nine storefronts.

This newly acquired Spokane location was most recently a Gateway computer store. General Manager Wayne Cayko described the old décor as fairly industrial, but now he says it is one of their nicer locations.

When Cayko came to Apollo Spas three years ago, he took it upon himself to completely revamp their sales training to ensure a good experience for each customer at every location. He says that focus has helped them do well even in a poor economy.

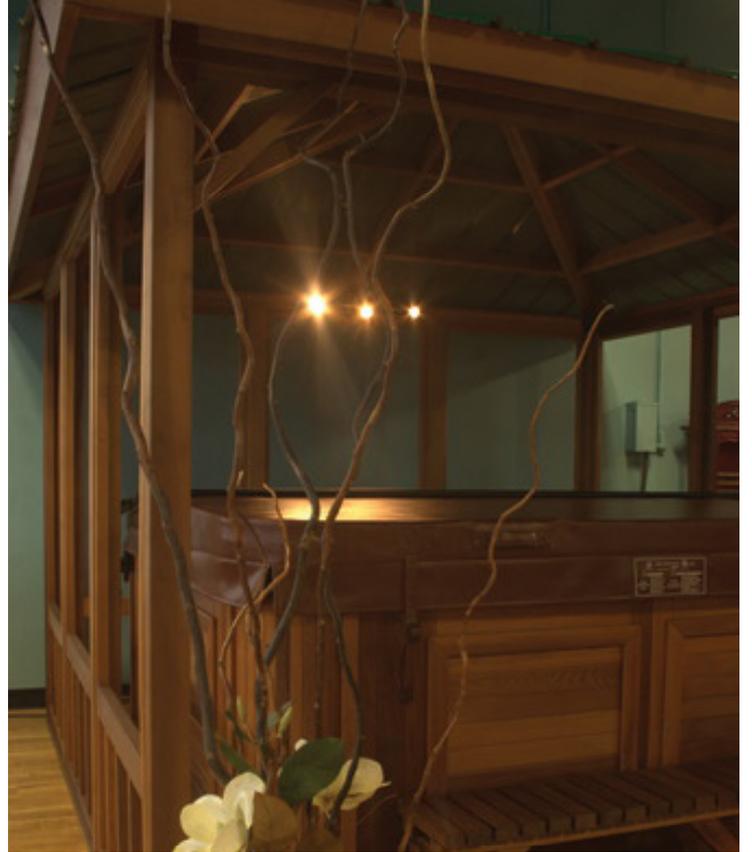
"From my perspective, a nice new remodeled store is wonderful to have, but in the long run nothing replaces a good salesperson," Cayko says. ■



STORES

A FAMILY HISTORY

Collin Taylor founded Apollo Spas and when he retired in 2001 his son, Matt Peterson, took over the family business. Cayko joined the team in 2005 to manage and focus on the sales process.





SALES TRAINING

"We bring in the right person and overnight sales have doubled," Cayko says. "Nothing has changed, we have the same amount of traffic coming into the store, it's the same economy, it's the same economy and nothing has changed except the salesperson and their ability to close deals. It can have that drastic of an effect, so being aware of that, we put a lot of effort and a lot of resources and a lot of time into the sales process."



GROWTH IN A DOWNTURN

"What I like to remind everyone is, there are always going to be spas being bought regardless of what the economy does," Cayko says. "There's always going to be people buying spas and it's our job to make sure that we get our fair share of them. Even in a down economy, it makes it more difficult, but it's still possible to grow."





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Marketing

Fuel your Sales with Free Gas Giveaways

BECAUSE ECONOMIC HARD TIMES ARE ON THE CONSUMERS' MINDS FUEL PROMOTIONS ARE VIEWED AS MORE VALUABLE THAN EVER.

THROUGHOUT THE SUMMER, one thing dominated the newspapers and newscasts: gas, gas, gas. People watched the rising price of fuel as intensely as the Super Bowl. Well, that may be overstating it, but nevertheless, gas prices have been a hot button issue this year. While the prices have started to decline, the fear leftover from the surge and its impact on the economy remains. Thus, gas giveaways have become one of the biggest promotions by small businesses and large corporations alike.

With the record high gas prices, businesses have been creative with how they use their gas giveaways. And, organizations that you otherwise wouldn't expect to see give away free gas have stepped up to the plate. For instance, the Atlanta Braves major league baseball team, state tourism boards and chambers of commerce, grocers and even the Red Cross have all used gas giveaways to increase sales, visitors and donations.

Gas promotions are an inexpensive way to drive traffic to your store. You can purchase certificates in bulk at a discounted rate from places such as GASTRAFFIC.COM. Specific gas stations and companies also offer programs for businesses. You can promote the gas giveaway in a variety of ways, maybe \$500 for buying a new spa or \$150 for anyone who does a wet test. The options are endless.

Don't expect to be handing out pre-paid cards,

however. The consumer will need to do some work and receive money back for gas they have already purchased. By saving and mailing in their receipts, they receive \$25 back for every \$100 they spend a month. After sending in the receipts, they will receive a \$25 gift card from a major gas brand and can only be redeemed with that specific gas brand. It's important that your customers understand what they are getting.

Troy Warren, president of Free Fuel Center which runs the program, says that he is surprised that the hot tub industry hasn't taken advantage of the promotion yet. "This program has been successful for several comparable segments," Warren says. "We've just started to see interest from hot tub retailers and I expect that they will have the same success as other industries."

Warren adds, "The best part is, the retailer pays just \$10-\$15 for each certificate. It literally costs them pennies on the dollar to promote their brand. Successful retailers all over the US and Canada are using these certificates to close sales, increase referrals, drive traffic and reward their employees."

While it's doubtful that offering a free gas card alone will get someone to purchase a hot tub, it can increase traffic. It also may give a customer who has been thinking about buying a hot tub a reason to purchase now. ■

PROMOTIONAL HOME RUN



CHECK OUT THE FACTS

GOAL

To increase store traffic and sales with free gas certificates.

TIME FRAME

XX weeks

1 day 1 month

PERSONAL TIME

XX hours

1 hr 40+ hrs

DIFFICULTY

Novice Expert

COSTS

Total: \$10-\$16 each

None \$100+

PROFIT

Low High

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877-648-7547, GASTRAFFIC.COM.



Photo by Ian Chrysler

Checkout Areas that Work

YOUR COUNTER SPACE CAN BE ONE OF YOUR BEST ASSETS. MAKE IT WORK FOR YOU!

WHAT MAKES A CHECKOUT area grab a customer's attention?

According to Mike Madore, owner of Beachcomber Hot Tubs Durham in Whitby, Ontario, Canada, three of the most important ingredients are cleanliness, location and smell.

Yes, smell.

"I always have a scented vanilla candle burning near the checkout area because I once read that it has a soothing effect and makes the customer feel relaxed," says Madore. "It must work because I get lots of comments on how good the store smells, and to me, that means they will enjoy thinking about their next trip here to make their purchases."

Madore says while a customer loves to see a clean counter with properly-placed reminder products, the location of add-ons is also very important. "For example, items shouldn't be positioned in a busy aisle where customers feel like they're in the way of other shoppers," he says. "It's also critical that add-ons are placed close to the products they go with so

customers don't have to try to balance large amounts of product in their hands. You want them to feel comfortable, not clumsy."

Amy Barto, general manager of Barto Pool & Spa in Phoenixville, Penn., agrees, adding that at checkout, you have a captive audience. "You need to prominently display new products, fun products and accessory products that customers likely did not have on their shopping list when they arrived," she says. "These incremental sales can really add up."

It's equally critical that your checkout area doesn't look cluttered because sometimes too much of a good thing is just that – way too much.

In fact, both Madore and Barto believe that to a customer, clutter often equals confusion.

Barto says that too many items can overwhelm a customer. "Then they won't look at anything. We keep one focal item per checkout area on the counter and many more below the counter in our secondary impulse area," she says. "I also keep

my displays as symmetrical as possible, which leads to clean lines and more focus.”

Madore concurs, stating that merchandising areas, particularly the checkout areas, should be simple and orderly. “You don’t want the customer to forget what they came for in the first place. If you try and cram as much product together as you can, customers will lose their focus completely and feel frustrated,” he says. “Good spa retailers make it easy for people to find the products they want so they feel as if they have a few extra minutes to see what’s new in the store.”

Merchandising experts advise against putting ‘must-have’ items at the checkout. “Customers already know they need them [must-have items], so it’s a waste of prime real-estate. You should always put new products at the checkout so customers can ask about them,” says Madore. “It’s also smart to use the checkout position for items that you think are frequently forgotten. Often, your customers will actually be grateful that it was there to remind them – and you gained an extra item in the sale.”

Finally, when asked if either of them had any pet peeves when it comes to checkout areas, Barto says she does not allow drinks, food or newspapers on the counter. “Customers don’t want to see your employees’ bad habits.”

Madore laughs and says his pet peeve is dust. Turning serious, he says it may seem obvious, but all of a spa retailer’s products must be dust-free. “Dust will make a customer think twice about buying something because the message that dust sends is ‘I’ve been here for quite some time and nobody wants or uses me.’” ■

THE DO’S AND DON’TS OF SELLING SPA ACCESSORIES AT THE COUNTER

DO

- Use lots of color and change your displays regularly so you can capitalize on repeat customers
- Use a theme such as seasonal, matching colors or similar product categories
- Display items that start a conversation
- Showcase child-related products at a child-friendly eye level
- Take advantage of manufacturer’s point-of-purchase materials

DON’T

- Put spa parts at the checkout because it reminds your customer that something could go wrong
- Waste premium display space with destination products; it’s no accident that milk, bread and eggs are in the far corners of the grocery store
- Fill your impulse area with high-ticket items; it might work well for a new, innovative product, but customers are less likely to buy a high-priced item on a whim
- Let clutter cause confusion; too much stuff at the checkout makes customers feel crowded and uncomfortable and they’ll want to leave as quickly as possible

Source: Amy Barto, *Barto Pools & Spa* and Mike Madore, *Beachcomber Hot Tubs Durham*



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It Pays to Click!

Pay-Per-Click Advertising

INTERNET ADVERTISING THAT YOU CAN MEASURE, PAY-PER-CLICK IS SOMETHING THAT YOU SHOULD BEGIN TO UTILIZE.

■ Google AdWords

is currently the top PPC search engines but there are many other options you may want to explore.

ADWORDS.
GOOGLE.COM

■ Yahoo! Search Marketing

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YAHOO.COM

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MICROSOFT.COM

■ MIVA

MIVA.COM

■ SearchFeed

SEARCHFEED.COM

■ 7Search

7SEARCH.COM

■ Findology

FINDOLOGY.COM

IF YOU ARE INTERESTED in lowering and controlling your spa business's advertising budget, reaching only relevant audiences and greatly increasing the traffic to your website, then pay-per-click advertising may be the solution. Pay-per-click advertising is still a relatively unfamiliar term for many business owners, which may cause them to miss out on a potentially profitable means of generating new contacts and sales.

Pay-per-click means what it states: you place an ad online and only pay when someone actually clicks on it. This way you don't end up paying a lot of money simply to display your ad, which could result in unwanted traffic and unrelated interest.

A major benefit of PPC advertising is that it allows you to choose the keywords that will cause your ad to appear when a search is performed. Therefore, you are not required to make any changes to your current website in order to move your way up the search positions. However, you need to be willing to pay a reasonable price per click in order to appear higher in the keyword results.

The price of a keyword can run anywhere from one cent to a few dollars (or more) depending on the search engine you choose and the results you want. Those who pay more will achieve higher search-result positions, but that doesn't mean this type of advertising has to be prohibitively expensive.

Most PPC search engines don't require you to spend a minimum amount of money on an ad, and some even let you fund your ad at a set amount. Once that set amount is reached, the ad automatically stops. Some even let you set monthly and daily amounts. For example, with Google AdWords you can set your daily maximum at \$10. If you are paying \$1 per click, your ad will be posted until you receive 10 clicks for that particular day.

Your ad can be set to appear only in a specific region, helping to filter out unrelated and uninterested traffic.

Once you've decided that PPC advertising is worth a try, the first step is to determine which PPC search engine to use. Two major factors should help you make this decision: 1) your budget and 2) the level of risk you are willing to take. The larger the search engine the higher the cost, but the smaller the search engine, the higher the risk of not getting the desired traffic.

Once the ad has been posted, your work is not done. You now need to determine what each click is worth in the long run. In order to measure success, you will want to know the total cost of click-throughs compared to the generated cost of sales in your store, as well as the overall conversion rate.

The success of your ad does not have to be measured in dollars immediately (though that is probably the most desired scenario). You may choose to measure success during the first few trials by the number of active leads from your conversion rate, which will turn into future sales.

Keep in mind that PPC advertising may take some experimenting and tweaking before you see substantial results.

Lastly, it is absolutely imperative that you monitor your PPC ad regularly to try to maintain your position. Your listing position can (and probably will) change on a daily basis. This may happen because the cost of your keywords might become too pricey to maintain your position and you need to change your wording. These issues can all be addressed on a fairly simple level as long as they are taken care of sooner rather than later.

PPC advertising may seem like a big reach for a local spa retail store, but it also offers many advantages for local advertising. ■

LEARN HOW TO MONITOR AND EVALUATE YOUR ONLINE ADVERTISING WITH GOOGLE ANALYTICS IN THE NEXT ISSUE OF SR.

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www.spatoter.com

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.

18 ft. "4" Postion
#1808



26 ft. "6" Postion / Gooseneck
#2608

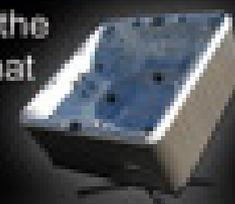


"Take your showroom with you!"

84008 - 40 ft. "10" Postion / opened



Hi, my name is Mike Graham, having been in the Spa business for over 30 years I have found that traditional advertising is not as effective as it use to be. The Spa Toter was designed to go to the customer to where they live, play and shop.



Roto Rack



Flat Rack



E-Z Rack #8



E-Z Rack #14



#5308 - 53 ft. "10" Postion



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Four Steps to Getting a Website Online

AN ONLINE PRESENCE CAN OPEN UP A NEW WORLD OF CUSTOMERS, GETTING YOUR SITE UP IS THE FIRST STEP. BY TAMMY MILLER

CREATING A WEBSITE can be intimidating and overwhelming if you don't understand what is involved. These feelings may stop many people from proceeding, which is a shame since a website is a powerful marketing tool and can be a lot of fun. There are four steps in creating a basic website:

1 DOMAIN NAME (URL) REGISTRATION

The URL is the address people will use to access your website (YOURCOMPANY.COM). Once you have determined that the URL you wish to use is available, the cost to register a name is anywhere from \$5 to \$35 per year. A domain name may need to be renewed every year, depending on your provider.

When you register a domain name, there are a few things to keep in mind:

- Your contact information must remain current. If your e-mail address is going to change, it is imperative that you change your contact e-mail address BEFORE your old address becomes invalid.
- Use a position, such as "President," instead of an actual person as a contact; this is more stable, in case the person ever leaves the company.
- Make sure your company/organization is listed as the "Organization Name" since the organization will be considered the owner of the domain name.

2 DESIGN OF THE WEBSITE

This is where the look, feel and content of the website are determined and created. Websites are created using HTML (HyperText Markup Language) and can either be hand-coded, or created with a program such as Microsoft FrontPage or Macromedia Dreamweaver. Your website will be a reflection of your company: Don't let it be a bad one.

The cost of website design varies greatly depending on where the company is located and the needs of your website. Designers will either charge by the hour or by the project. If the designer charges by the hour, be sure to have a detailed contract as to what they will do and how long it will take. Continue reading for tips on what to look for when hiring a website designer.

A great resource for finding qualified freelance programmers and companies are websites such as ELANCE.COM and RENTACODER.COM.

3 HOSTING YOUR SITE ON A SERVER

Where you host your website is where you rent space on a computer that is always connected to the Internet. Price will vary depending on the amount of disk space you need and the connection to the Internet. Be cautious of a free or low-cost hosting service since they can be slow and may put advertisements on your website.

There are a plethora of server choices out there. Two popular, easy-to-use hosting services are GODADDY.COM and LUNARPAGES.COM. Continue reading for some important questions to ask when choosing a place to host your website.

4 MARKETING YOUR WEBSITE

You should be thinking about the marketing of your website as it is being designed. The content of the site needs to reflect the search terms you want to appear on search engines. The first step to marketing your website is to include your web address everywhere your phone number appears. This includes brochures, business cards, print ads, etc. In addition, include your web address on your telephone voice message and e-mail signature.

The only way a new site can get into a search engine is for its URL to be submitted to a search engine company. Some examples include: Google, MSN, Yahoo! and Dmoz.

Pay-per-click search engines, such as Overture, are becoming an essential part of website marketing. These search engines work like an auction. Decide which search terms you want your site to appear under, then search for those terms and determine the bid amount for the position you want. You then open an account and place your bid. Yes, you can be outbid.

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TIPS FOR HIRING A WEBSITE DESIGNER:

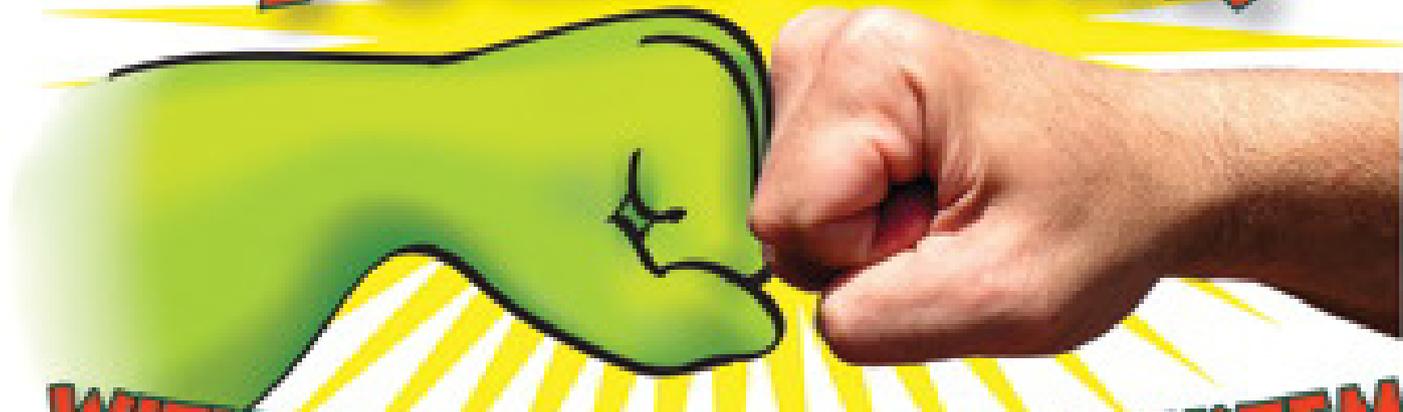
- Visit their website first. Do you like what you see?
- Ask the web designer for examples of other websites they have designed.
- Get the names and phone numbers of at least three of the web designer's clients. Call them and ask if they would hire the person to work on another project.
- Do they have a contract that outlines the agreement, what they agree to do and what your responsibilities are? Get every thing in writing.
- Don't be afraid to ask questions from cost to design to search engine placements.

QUESTIONS TO ASK WHEN CHOOSING A HOSTING COMPANY:

- Does the company backup daily? If the server crashes, you don't want to have to recreate your website.
- Does the company offer POP3 (password-protected) e-mail accounts?
- What kind of tech support is included?
- What type of a connection to the Internet does the company have? The fastest connection a web server can have is a T-3 (45 million bits per second). A T-1 (1.5 Mbps), or worse yet, a DSL connection (between 128 Kbps and 512 Kbps), is much slower and is not usually adequate for the amount of traffic a commercial site will receive.
- Does the company support full FTP (File Transfer Protocol) access? This allows you to transfer files from your computer to the web server.
- Does the company offer website logs showing you how many visitors your site has, what pages they are visiting, how long they are staying, etc.?
- Does the company allow for use of forms and CGI (Common Gateway Interface) scripts? This allows you the ability to create a form where visitors can be asked questions or register for meetings.

Tammy Miller is president and co-owner of Virtualtech Web Site Design and Promotion, Inc. located in Appleton, Wis.

IN GOOD TIMES & BAD FROG'S GOT YOUR BACK!

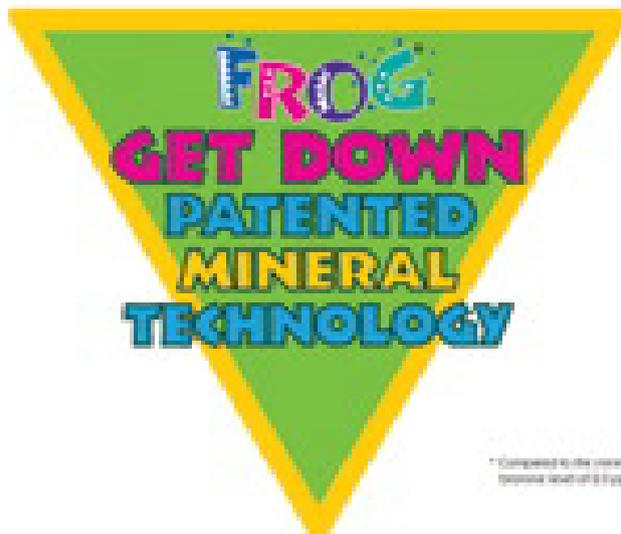


WITH SPA FROG FLOATING SYSTEM

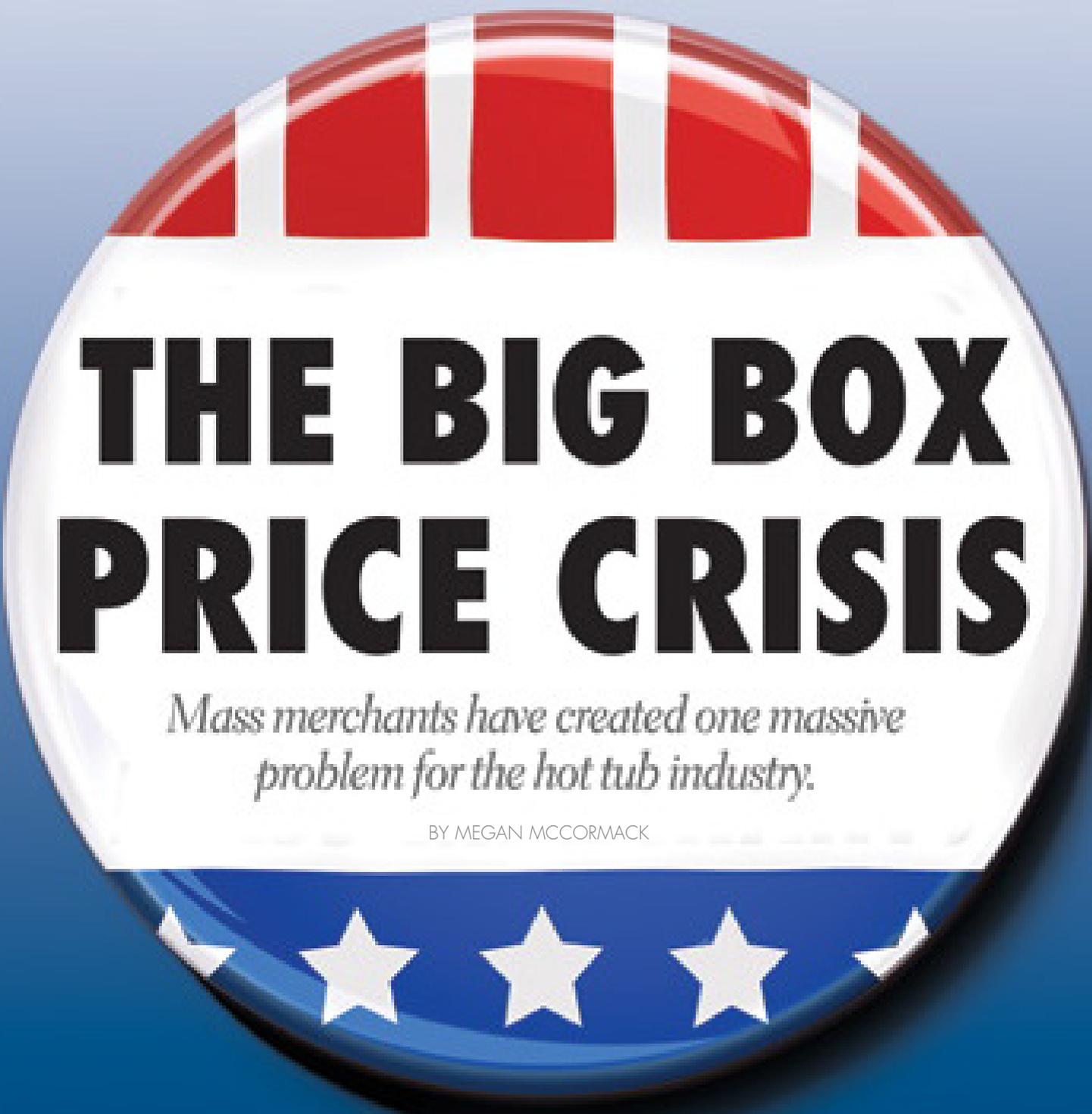
- ▲ Mineral and bromine spa care especially formulated for spas and hot tubs
- ▲ SPA FROG® generates repeat sales (Mineral and Bromine Cartridges.)
- ▲ Consumers are looking for strong benefits (FROG® uses up to 50% less bromine**).
- ▲ Easy to use – floats in any spa.
- ▲ Customers return year after year (builds a strong after market business).



MINERALS MAKE ALL THE DIFFERENCE!



** Compared to the conventional white brominated bromine used in a typical spa.



THE BIG BOX PRICE CRISIS

*Mass merchants have created one massive
problem for the hot tub industry.*

BY MEGAN MCCORMACK

While in the early 2000s big box retailers started to carry hot tub lines in their stores, many have now relegated them to their websites. In most cases, the earlier fears of the immense traffic that these giants receive stealing sales from traditional hot tub retailers can be put to rest. Not only do most big box retailers not carry physical hot tub inventory in their stores, but they only offer curbside delivery. While the do-it-yourselfer will always be out there, most people willing to spend their money on a big-ticket item like a hot tub, would prefer superior customer service, professional installation and support.

Price

But that brings us to the real problem with big box retailers – price.

“I think that the big box mass merchants are a double-edged sword,” says Bill Wells, vice president of retail sales for Marquis Spas. “They’re attempting to commoditize our products so the consumer thinks a spa, is a spa, is a spa – that they’re all boxes of hot water and there’s no difference between them except features. When obviously there are quite varying degrees of quality of products from the different manufacturers.”

Wells says that it is good that the big box stores expose hot tubs to consumers who maybe had never considered purchasing one before. “The bad part is they [the consumers] walk away thinking that all tubs are \$3,000.”

Not everyone is a bargain hunter, but everyone wants to get a good deal. While most spa insiders believe big box retailers are selling a stripped down hot tub, consumers don’t realize the difference when they look at a hot tub with a big box price tag. As they are currently priced online, the average cost of a hot tub at Wal-Mart, Sam’s Club, Costco, Target and Home Depot is a little less than \$3,200. Considering that high-end hot tubs can range anywhere from \$6,000 to \$10,000, it’s troubling to think that consumers researching hot tubs might think they can get the same thing for thousands of dollars less than the price they were quoted by their local hot tub dealer. This distorted view of what a hot tub is and what it should cost is how big box retailers are hurting the hot tub industry.

John Mosher, co-founder of Central Iowa Pool & Spa

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**I THINK THAT THE
BIG BOX MASS MERCHANTS
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THEY’RE ATTEMPTING TO
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A SPA, IS A SPA, IS A SPA –
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HOT WATER AND THERE’S
NO DIFFERENCE BETWEEN THEM
EXCEPT FEATURES.**

– Bill Wells, Vice President of Retail Sales, Marquis Spas

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in Des Moines, recently encountered this. “Just yesterday a customer came in looking for a spa, and said, ‘I’m not paying \$4,000 for a hot tub, there’s no way,’” Mosher recalls. His customer’s perception of what a hot tub should cost was completely skewed.

One thing to keep an eye out for on the horizon is how the hot tubs and prices of big box retailers change as more states start to adopt the energy regulations of the California Energy Commission. This could make the playing field more even. Big box retailers will have to sell tubs that are similar in quality to the rest of the industry and, one would hope, that this would also force them to sell their tubs at a comparable price. Perhaps if the price difference was not as extreme consumers would be more willing to spend a 10-15 percent premium to have the customer service and technicians that hot tub retailers provide. But there is no guarantee.

“Obviously they’ll have to source a supplier that provides product that will meet with those standards, but I don’t know that it would lessen their sales of that product or that they’ll exit the category,” Wells says. “The big box, mass merchant stores are always going to be relegated to carrying a lower-end product because without having knowledgeable experts working for them, most can’t explain the differences in the product. They’re always going to be selling on nothing but price.”

Paradise is just one step away.

Leisure Accents Bar/Counter

What does your spa have in common with your kitchen? They both can never have too much counter space! Whether it's for holding a drink or the towel, a 12" wide bar has got you covered. Try adding our Leisure Accent Barstools to complete the look and feel.



Leisure Accents Barstools

These barstools give extra sitting room to those that don't wish to be in your dream spa, but still would like to keep you company. At 26" high, this set of two barstools is the perfect height for comfortable, audible conversation, either outside the spa or in.



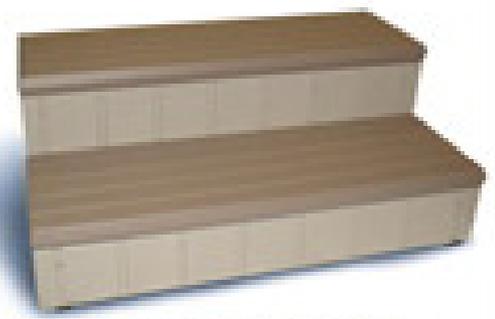
Leisure Accents Storage Step

Generous storage space combined with a strong, maintenance-free design makes for an unbeatable upgrade step for your spa. 36 inches wide and available in five two-tone colors.



The All-New HS2 Hand-Step

Entering and exiting your dream spa is a breeze with these extremely durable, blow molded plastic steps. Easily assembled with no hardware, the HS2 Hand-Step is available in 13 colors, can hold up to 300 lbs., and can be used for both straight and curved spas.



Leisure Accents Deluxe Spa Steps

Enter and exit your spa safely with these stylish spa steps. They are easily assembled with no hardware, and complete the look and feel of your outdoor oasis. Available in both 36" and 74", these steps can support up to 300 lbs., and add an extra touch of class.

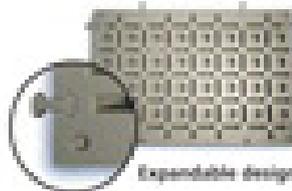


The Original Spa Pad

Installing your spa doesn't have to be expensive or a hassle. Our spa pad eliminates the need to pour a concrete pad or wood deck to protect your spa and reduce heat loss.

New Signature Spa Steps

Dress up your spa and increase the ease of getting in and out with our three step Signature Spa Step. Available in 36 inch and 74 inch widths and in five two-tone colors to coordinate with your spa. Two handrails with drink holder/towel bar included. Also available for Swim Spas.



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Accessories

Some retailers aren't worried about losing hot tub sales to mass merchants, but rather repeat business after the sale. It's the add-on products that they say are being swept away by mass merchants. Three retailers, Shawn Maynard, Gloria Theis and John Mosher all felt the same:

"I hate to compete with big box, with Costco and Wal-Mart," says Shawn Maynard, owner of Bullfrog Spas of Ogden, Utah. "I don't want to have the same products that they have, I want to offer other things that aren't spas. I want to offer other things that are different. Any store trying to compete with big box is crazy; you have to offer a better product."

"We have Wal-Mart right down the street so it's really hard for us to have all these little add-on things in our store that Wal-Mart offers and offers them cheaper," says Gloria Theis owner of G.T. Spas in Manitowoc, Wis. "I can't buy the quantity that they buy so obviously I'm not getting the rate they're getting, so my things are more expensive."

"We used to have a pretty good situation when they had to come in and buy filters," Mosher says. "I see filters in the big box stores. When you take something as common as that [filters], that brings them [customers] in and then there are chemicals right beside it. They [mass merchants] aren't dumb. They know what they're doing."

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IN ORDER TO COMPETE,
I SELL A PRODUCT THAT IS
VERY MUCH LIKE THE PRODUCT
THEY'RE GOING TO GET
THROUGH WAL-MART.
I SHOW THEM AN APPLE
TO AN APPLE. THEN I SAY,
"NOW LOOK, LET ME SHOW YOU
WHAT YOU CAN GET FOR \$1000 MORE.
LET ME SHOW YOU WHAT
YOU CAN GET FOR \$2000 MORE."

– Carter Bergdorf, Sales Manager, Graham Crackers Backyard & Patio, Bentonville Arkansas

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STRATEGIES

So far all we've done is restate the problem, but what strategies are people using to succeed in a mass merchant world?

Online

Since big box retailers prefer to sell hot tubs online, giving your store a solid web presence can be crucial to getting your name out there. Spend the money on keywords so that your store comes up on local Google searches. Check out our article on pay-per-click advertising on page 40 for more information.

Price Wars

You aren't going to be able to sell your hot tubs at a mass merchant price, nor would you probably want to. You must create ways to change the perception of your customers. You have to show them that your pricing is competitive and that your hot tub is worth your selling price.

"I guess one of the questions is, do we get down and dirty to compete by buying these \$799 hot tubs?" Mosher asks. "The theory is that one day, hopefully, moving them up to a different hot tub. But there's only so much space on a floor."

That's exactly what Carter Bergdorf, sales manager at Graham Crackers Backyard & Patio in Bentonville, Ark., says works for him.

"We're in Bentonville, Ark., we're in the home of Wal-Mart so I'm competing in Wal-Mart's head territory," Bergdorf says. "In order to compete, I sell a product that is very much like the product the customer is going to get through Wal-Mart. I show them an apple to an apple and then I say, 'Now look, let me show you what you can get for \$1000 more. Let me show you what you can get for \$2000 more.'"

One retailer, who was located close to mass merchants and several other hot tub retailers, offered \$200 off for every competitor's coupon or brochure that a customer

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**INSTEAD OF TRYING TO BEAT BIG BOX RETAILERS,
 IT'S BETTER TO FIND WAYS TO WORK WITH THEM.**

– Shiva Noble, Executive Vice President, Cal Spas

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THINGS IN MY STORE ARE HIGH-END.

IF THEY WANT WAL-MART STUFF THEY CAN GO TO WAL-MART.

– Gloria Theis, Owner, G.T. Spas, Manitowoc Wisconsin

brought into the store. So, without dropping or apologizing for his price, this retailer was able to use his competitor's deals to add value for his consumers.

“Specialty retailers have to be good at what they do,” Wells says. “They have to provide better quality products or a higher level of service, they have to provide a better experience for their customers than the big box/mass merchant stores, or they will lose to them. If all they’re trying to do is compete in price and not provide those other features, then they will lose.”

If You Can't Beat 'Em

Partnering with a mass merchant can be risky. And while you probably don't want to tie your success directly to a mass merchant, some have found that there are ways to work together.

For instance, Cal Spas has started a program with Sam's Club where their dealers can set up shows in Sam's Club parking lots.

“Instead of trying to beat big box retailers, it's better to find ways to work with them,” says Shiva Noble, executive vice president at Cal Spas.

The program is fairly new, but so far the feedback has been positive. And you can't argue with the traffic. Big box stores have more traffic in one day than a small spa retailer may see in an entire year.

Wells also sees these parking lot sales as a good move. “If you look at some marketing studies that have taken place, that's where a lot of consumers are exposed to spas, at events like fairs and home shows and some of these parking lot events,” he says.

Tips

It seems that getting back to the basics is still the best strategy against mass merchants.

“My advice [to retailers] is to run a professional business and that means have a business plan and a marketing plan so that they attract customers to their store and go out in front of customers,” Wells says. “Educate their customers and service them well, make it a fun experience so the customer is going to feel taken care of.”

Mosher has found that there are three top things that have helped his store succeed.

1) Sell the service

“You guarantee it's going to break,” Mosher says. “I tell them that, I guarantee it's going to break, I don't care whose [brand] you buy.”

2) Financing programs

Mosher says that while there are currently issues with financing programs because of the failing financial markets, people still are attracted to good financing deals and programs.

3) Get back to the basics

Site inspections and wet tests are two things that Mosher says the industry needs to focus on again. These are rarely available at mass merchant stores.

“You are doing something that no one else will do,” Mosher says about site inspections. “Even in our store we've gotten away from doing wet tests and I think we need to get back into it. Back to the sales pitch that, ‘you have to try it before you buy it.’ Would you buy a car without driving it?”

Innovation...



Meets



Innovation...



Q: What is the only delivery tool can you use to go across grass, over a patio, up stairs and then across a deck?

A: The Slick Mover!

Q: What delivery trailer will never rot?

A: The Hot Tub Hauler!

Q: What hot tub will allow your customer to always customize their massage?

A: Bullfrog Spas!

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BIG BOX BIG PICTURE

You must concede a certain number of sales to mass merchants. As Theis says, “Things in my store are high-end. If they want Wal-Mart stuff they can go to Wal-Mart.” But the issue still needs to be addressed on an industry-wide level.

Why is it that people can easily distinguish between high- and low-end cars, boats and televisions, but not hot tubs?

“I think it’s still us as an industry, getting the message out,” Mosher says. He thinks the APSP’s Hot Tub Council is on the right track with its plan for a national advertising campaign.

Another positive step is the research being conducted on hot water therapy by the National Swimming Pool Foundation and manufacturers. Health and wellness are being emphasized more and more as our society ages. Showing that hot tubs are an essential part of exercise and healing therapies may be the key to changing the perceptions of consumers.

While the answer to why the industry is down and people are struggling isn’t simple (it can’t be blamed solely on mass merchants, high gas prices or a poor economy) the solutions aren’t simple either. But they start with the industry raising awareness on a national level, putting hot tub ownership on the same stage as flat screen televisions and other must-have luxuries, and then following up with concrete, scientific evidence that hot tubs can make you healthier. Energy standards like Title 20 in California, while a hard pill to swallow, can go a long way in improving consumer confidence.

“Any of the lower quality products are a concern for our industry no matter where it comes from, whether it’s domestic or abroad,” Wells says. The number of low-quality spas that customers bring into his stores and the dealers end up taking to the dump concerns him. While some people will replace a poorly manufactured hot tub with a better one, many more will chock-up the whole industry as unreliable.

The solutions ultimately end up in the hands of retailers. Retailers must take the scientific information and impart it to their customers and on top of that provide an enjoyable, professional experience.

“Most consumers don’t feel comfortable buying hot tubs or something of that nature or that price point from a mass merchant. They want to buy it from a specialty retailer that’s knowledgeable about the product and can provide the level of service that they want versus when they walk into a mass merchant,” Wells says. “No one there knows anything about the product, they know what the price is and that’s it.” ■

Dream Maker Spas says

“They’re not only breaking records, they are making history”

DREAM MAKER ROTO SPAS BUCKING THE TREND!

Mike Johnson, President of Dream Maker Spas was asked to explain the explosive growth of Dream Maker Spas in a down market. Johnson’s reply was “its simple, for the first time we are filling a niche from the \$1799 to \$2995 price range that makes the dealer 40% margin and that was unheard of just several



Over 800 spas in inventory!

years ago. We still have dealers today that think our product is a Loss Leader.”

I believe our marketing strategy of not competing against the high end spas but rather offering the dealer a stepping stone to their high end spa is helping tremendously. For example, our research shows the typical dealer selling a nationally known acrylic spa in the \$6-8000 price range closes approximately 28% of their customers. That means



New Lifetime Warranty



“Cash n’ Carry, Plug n’ Play Spas”

72% are walking out the door to shop elsewhere.

“No matter what income level or size restrictions, everyone should enjoy hot therapeutic water.”

Our research also shows that when the first time buyer realizes the acrylic spa of their choice is out of their price range they do not raise their hand in the middle of the salesmans’ presentation and say “ I can’t afford this”. They give a hundred excuses but the hard facts are they can’t afford a \$6-8000 spa. So Dream Maker Spa dealers now have a full line of portable spas that almost anyone seeking hot therapeutic water can afford.

Remember, Dream Maker Spas’ mission statement is “No matter what income level or size restrictions, everyone should enjoy hot therapeutic water.” In other words, “Live the Dream”.

“Dream Maker Spas offers marketing programs to dealers such as \$1 a day no interest until 2010 and 100% Money Back Guarantee Program. While these programs have been a huge success, Dream Maker Spas has remained the fastest growing spa company for this simple reason: All Dream Maker spas are 110 volt, truly portable 15 amp, Cash n Carry, Plug n Play spas that are designed for everyone.”

We have 650 dealers worldwide for a reason: people like it, people need it and people can afford it.

Johnson was asked why he chose this niche of Spas?. His answer was “So Everyone Can Live the Dream..”

For more information concerning Dream Maker Spas you can contact the company at 888-ROTO-SPA or visit their website at dreammakerspas.com

Visit us at the Pool and Spa Expo in Las Vegas Booth E-1065 and the Canadian Pool and Spa Expo

Operations

LEGAL

Save on Your Taxes, Buy New Equipment in 2008

THE ECONOMIC STIMULUS ACT MAKES THIS YEAR THE ONE TO MAKE THOSE EXPENSIVE EQUIPMENT PURCHASES.

COMPANIES IN THE SPA INDUSTRY TODAY are looking for every possible advantage to grow their business. Some turn to banks for harder and harder to find small business loans that provide a lower interest rate. Others are looking to make it on the capital they have set aside. But one thing you can do to make sure some of your invested money will make money is to be smart about your taxes.

You may already know that you can deduct the cost of newly purchased business equipment under the Internal Revenue Code

section 179. But did you know that the Economic Stimulus Act doubled the maximum deductible amount from \$125,000 in 2007 to \$250,000 for 2008? It is

important to note that without this legislation, the limit for 2008 would have been only \$128,000. Essentially, this now allows you to deduct the entire cost of equipment purchased during the 2008 calendar year.

Let's talk about how this impacts the spa industry. The government knows that for the economic stimulus to work, businesses must spend money. So, this makes 2008 the perfect time to make those big-ticket purchases you may have been putting off due to slowing hot tub sales. For example, delivery vans are considered equipment as long as they have a gross weight of 6,000 pounds or greater. Computers also fall under the category of equipment, though these may seem like an unnecessary purchase

right now, they may ultimately prove to be an advantage when the market starts looking up again.

In short, your business will be better prepared to meet a future increase in sales if these purchases are made now while you can take advantage of these benefits.

Keep in mind that claiming these tax deductions will be immensely easier if you are keeping good records throughout the year. Make sure your office has a designated place for storing all business related receipts, deposit slips, invoices, canceled checks, etc. Otherwise, you might find

The Economic Stimulus Act doubled the maximum tax deductible amount of newly purchased business equipment from \$125,000 in 2007 to \$250,000 for 2008.

yourself investing in a great deal of extra time tracking these things down when tax season rolls around, and we all know that time is money.

On another important note, this legislation was made on the federal level, meaning that all states may not be in compliance with the maximum deductible amount. While you are being smart about your taxes, make sure that you are looking into the specific tax codes for the state in which you are located. Also, remember that the total cost of property claimed cannot exceed the total amount of taxable income for your business during the tax year. ■

The Art of Plumbing

HELP YOUR CUSTOMERS PREVENT LEAKS BEFORE THEY START. PART 3

BY ROBERT STUART



ROBERT STUART is the owner of Spring Spas and Home Recreation, Inc. in Colorado Springs, Colo. He owns the business with his wife Tammy and his faithful dog Lakota.

IN THIS LAST INSTALLMENT about common causes and solutions for leaks, we're finally going to cover prevention. While the responsibility ultimately falls to the consumer, as a professional technician your job is to be sure that they understand the specific things they need to do to prevent leaks.

The three most common causes of spa leaks consumers can help prevent are:

- Freezing
- Chemical damage
- Rodents

FREEZING

Although there are geographic regions where freezing is not an issue, in many more regions it is a problem. In these cold regions you need to make the customer aware of filtration cycles and how they may need to change those cycles in the severe cold.

With the inception of new, state-of-the-art controls that offer "economy mode," we have a new issue because of the longer down times. Let's face it, the more often a spa circulates in cold weather, the less likely it will freeze.

On most spas with "economy mode," the heater (and pump) will only kick on during a filter cycle as opposed to thermostatically controlled systems that call for heat as needed. Some units have sensors on each side of the heater, kick the pumps on hourly to test the temperature between sensors; they then turn the heater on as needed.

When a spa turns the pumps on only during a timed cycle, then the cycles need to be more frequent in cold weather. A spa sitting on a deck with cold wind under it cannot go 12 hours between cycles without the components potentially freezing. Even two hours could be too long in some regions and although this should be explained on the sales floor, more often it's your responsibility as a technician to instruct the customer on the ins and outs of spa ownership. Show them how to set heat and filter cycles or time clocks.

CHEMICAL DAMAGE

Chemical damage can always be prevented, but you need to make the customer aware of the danger. Low alkalinity needs to be adjusted to prevent acidity, although low pH

and alkalinity are usually not as much of a danger to the PVC pipe and joints as they are to the seals and valves.

I have seen ozone, bromine and salt systems cause brittleness in many plastic parts, including the pipes. So, make it a habit at every service call to check the spa's chemical balance and let your customer know how they are doing. If you make chemistry important, so will they and if you let them know it affects the life of their spa they will often try harder.

RODENTS

Rodent damage is probably my least favorite repair. It is a mess to work in and the damage is usually sporadic and hard to find. There are several tricks to keeping rodents out such as putting a few (emphasis on few) mothballs in the cabinet. Some techs claim using dryer sheets is a good deterrent, although I haven't had much luck with this.

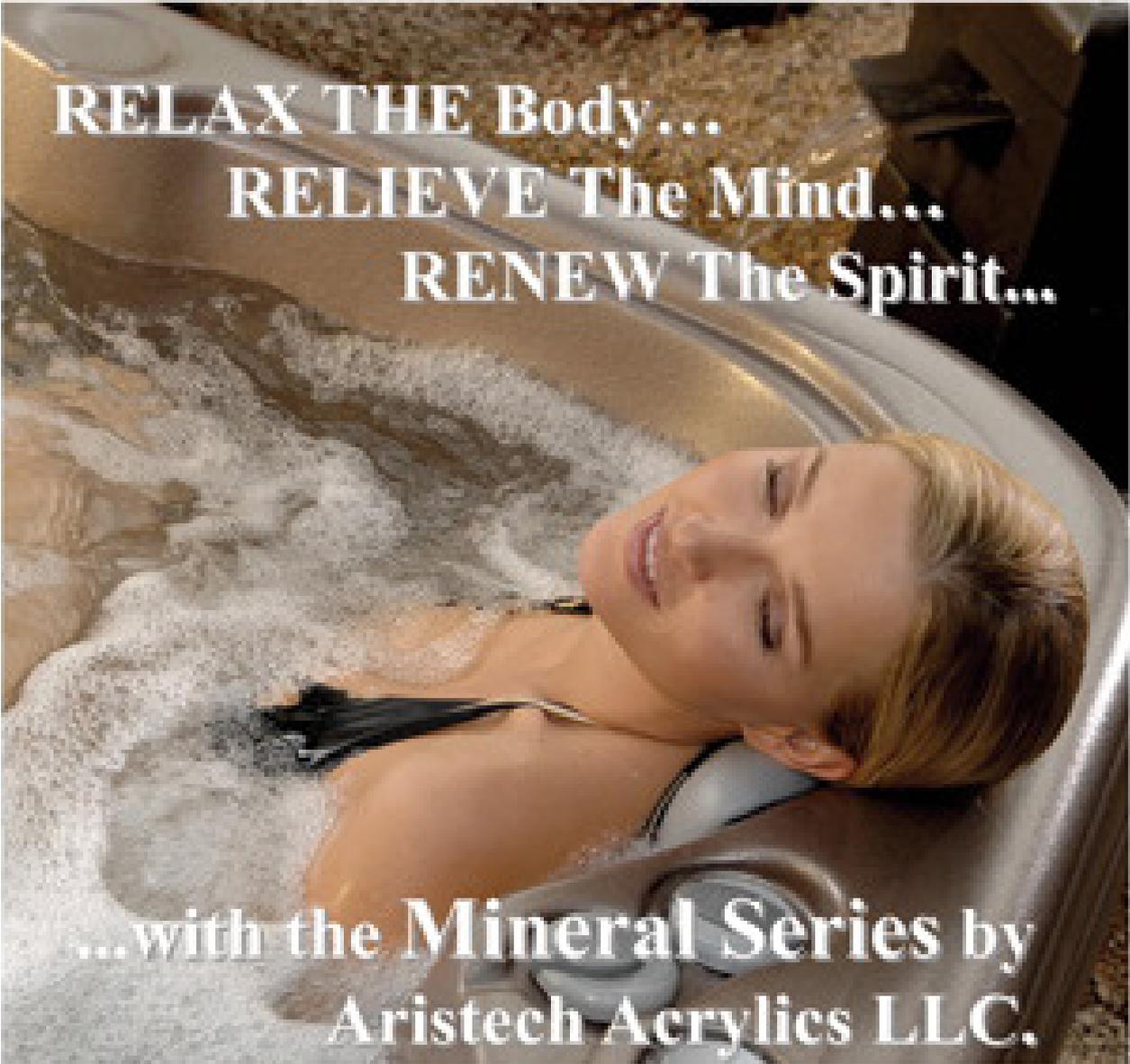
The best way to prevent rodent damage is to block their path. Show your customer the ways a rodent can get in and help them screen those areas (for a price). Mice will often come in around the hole for the electric wiring. Simply stuffing steel wool in the small gaps can prevent this. Rodents don't just chew on the plumbing, they love to munch on the low voltage wire and their urine and feces can damage the electronics.

PROFESSIONAL RESPONSIBILITY

A technician's job description is not to just go out and change parts. We often need to be customer service specialists, chemists, salespeople and often lifestyle consultants in addition to an electronics tech, a plumber and an electrician. Hey, if it were easy, the sales guys would do it! (Okay, some of them do.)

Still, the single most common failure of a plumbing joint is improper preparation and gluing, which is something that only you, the spa tech, can prevent. If you've chosen to be a spa tech then learn to do plumbing repairs correctly. Practice, call your vendors and manufacturer service departments and ask questions. Get more involved in the repair rather than just fixing the part – fix the problem.

Let's all work together to raise the standard of the professional spa technician. ■



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Consistent Feedback is a Crucial Motivator

TELLING YOUR EMPLOYEES HOW THEY ARE DOING MAY BE THE KEY TO KEEPING THEM MOTIVATED AND WORKING HARD. BY DR. ALAN R. ZIMMERMAN

TAKE ACTION!

Select three people you want to motivate to higher levels of achievement. They may be your employees, your coworkers or even your kids. Think of three ways you can communicate or exhibit your belief in each of them. Then do it. They'll get turned on and they'll turn out better results.

AT A RECENT SALES CONFERENCE, achievement awards were being given to the people who had sold the most. I'll never forget the woman who received the highest award. She had performed superbly, made a great deal of money, but gave all the credit to her sales manager.

As she stood before the crowd of 3,000 people, clutching her award as the top producer of the year, she talked about the slump she was in two years earlier. She said her future had looked so bleak that on several occasions she had decided to quit. But, each time her manager persuaded her to stay. He kept telling her that she had great potential; indeed, he wouldn't have hired her if he hadn't believed in her.

The award-winner continued her acceptance speech along those lines, but her concluding comment was most insightful. She said, "Through all those months when I wanted to quit, when I didn't think I had any future, my manager believed in me more than I believed in myself. He wanted me to succeed even more than I did."

Just like that top performer, everyone has a deep reservoir of ability, a reservoir that goes untapped until someone believes in them. Quite simply, a person does their best when they know someone believes in them, and they do their worst when they think no one believes in them.

This is a basic truth in motivation. The problem is most managers and leaders have not consciously, systematically used this truth to bring out the best in others. They haven't applied a step-by-step methodology of belief that will produce the results they want. I wonder why?

I think one of the reasons lies in the fact that many

people do not understand how motivation works. They mistakenly think no news is good news. In other words, if the manager doesn't say anything to the employee, the employee can assume that everything is okay. The employee can assume that the manager believes in the employee.

Well, managers can think that all they want, but that's not how employees think. Managerial silence or a lack of feedback does not get interpreted by the employees as a sign of positive belief. Employees interpret silence as a negative.

The no-news-is-good-news philosophy simply doesn't work. Even though the employee may know they have talent or have done a good job, they need to know that the manager believes that as well.

The second reason people don't use the power of belief has to do with a misunderstanding of management. Some managers think it's their duty to point out employee mistakes and suggest solutions. They adopt a problem-solving mindset and spend most of their time fighting fires, resolving difficulties and fixing crises.

As a result, these managers are so busy with problems that they forget to exhibit their belief in their employees. They spend all their time seeing their employees "as they are" instead of envisioning them "as they could be."

This approach to management, or leadership, is half-baked at best. Certainly employees need guidelines. They need help with problems and limits on their empowerment. But the transformational leadership that brings out the best in others comes from a strong belief in the employee.

If you're a leader or manager who doesn't exhibit a

A person does their best when they know someone believes in them, and they do their worst when they think no one believes in them.

strong belief in your employees, you're paying a mighty big price for your mistake. At the very least, you're creating non-communicative employees.

When employees think you don't believe in them, they get fearful – and fearful people don't speak up or offer an opinion. They're too afraid to disagree and they're unwilling to participate in team meetings. Their thoughts and feelings, if they ever do come out, come out behind your back where they do you no good.

That's an obvious waste of employee insight and talent. You're losing their contributions to any improvements you might want to make.

You also create demoralized employees when you fail to exhibit your belief in them. The Russian military learned that after the Russian Revolution of 1917.

Their official communist policy became that of showing no overt signs of believing in the officers. All status signs were taken away. The officers swabbed their own quarters,

ate with the rank and file, stood in line with the orderlies and received no privileges, salutes or titles.

Overnight, the military sank to its lowest level in military history. The officers were completely demoralized. They were worthless as soldiers, to say nothing of their leadership. It soon became obvious what had happened and Russia began to show overt belief in its officers. Medals, trophies and titles were used generously to give distinction to all segments of the army.

Russia had overlooked one glaring, compelling fact in human behavior. To get the best from people, you must show that you believe in them. People will work harder for someone who believes in them than they will for almost anything else.

Belief costs nothing to apply and works wonders. So start believing. ■

©Dr. Alan R. Zimmerman, CSP, CPAE Speaker Hall of Fame. Alan@DrZimmerman.com Telephone: 800-621-7881.



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Knowledge is (Financial) Power

RETIREMENT IS COMING FASTER THAN WE CARE TO ADMIT, BUT ARE WE PREPARED? THE FACTS ABOUT THE THREE MOST POPULAR IRAS. BY ALISON STANTON

RETIREMENT PLANNING IS ONE of those topics that everyone knows is important, but it is easy to ignore or put off until later.

But in these uncertain economic times, making sure we will be set financially in our golden years is more important than ever, especially since later will be here sooner than we think.

One way we can plan for our retirement is by setting aside money through Individual Retirement Accounts, or IRAs. However, there are several types of these accounts and knowing which one to choose may be confusing. The following is a breakdown of the three most common IRAs: the Traditional, the Roth and the SEP.

TRADITIONAL IRA:

This type of IRA is held at a custodian institution such as a bank or a brokerage firm. It may be invested in anything that the institution has available to its clients such as certificates of deposits, fixed rate CDs or stocks.

According to STATEFARM.COM, a Traditional IRA allows earnings and deductible contributions to grow in a tax-deferred way, meaning that you will not pay income taxes on the money until you begin to make withdrawals against them. As a bonus, since this is often done after retirement, you may be in a lower tax bracket at this time.

In order to contribute to a Traditional IRA, you must have earned income and there are limits set each year pertaining to how much you are able to contribute. For example, in the 2008 tax year, a single person can make an annual contribution of up to \$5,000; or a married couple up to \$10,000. If you are age 50 or over, you are allowed to make extra contributions in order to help catch-up financially.

You are allowed to start taking distributions from your Traditional IRA at the age of 59 ½.

ROTH IRA:

Like a Traditional IRA, a Roth IRA also lets you contribute some of your earnings in a tax-deferred way. But unlike the Traditional IRA, contributions to a Roth IRA are not tax-deductible. Because you have already paid taxes on your contributions, you may withdraw them at anytime without a tax or tax penalty.

You must have earned an income in order to open a Roth IRA. Unlike the set maximum amounts of a Traditional IRA, Roth IRA contributions are based on your adjusted gross income.

For example, in the 2008 tax year, a married couple filing jointly could have an adjusted gross income of up to \$159,000 to make the full contribution of \$10,000. If the same couple's AGI was over \$169,000, they would not have been eligible for a Roth IRA.

Roth IRAs also allow people age 50 and older to make additional contributions.

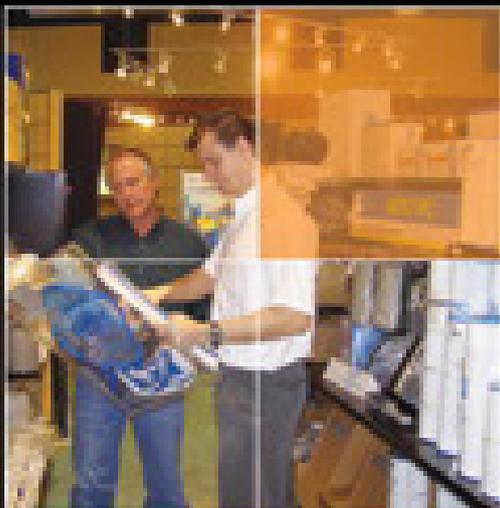
SEP-IRA:

The Simplified Employee Pension Plan, nicknamed the SEP-IRA, is an IRA designed for small-business owners and the self-employed. Sole proprietors, people in a partnership, business owners, Limited Liability Corporations and the self-employed (either full-time or part-time) are examples of those who may open a SEP-IRA. Employees 21 years and older, who have worked for the employer in up to three of the last five years must be allowed to participate in the SEP-IRA.

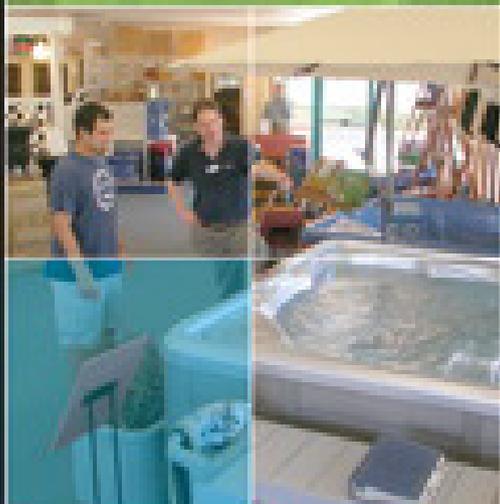
Contributions by employers are tax deductible and any investment earnings are tax-deferred until they are withdrawn. Contributions can vary from year to year with everyone, including the owner-employee, getting the same amount. In most cases, a 10 percent tax penalty is assessed to people under the age of 59 ½ who received distributions on their SEP-IRA; they must also pay Federal Income Tax.

One reason this type of IRA is well-liked is that the employer does not have to file annual reports with the IRS; it is easy to set up with no long and wordy forms to fill out.

To get more information on any of these IRAs or to open an account, consult with your accountant, local bank, brokerage firm or insurance agent. ■



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SHARING SPACE DRIVES FOOT TRAFFIC

ARTICLE BY LEAH WHEELER

ILLUSTRATION BY MICHAEL BERRELLEZA

LEASING SPACE IN YOUR STORE TO COMPATIBLE BUSINESSES CAN OPEN UP YOUR STORE TO UNEXPECTED NEW CUSTOMERS AND PROVIDE SOME MONTHLY CASH.

"The greatest benefit for us is the additional foot traffic and the ability to bring in new customers and expand our audience to people who might not otherwise visit or even know about our store."

— SCOTT CULVER,
GENERAL MANAGER,
PREMIER BACKYARD,
TUCSON, ARIZONA

BACK IN THE 1980S, BANKS FIGURED OUT THAT by placing smaller branches in grocery stores, they could create a win-win-win scenario for customers, host retailers and themselves. Shoppers could access banking services more easily, the store could attract increased traffic and the bank could extend its reach economically.

Convenience, value and cost-efficiency. What's not to love?

Startup costs for an in-store bank branch are typically about 10-20 percent of the startup costs for a traditional branch. Yet, in-store branches draw over 30 times more prospects than traditional branches because of traffic generated by the host store.

It didn't take long for blue-chip retailers such as Wal-Mart Stores and Safeway to embrace the 'in-store store' concept and begin sub-leasing space within many of their locations. According to Wal-Mart's website, "proven, high-traffic vestibule locations work well for tenants that offer a service or product that enhances the 'one-less-stop shopping' experience."

EXPAND YOUR AUDIENCE

By piggybacking on a common infrastructure, spa retailers can share the cost of services such as security, parking lot maintenance and landscaping. A small or startup retailer can quickly establish a market presence and gain name recognition through association with a larger, more established retail brand, while the host retailer gets the benefit of lease revenue. Both parties gain additional foot traffic from each other's customers and have the advantage of a more impressive physical presence.

Premier Pools and Spas, a nine-year Baja Spas retailer in Tucson, Ariz., has found great success with the in-store concept.

"Our facility is impressive, with a 20,000-square-foot outdoor display area, two in-ground pools, palm trees and many different settings," says Scott Culver, general manager. "Our concept is 'the island of escape', or home leisure activities, and there is something here to appeal to all different tastes and interests so we're able to draw in a wide range of customers. It's more than any one business could do on their own."

Premier Pools and Spas has had a range of tenants, including vendors of billiard tables, home theaters, awnings and ramadas, along with metalscapes, backyard art, sport courts and patio furniture.

"The greatest benefit for us is the additional foot traffic and the ability to bring in new customers and expand our audience to people who might not otherwise visit or even know about our store," Culver says.

GREAT MINDS THINK ALIKE

Standard wisdom says that the ideal partner is one that complements but does not directly compete with the host's products, services and competencies. Another key to the success of store-in-store relationships is having compatible business styles. For example, Wal-Mart makes it clear that they look to partner with businesses that share the company's commitment to customer satisfaction.

Culver echoes that sentiment. "We seek like-minded business owners who want to work together with us to create a win-win for customers and themselves. Of course, we also look for partners that have a good reputation, can enhance the retail environment and make a customer's shopping experience more interesting," he adds.

MORE BANG FOR THE MARKETING BUCK

For a spa retailer with a limited marketing budget, pooled marketing dollars offer more bang for the buck, but it's important that the requirements expected of each party are spelled out in a group marketing agreement. In addition to fixed cost savings, co-location creates opportunities to participate in joint sales events and promotions, which can create a bigger customer turnout. Experts emphasize, however, that in-store lessees should maintain their own identity and guard their individual brand equity.

"It's important to make sure your brand is always independent, with no confusing overlaps or gray areas," advises Frank Politano, an attorney who specializes in intellectual property law involving trademarks, copyrights and brands. "Contracts



Companies sell several products in the Premier Backyard Design Center.

- 1) Premier Pools custom water line tile
- 2) Flame Connection hearths
- 3) Premier Backyard
- 4) Turf Tek putting greens

1
2 3
4

UPSIDES OF CO-LOCATING

- Eases startup costs for small businesses
- Offsets seasonality of host business
- Leverages marketing dollars and participation in co-promotions
- Spreads fixed overhead costs
- Enhances foot traffic

DOWNSIDES OF CO-LOCATING

- Parties may need to adapt to shrinking spaces
- Lease agreement may stipulate restrictions on signage, lighting, trade dress, use of color, etc.
- Potential risk of trickle-down effects of product/service issues or bad PR
- Possibility of franchise law or zoning restrictions
- Liability risks

should be carefully crafted to spell out exactly how the brand can be portrayed on packaging, signage, advertising, lighting, colors, etc. You never want to compromise your brand.”

One small landscaper lamented that after he began sub-leasing space in a retail location, many of his customers thought he had been acquired by the larger store. Politano suggests that a good way to avoid this and protect your business identity is with a slogan that informs and educates the public about your co-location. “A slogan or distinct trade dress [the look and feel of a business] can help make it clear that your business is a separate entity, yet still allow you to benefit from association with other retail businesses,” he says.

IMPORTANCE OF STRONG LEASE AGREEMENTS

These same experts agree that clear expectations and strong, detailed lease agreements are a cornerstone of successful co-location.

“It’s difficult to anticipate everything that could go wrong and determine an objective stand for every possible eventuality, but you need to think about these things and leave yourself an out,” Politano says. “The lease agreement should protect the reputation and interests of both the lessor and the lessee and incorporate an option to dissolve the relationship as quickly as possible in a worst-case scenario.”

Oftentimes the host sets limits on the size of signage and use of logos or color schemes to ensure they fit in with the rest of the location. Restrictions on the use of neon or strobe lights are not uncommon as are rules about stocking and standards for what can be displayed and sold. Lease agreements may also delineate very specific terms and conditions on

general and administrative aspects such as advertising, hours of operation, staffing and personnel policies.

“It’s best to have an agreement in advance on as many things as possible, even down to minute details like glass cleaning, emptying wastebaskets, removing litter and anything that involves food,” Politano says.

WOW! YOU’RE NOT JUST A SPA STORE!

The bottom line is that it’s important to do your homework.

“You certainly want to be careful about who you partner with,” Culver says. “But sub-leasing has worked very well for us. We’ve found it to be a great way to bring people through the door and get them to say, ‘Wow! You’re not just a spa store!’” ■

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Finally, retailers can meet customer's demands for a better product, and at bigger profits!

the water absorption. These covers can be identified by the thick, black, heat sealed material, tightly wrapping the insulating foam core. The exact technology of this exclusive material is patent pending and proprietary, according to the company.



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Traditional hinge



AccuLok hinge

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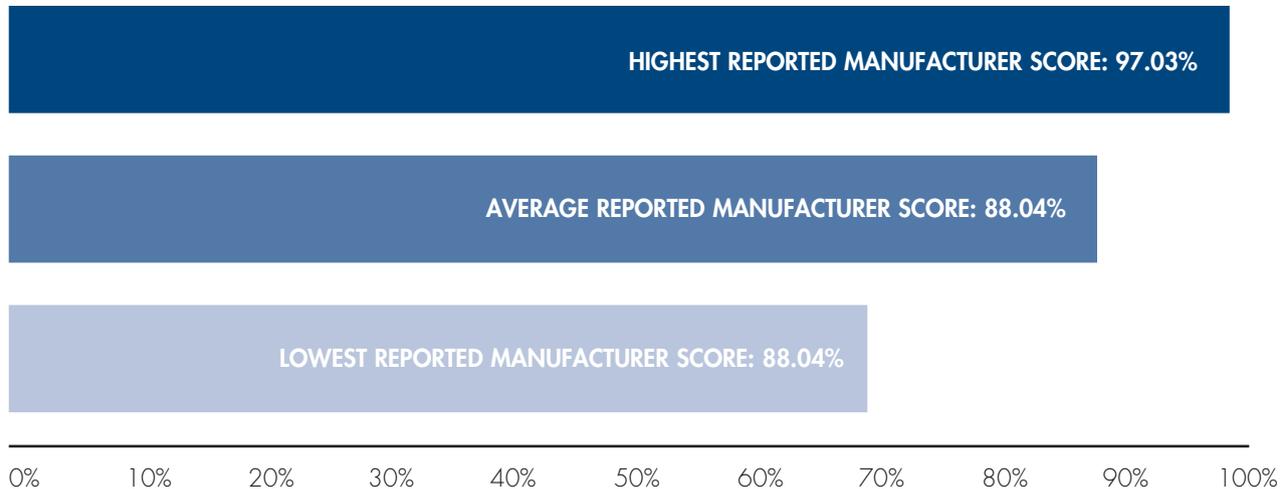


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OVERALL SCORES



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Approved status is determined through a company's continued demonstration of responsible and honorable

business practices. A stringent set of guidelines ensures that these spa professionals deliver excellent product quality, engage in responsible employee management and remain committed to providing superb customer care.

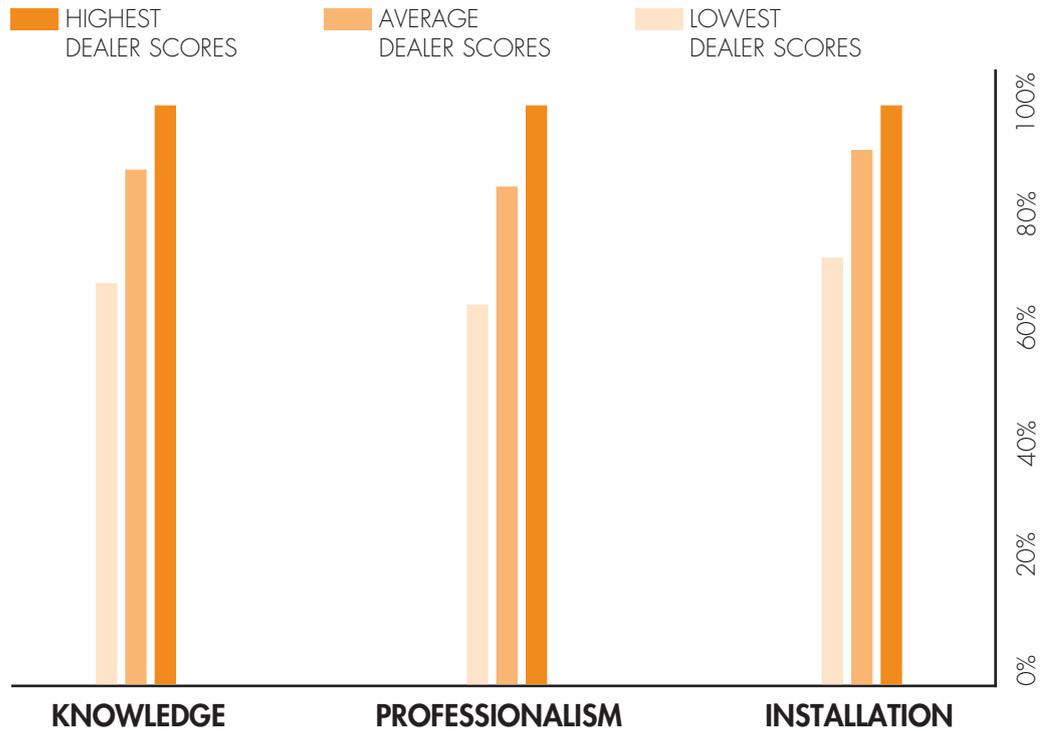
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DEALER SCORING

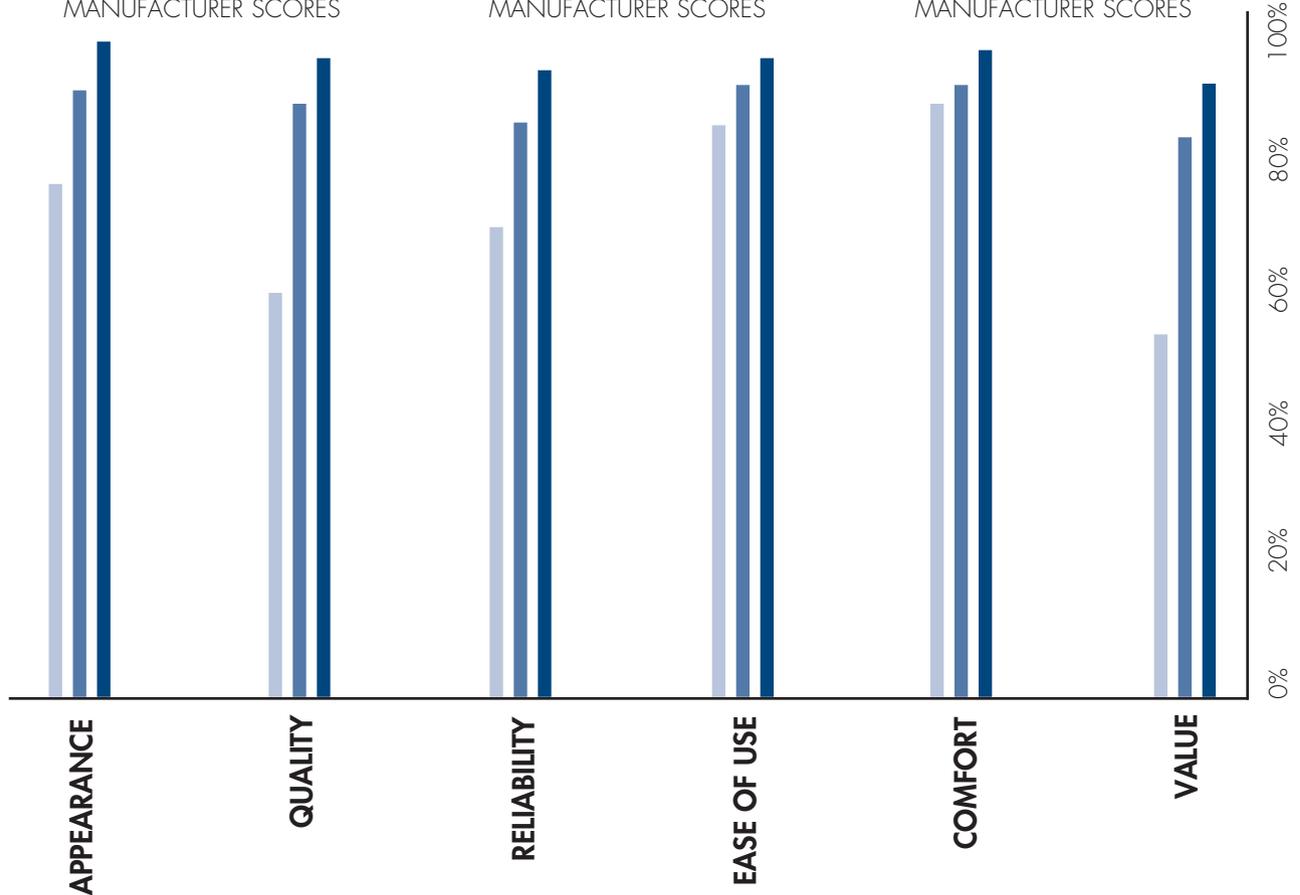
ABOUT THE RESEARCH

The charts represent the reported averages of all telephone-based consumer surveys. Consumers were asked to rate dealers on customer and technical services, while manufacturers were rated on their hot tubs.



MANUFACTURER SCORING

Legend: Highest Manufacturer Scores (dark blue), Average Manufacturer Scores (medium blue), Lowest Manufacturer Scores (light blue)



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FOR OVERALL SATISFACTION OF
THEIR BRAND OF HOT TUB.

**CURIOUS WHO WON THE 2009
SPASEARCH CERTIFICATION?**

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Pool | Spa | Patio Expo at 2:00 PM
on Wednesday, November 19 at
the SpaRetailer exhibit.

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Manual for testing
and operational
procedures

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Pump 2
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Ozone

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You get a Three Year Warranty
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You get technical phone support from Horizon
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Exchange Service with same-day shipping

Why we can do this –
Because we are backing this with our name!

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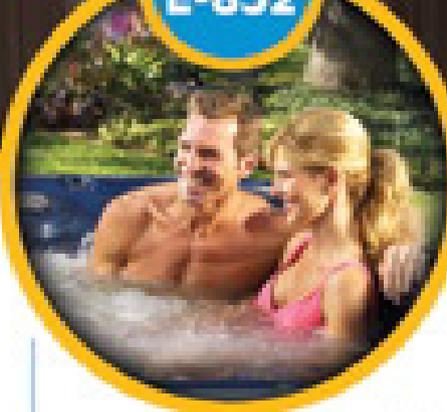
CLASSIC HOT TUBS



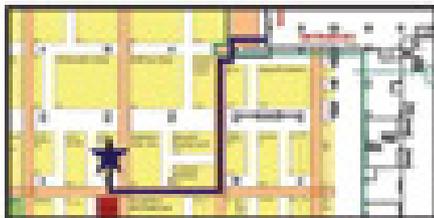
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Map to Living Water Products Booth #E 852
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SCHEDULE-AT-A-GLANCE

SUNDAY, NOVEMBER 16
Certified Pool-Spa Operator
[CPO] Basic Course
 7:30 a.m. - 6:30 p.m.

APSP Builders Institute
 9:00 a.m. - 6:00 p.m.

MONDAY, NOVEMBER 17
Certified Pool-Spa Operator
[CPO] Basic Course
 7:30 a.m. - 6:30 p.m.

APSP Technical Service Institute
 8:00 a.m. - 5:15 p.m.

APSP Builders Institute
 9:00 a.m. - 5:00 p.m.

APSP Retail Institute
 9:00 a.m. - 5:00 p.m.

TUESDAY, NOVEMBER 18
Conference Seminars
 8:00 a.m. - 9:45 a.m.

Keynote Address by Bill Walton
 10:00 a.m. - 10:50 a.m.

Exhibits Open
 11:00 a.m. - 5:00 p.m.

APSP Live Workshops
 12:00 p.m. - 5:00 p.m.

Conference Seminars
 3:30 p.m. - 5:00 p.m.

Welcome Party at TAO Nightclub
 6:00 p.m. - 8:30 p.m.

WEDNESDAY, NOVEMBER 19
Conference Seminars
 8:00 a.m. - 9:15 a.m.
 8:00 a.m. - 11:00 a.m.
 9:30 a.m. - 11:00 a.m.

Exhibits Open
 11:00 a.m. - 5:00 p.m.

APSP Live Workshops
 12:00 p.m. - 5:00 p.m.

THURSDAY, NOVEMBER 20
Conference Seminars
 8:00 a.m. - 9:15 a.m.
 8:00 a.m. - 11:00 a.m.
 9:30 a.m. - 11:00 a.m.

Exhibits Open
 11:00 a.m. - 3:00 p.m.

GENESIS 3 DESIGN SCHOOLS
 You may choose one of the six courses which will be held over a 2 1/2 day period.

Saturday, November 15
 1:00p.m. - 5:00 p.m.

Sunday November 16
 8:00 a.m. - 5:00 p.m.

Monday, November 17
 8:00 a.m. - 5:00 p.m.

GENESIS 3 PERSPECTIVE DESIGN SCHOOL
Monday, November 17
 8:00 a.m. - 5:00 p.m.

NBA CHAMP TO ADDRESS EXPO ATTENDEES



Legendary basketball player Bill Walton will deliver the Keynote Address at the International Pool, Spa and Patio Expo Tuesday, November 18 at 10:00 a.m. The successful basketball player and businessman will share the characteristics that have helped him thrive on and off the court.

"We are delighted that Bill Walton will be offering his first-hand experience," says Donna Bellantone, director of the Expo. "As a proven leader, Walton will provide attendees with a wealth of inspiration and business advice based on a brilliant career in sports."

Walton will speak on teamwork, overcoming adversity, hard work and having a positive attitude.

"Many similarities exist between what it takes to succeed at the highest level of competitive sports and what it takes to succeed in the challenging pool, spa and backyard marketplace," says Bill Weber, APSP president and CEO.

Walton played college basketball for John Wooden at UCLA, where he was a member of the 1972 and 1973 NCAA championship teams.

He went on to have a successful professional basketball career, winning two NBA championship titles and being named the NBA's Most Valuable Player in 1978. In 1993, he was inducted into the Basketball Hall of Fame.

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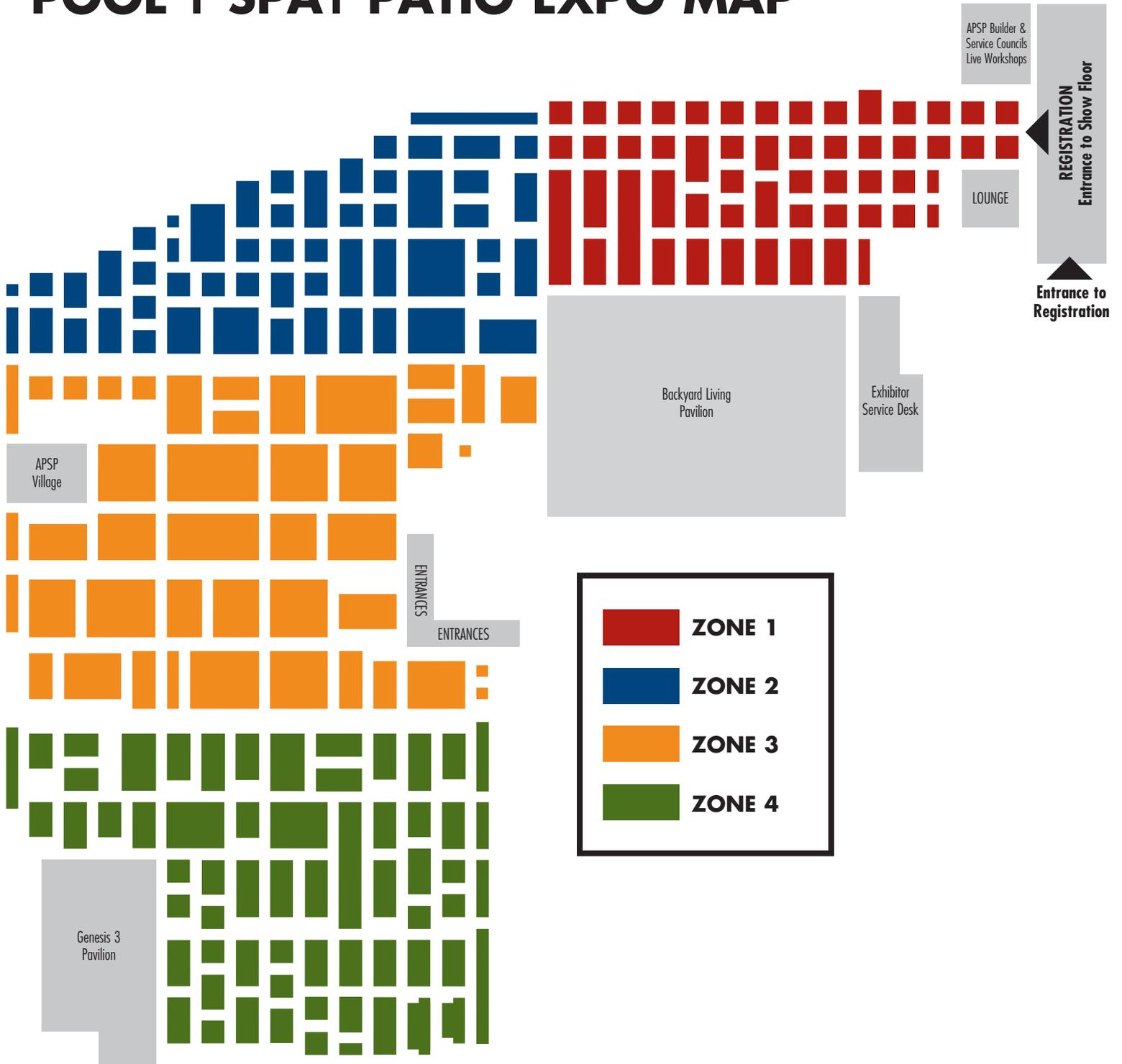


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2008 INTERNATIONAL POOL | SPA | PATIO EXPO MAP



MUST-SEE EXHIBITS:

ZONE 1

Horizon Spa & Pool Parts, Inc.
Booth W-3557
More information pages 69, 121

RB Control Systems
Booth W-3783
More information pages 39, 122

PharmaSpa International
Booth W-3862
More information pages 14, 122

Great Lakes Bio Systems Inc.
Booth W-3958
More information pages 85, 104

SPAccessories/H.W.P.
Booth W-3967
More information pages 115,
insert on page 33

Master Spas
Booth W-4879
More information pages 112,
inside back cover

ZONE 2

Cover Valet
Booth W-2245
More information pages 9, 99

Arch Chemicals, Inc. International
Booth W-2345
More information pages 35, 89

Spazazz
Booth W-2461
More information pages 17, 123

Sunbelt Spas
Booth W-3055
More information pages 86, 117

Waterway Plastics
Booth W-3145
More information pages 77, 119

Arctic & Coyote Spas
Booth W-3167
More information pages 7, 90

inSPAration Inc.
Booth W-3183
More information pages 64

Lucite International
Booth W-3367
More information pages 110,
back cover

Rayner Covering Systems, Inc.
Booth W-3379
More information pages 30, 114

ZONE 3

**The Association of Pool
& Spa Professionals**
Booth W-2021

Spa Toter
Booth W-2421
More information pages 41, 116

Arch Chemicals
Booth W-2433
More information pages 35, 89

Cal Spas
Booth W-2711
More information pages 2, 95

BioGuard
Booth W-2721
More information pages 93,
inside cover

Leisure Concepts
Booth W-2933
More information pages 15, 108

Sundance Spas
Booth W-3120

Hot Tub Hauler USA, LLC
Booth E-178
More information pages 51, 121

Marquis Spas
Booth E-377
More information pages 111,
cover gatefold

L.A. Spas
Booth E-577
More information pages 20, 107

Clearwater Spas
Booth E-665
More information pages 36, 97

Advantis Technologies
Booth E-677
More information pages 79, 88

Bullfrog Spas
Booth E-865
More information pages 73, 94

Jacuzzi Hot Tubs
Booth E-877
More information pages 4, 105

Dream Maker Spas
Booth E-1065
More information pages 52, 101

King Technology, Inc.
Booth E-1165
More information pages 44, 106

ZONE 4

Confer Plastics, Inc.
Booth E-553
More information pages 48, 98

SpaRetailer Magazine
Booth E-707

Living Water Products
Booth E-852
More information pages 70, 109

Freeflow Products, Inc.
Booth E-1153
More information pages 43, 120

Gas Traffic Solutions
Booth E-707
More information pages 103,
124

Viking & Destiny River Spas
Booth E-1317
More information pages 25, 118

EZ Pad, Inc.
Booth E-1130
More information pages 18, 120

Textron Financial
Booth E-1341
More information pages 57, 123

LAS VEGAS EXTRAS

RESTAURANTS:

Village Seafood Buffet

Rio All-Suite Hotel & Casino
3700 W. Flamingo Road
702-777-7777
AVERAGE PRICE PER PLATE: \$38

The Steak House

Circus Circus
2880 S. Las Vegas Blvd.
702-794-3767
AVERAGE PRICE PER PLATE: \$25

Rosemary's Restaurant

8125 W. Sahara Ave.
702-869-2251
AVERAGE PRICE PER PLATE: \$30

Burger Bar

Mandalay Place at Mandalay Bay
3950 S. Las Vegas Blvd.
702-632-9364
AVERAGE PRICE PER PLATE: \$20

Pamplemousse

400 E. Sahara Ave.
702-733-2066
AVERAGE PRICE PER PLATE: \$16-\$30

Joël Robuchon at the Mansion

MGM Grand
3799 S. Las Vegas Blvd.
702-891-7925
AVERAGE PRICE PER PLATE:
\$250 (6-COURSE)
\$385 (16-COURSE)

Delmonico Steakhouse

The Venetian
3355 S. Las Vegas Blvd.
702-414-3737
AVERAGE PRICE PER PLATE: \$30-\$50

Bartolotta Ristorante di Mare

Wynn Las Vegas
3131 S. Las Vegas Blvd.
702-770-9966
AVERAGE PRICE PER PLATE: \$50+

Capriotti's Sandwich Shop

9620 S. Las Vegas Blvd.
702-407-5602
AVERAGE PRICE PER PLATE: \$7-\$10

Swiss Café Restaurant

3175 E Tropicana Ave.
702-454-2270
AVERAGE PRICE PER PLATE: \$25

Spice Market Buffet

Planet Hollywood Resort & Casino
3667 S. Las Vegas Blvd.
702-785-5555
AVERAGE PRICE PER PLATE: \$23

BEST SELLING SHOWS:

The show can be overwhelming, so take a break from all the workshops, lectures and inundation of information from the expo floor, to see what Vegas has to offer.

Le Rêve

Le Rêve, the show at Wynn Las Vegas, is a masterpiece just like the Picasso painting for which it's named. French for "the dream," Le Rêve is a stunning journey of the soul. Through amazing acrobatics, aquatics and even flight, it explores concepts of damnation, redemption, lust, love, loss and laughter.

TIME: 7 p.m. and 9:30 p.m. Thursday–Monday

PRICE: \$108.90–\$196.90

LOCATION: Wynn Theatre, Wynn Las Vegas

KÀ Cirque du Soleil

Prepare to leave the real world behind as you enter the KÀ Theater. Part Mad Max, part Miyazaki, KÀ's postindustrial theater design transports audiences at the new Cirque du Soleil show into an epic coming-of-age tale in a world full of wonder.

TIME: 7 p.m. and 9:30 p.m. Tuesday–Saturday

PRICE: \$112.40 and up

LOCATION: KÀ Theater, MGM Grand

Blue Man Group

Blue Man Group at the Venetian is unlike any other show on the Las Vegas Strip. There are no elaborate costumes, no death-defying acrobatics and no scantily clad dancers. There are simply three blue-hued men dressed in black.

TIME: 7 p.m. and 10 p.m. Monday, Wednesday, Friday and Saturday

7 p.m. Tuesday, Thursday and Sunday

PRICE: \$99.35–\$139.50

LOCATION: Blue Man Group Theatre, Venetian

David Copperfield

You have probably seen him on television performing incredible illusions such as making the Statue of Liberty disappear, navigating the rapids of Niagara Falls and flying over the Grand Canyon. Master magician David Copperfield seems to have done it all. His show in Las Vegas is a unique opportunity for audiences to see these larger-than-life illusions performed live and up close in the Hollywood Theater at MGM Grand.

TIME: 7:30 p.m. and 10 p.m. nightly. Matinee times vary.

PRICE: \$99.25 reserved seating

LOCATION: Hollywood Theatre, MGM Grand

And Many More! Check them all out at
VEGAS.COM/SHOWS and BESTOFVEGAS.COM.

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W-00001



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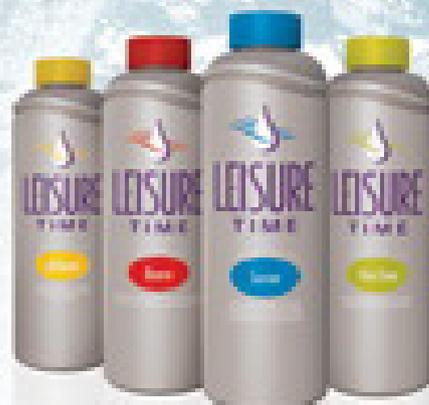




Give them something they can't buy: *Time.*

The Simple Spa Care® System from Leisure Time allows you to give your customers something they simply can't get from any other store: *Time.* The Leisure Time Complete Spa Care System keeps spas clean and clear without requiring a lengthy maintenance routine. With only 10 minutes a week, Leisure Time allows you to give your customers the best gift of all: *Leisure Time.*

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2008 SHOW CONFERENCES

Take advantage of the knowledge and training available at this years expo conferences. This variety of seminars gives you access to some of the best minds in the biz.

= HOT TUB INTEREST CONFERENCES

NOVEMBER 16, 2008

Advanced Pool Builder Program

9:00 a.m.–6:00 p.m.

Speakers: Bill Goddard, John Anderson, Ken Hart, Lew Akins, Ron Lacher
BC Advanced Pool Builder Program

NOVEMBER 17, 2008

CERTIFIED POOL-SPA OPERATOR® BASIC COURSE (CPO®)

**Room: Lagoon K
November 16 & 17, 2008
7:30 a.m.–6:30 p.m.**

The Certified Pool-Spa Operator® (CPO®) program is the leading education and certification program for pool and spa operators, engineers, service company professionals, health officials, retailers, property owners, or any other professional who helps protect aquatic venues. This is a basic licensure-level program which satisfies the educational requirement for commercial pool and spa operators in many jurisdictions and follows industry best practices. Successful completion of this program will result in the student achieving the designation of Certified Pool-Spa Operator® (CPO®) and will enable the student to appropriately and safely operate a commercial pool and/or spa. Included is a best-practice, state-of-the-art handbook. This is a two-day course (Sunday and Monday). Attendees must bring a government issued photo ID and a calculator.

**Level: 100
8.0 Technical Credit Hours
Certifications: CBP, CSP**

ADVANCED SERVICE PROGRAM

**Room: Lagoon I
November 17, 2008
8:00 a.m.–5:15 p.m.
Presented by the APSP Service Council**

8:00 a.m.–9:00 a.m.
The Science Behind Sanitation and Oxidation
Speaker: Leanne Levy, Biolab, A Chemtura Co.
Level: 400

9:00 a.m.–10:00 a.m.
Anti-Entrapment – Our Changing Industry
Speaker: Steve Dunn, Commercial Pool Systems, Inc.
Level: 300

10:30 a.m.–11:30 a.m.
Solutions to Weird Water Problems
Speaker: Terry Arko, SeaKlear
Level: 200

11:45 a.m.–12:00 p.m.
Test & Quiz
APSP Service Council
Room Lagoon J

1:00 p.m.–2:30 p.m.
California Title 20 and 24 Aquatic Energy Analysis
Speaker: Michael Orr, FPSIE
Level: 400

2:30 p.m.–3:15 p.m.
"Dual Disinfection" for Commercial Pools
Speaker: Beth Hamil, Del Ozone
Level: 200

3:45 p.m.–4:30 p.m.
Federal Pool and Spa Safety Act—What Service Companies Need to Know!
Speaker: Steve Barnes, Pentair Water Pool and Spa
Level: 300

4:45 p.m.–5:15 p.m.
Quiz, Answers & Door Prize Giveaway,
APSP Service Council
Room: Lagoon I

**6.0 Technical Credit Hours
Certifications: IACET, CSP, CBP**

ADVANCED RETAILER PROGRAM

**Room: Lagoon H
November 17, 2008
9:00 a.m.–5:00 p.m.**

So, Who Taught You How to Retail? A Store Design and Merchandising Power Workshop presented by the APSP Retailers Council
Speaker: Chris Miller, President, Pacific Store Designs
How do you get customers to buy more? Uncover secrets on how to maximize and maintain your store's optimum selling image. Learn store design tactics whether you have a new store, second location or a remodel. Learn how to level the playing field by implementing store design and merchandising secrets that will increase your sales and profits.

**Level: 300
7.0 Business Credit Hours
Certification: IACET, BLP, CBP**

An Introduction to Basic Perspective Drawing

8:00 a.m.–5:00 p.m.
Speakers: David Tisherman, Milt Dorsey
GD-01 Genesis 3 Perspective Drawing School

Advanced Pool Builder Program

9:00 a.m.–5:00 p.m.
Speakers: Ron Lacher, Scott Cohen, Scott Fleming, Steve Gutai
BCM Advanced Pool Builder Program

**NOVEMBER 18, 2008
Fire Elements in Water Environments**

8:00 a.m.–9:45 a.m.
Speaker: Bob Roman
TU-10 Conference

Embrace the Environment: Sustainable Tile and Environmentally Sensitive Installation

8:00 a.m.–9:45 a.m.
Speaker: Scott Fleming
TU-06 Conference

Site Analysis Skills for Pool and Landscape Designers and Installers

8:00 a.m.–9:45 a.m.
Speaker: Kathy Marosz
TU-09 Conference

ADVANCED HYDRAULIC APPLICATIONS FOR POOLS AND SPAS

**November 18, 2008
8:00 a.m.–9:45 a.m.**

Speakers: Steve Gutai, Product Manager, Jandy Pool Products; Skip Phillips, Co-Founder Genesis 3 Design School

Find out:
• How to design and evaluate swimming pool hydraulic systems using "line velocity" and "component compatibility" as the key criteria
• How to design approaches for pool circulation, spa, water feature, vanishing edge and slot overspill systems as endorsed by the Genesis 3 Group
• About the concepts of "water in transit" and "gravity feed" systems as these will be reviewed

**Level: 500
1.75 Technical Credit Hours
Certification: IACET, CBP, CSP**

CHEAP AND EASY GUERRILLA MARKETING TACTICS FOR HOT TUB DEALERS TO OUTSMART, OUTMARKET AND OUTPERFORM THE COMPETITION

**November 18, 2008
8:00 a.m.–9:45 a.m.**

Speaker: David Carleton, President, Spa Dealer Boot Camp
Find out:

- How to strategically target and own niche markets that you may not have known existed before
- Secret, vital marketing techniques (that cost you almost nothing) that can get prospects to call or visit your website or store
- Four ways to quickly "clone" your best and most loyal customers
- The ease and power of joint venture marketing
- Five ways to become the recognized spa expert in your town

**Level: 200
1.75 Business Credit Hours
Certifications: IACET, BLP, CBP**

Outdoor Room Boom: How to Design and Size Outdoor Rooms

8:00 a.m.–9:45 a.m.
Speaker: Scott Cohen
TU-05 Conference

EIGHT STEPS: HOW TO PROTECT YOUR COMPANY, YOUR EMPLOYEES AND YOUR CUSTOMERS FROM LITIGATION

**November 18, 2008
8:00 a.m.–9:45 a.m.**

Speaker: Steven Getzoff
Partner, Lester Schwab Katz & Dwyer
Find out:

- How to interpret, understand and comply with the Federal Pool and Spa Safety Act
- What state and local legislation has advanced or is likely as a result of the Federal Act
- How to understand and comply with voluntary ANSI/APSP industry standards
- How to utilize legislation and standards to increase sales and protect your business
- How to develop and maintain proper documentation to protect against future claims
- How to use safety as a point of sale
- How to make proper use of e-mails and other intra-company communication

Level: 200

1.75 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

EXECUTIVE ACADEMY: ALIGNING FOR RESULTS

**November 18, 2008
8:00 a.m.–9:45 a.m.**

Speaker: Rick Mortensen
Executive Director of Customer Care & Retail, Shasta Industries
Most organizations do not lack talent, knowledge or experience. What a business states the priorities are and what is actually being done is mandatory for the best results. "Aligning for Results" is about identifying this gap and re-aligning to achieve your desired results.

Level: 500

1.75 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

Recognizing and Controlling Recreational Water Illnesses:

Beyond the Basics

8:00 a.m.–9:45 a.m.

Speaker: Dr. Roy Vore

TU-07 Conference

MAKING GREEN GORGEOUS: HOW TO CREATE A "GREEN" STORE THAT LOOKS AND SELLS GREAT!

**November 18, 2008
8:00 a.m.–9:45 a.m.**

Speaker: Linda Cahan
President, Linda Cahan & Company
Find out:

- How to go green in affordable stages
- About interesting and eye-catching "green" display ideas
- About "green" lighting and signage
- About many affordable ideas for "green" store design and renovations
- How to add environmentally friendly design concepts to store image and advertising

Level: 200

1.75 Business Credit Hours

Certifications: IACET, BLP, CBP

INTERMEDIATE WATER CHEMISTRY

**November 18, 2008
8:00 a.m.–9:45 a.m.**

Speakers: Tom Metzbower,
Vice President of Sales, Taylor Technologies
Find out:

- How to identify the tests to use and interpret results for successful treatment by solving sample problems
- How to determine if the water problem is due to a chemical or physical problem
- How to outline an effective treatment plan if the problem is chemically related
- How to determine if further treatment is required

Level: 500

1.75 Technical Credit Hours

Certification: IACET, CBP, CSP

Fueling Change: Combating Rising Energy Costs in the Commercial Pool Industry

3:30 p.m.–5:00 p.m.

Speaker: Randy Mendioroz

TU-21 Conference

Salt Chlorine Generators:

The Next Level

3:30 p.m.–5:00 p.m.

Speaker: Sean Assam

TU-16 Conference

HOT WATER CHEMISTRY

**November 18, 2008
3:30 p.m.–5:00 p.m.**

Speaker: John Puetz
VP/Research & Development,
Advantis Technology
Find out:

- Why filtration is the critical first step
- How to practically manage water balance
- What controls work for stains
- How filters, chemistry and biological controls work together
- Why sanitizers are not algacides

Level: 200

1.50 Technical Credit Hours

Certifications: IACET, CSP, CBP

DECK DESIGN AND BUILD: ADD A DECK CONTRACTING DIVISION TO YOUR EXISTING BUSINESS FOR PROFIT

**November 18, 2008
3:30 p.m. - 5:00 p.m.**

Speaker: Bobby Parks
President, Peachtree Decks and Porches
Find out:

- How to utilize your existing organization and overhead for maximum profitability
- About decking products, materials, and pricing
- About how to market, sell and present deck designs to potential clients
- How to design for functionality and structural efficiency
- About current design trends

Level: 200

1.50 Technical Credit Hours

Certifications: IACET, CBP, CSP, AIA, ASLA

KEEPING YOUR CUSTOMERS LOYAL

**November 18, 2008
3:30 p.m.–5:00 p.m.**

Speaker: Allen Schnaak, Key Account Manager, BioGuard
Distributor Products Division
Find out:

- How to reach out to the right customers
- How to live up to customers' expectations
- The keys to delivering customer loyalty
- The lifetime value of a customer

Level: 300

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

SERVICE: A NECESSARY EVIL OR PROFIT MAKER?

**November 18, 2008
3:30 p.m.–5:00 p.m.**

Speaker: Mike Hajduk, President,
Callahan Roach Business Solutions
Find out:

- How to analyze your company's breakeven
- How to establish profit goals in service
- Three tools to market to your route and construction customers
- Why pool contractors should build service departments
- Why it is now more important to make money in service

Level: 200

1.50 Business Credit Hours

Certifications: BLP, CBP, IACET

EXECUTIVE ACADEMY: YOUR BUSINESS. YOUR LIFE. TAKING THE STRUGGLE OUT OF THIS BALANCING ACT

**November 18, 2008
3:30 p.m.–5:00 p.m.**

Speaker: Clay Nelson
Founder, Clay Nelson Life Balance
What if you could have time to actually have a life and maintain your business, even in the most trying of circumstances? You can! Finding a balance between your business and personal life is one of the greatest challenges you face. Yet the answer to creating balance is so simple. Learn how to integrate Taking Care of You (Balance), Commitment, Team and Leadership into all aspects of your life and business and take the struggle out of the Work-Life Balancing Act.

Level: 500

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA, APLD

Know the Rules: Using Residential Pool Standards on the Job!

3:30 p.m.–5:00 p.m.

Speaker: Stephen Toff

TU-20 Conference

HOW TO BE UNIQUE IN A CHALLENGING ECONOMY: CREATIVE, AFFORDABLE IDEAS FOR STORE DESIGN AND DISPLAY

November 18, 2008

3:30 p.m.–5:00 p.m.

Speaker: Linda Cahan
President, Linda Cahan & Company
Find out:

- How to use emotional and sensory merchandising to encourage sales
- How to make customers remember your store and come back for more
- The secrets to using retail color psychology in your store décor to influence your customers
- How to identify the prime focal areas and get good ideas to make them work for you
- The lowdown on using angles to influence customer flow and buying patterns

Level: 200

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP

HOW TO ATTRACT ALL THE FIRST TIME SPA BUYERS YOUR STORE CAN HANDLE

November 18, 2008

3:30 p.m.–5:00 p.m.

Speaker: David Carleton
President, Spa Dealer Boot Camp
Find out:

- Five ways to “insert yourself” in the prospect’s buying process
- Two of the most overlooked yet easy methods of becoming the dealer of choice
- The absolute best strategy to stand out from your competition
- How to create the best in-store experience for first time buyers
- How to get your prospects to know, like and trust you more than the competition

Level: 300

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP

POWERFUL SALES STRATEGIES: UNLOCK THE ROAD TO PROFIT EVEN IN AN UNCERTAIN ECONOMY

November 18, 2008

3:30 p.m.–5:00 PM

Speaker: Lew Akins, CBP, Certified Building Professional®, President, Ocean Quest Pools
Find out:

- How to differentiate yourself from your competitors
- Sell your customers what they really want
- Sell higher-end projects
- Avoid being a commodity

Level: 400

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP

NOVEMBER 19, 2008

EQUIPMENT TROUBLESHOOTING: FINDING AN ANSWER ON ANY SYSTEM

(Limited to 40 Attendees)

November 19, 2008

8:00 a.m.–11:00 a.m.

Speaker: Willie Wise
Manager/Technical Service, Spa Parts
Find out:

- About control basics, the three configurations
- Proper test steps for evaluating any issue
- About meter reading, understanding what this tool is telling you
- How to divide and conquer regardless of make or model
- About PCB/Topsides/Sensors—finding the problem

Level: 200

3.0 Technical Credit Hours

Certifications: IACET, CBP, CSP

Blue Water, Green Equipment

8:00 a.m.–9:15 a.m.

Speaker: Mike Lucas
WE-04 Conference

Include Landscape Lighting in Your Water Environment Projects

8:00 a.m.–11:00 a.m.

Speaker: Janet Lennox Moyer
WE-08 Conference

EXECUTIVE ACADEMY: MANAGING THE GAP

November 19, 2008

8:00 a.m.–11:00 a.m.

Speaker: Bill Wagner
President, Accord Management System
Managerial, entrepreneurial and leadership success is determined by one of two somewhat obtuse concepts. First is the relationship between one’s natural style of behavior and the behavioral requirements of the position. The more similar the relationship, the easier it is to drive results. The second is our ability to cognitively manage the GAP that exists between who we are and the requirements of the position. This is a fun, thought provoking, somewhat sarcastic, introspection, delving into the one element of our business that is the most difficult to manage—the people side. We have a pretty good handle on both the financial and technological aspects of our business. The challenge is getting the people side right. When we have the right people, with the right skills in the right position, everything else falls into place. In this presentation we learn how to objectively measure both our positions as well as our people. If you can’t measure it you can’t manage it. But wait there is more: Attendees will be invited to go online and complete two behavioral assessments. One will measure our positions and the second will measure us. It is the difference between these two measurements that provides us with a behavioral GAP. Manage the GAP and win!

Level: 500

3.0 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

An Introduction to Natural Looking Pond Design and Construction

8:00 a.m.–9:15 a.m.

Speakers: Anthony Archer-Wills, David Duensing
WE-06 Conference

Water in Architecture

8:00 a.m.–11:00 a.m.

Speaker: Helena Arahuete
WE-09 Conference

ATTRACTING AND WORKING WITH HIGH-END CLIENTS

November 19, 2008

8:00 a.m.–9:15 a.m.

Speakers: Brian Van Bower and Skip Phillips Co-Founders, Genesis 3 Design Group
Find out:

- Where to find high-end clients and how to successfully attract them to your company
- How to tap into their market
- How to dress for success and live the good life
- How to contract for design or construction
- How to communicate effectively
- How to gain recognition in the right media

Level: 300

1.25 Business Credit Hours

Certifications: IACET, BLP, CBP

How Builders and Contractors Can Stay Profitable in Tough Times

8:00 a.m.–9:15 a.m.

Speaker: Jeff Stokes
WE-05 Conference

Innovative Repair Techniques for Cracked and Leaking Swimming Pools

8:00 a.m.–11:00 a.m.

Speaker: Ron Lacher
WE-10 Conference

Clean and Green: A Look at Automated Cleaning From an Energy Efficient Perspective

9:30 a.m.–11:00 a.m.

Speakers: Rex Richard, Ray Cronise
WE-17 Conference

Energy Efficient Pumps, Hydraulics and Variable Frequency Drives

9:30 a.m.–11:00 a.m.

Speakers: Hugh Anfinson, Mike Fowler
WE-20 Conference

High-End Design and Build: The Backyard as the Ultimate Destination

9:30 a.m.–11:00 a.m.

Speaker: Bill Goddard
WE-19 Conference

How Builders and Contractors Can Get Top Dollar for Every Job

9:30 a.m.–11:00 a.m.

Speaker: Jeff Stokes
WE-18 Conference

SET A COURSE FOR SUCCESS: USE FINANCIAL INFORMATION TO MANAGE YOUR BUSINESS

November 19, 2008

8:00 a.m.–9:15 a.m.

Speaker: Linda Francis
President, Linda Leigh Francis, Inc.
Find out:

- The basics for owners and managers to understand financial information that is critical to the bottom line
- Understand the importance of your balance sheet and profit and loss statement
- How to determine how much you need to sell to cover overhead and profit
- How to make better decisions about what job to take and which to avoid

(Bring a Calculator)

Level: 200

1.25 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, APLD

IMPROVE YOUR SERVICE COMPANY'S CUSTOMER SERVICE PERFORMANCE!

November 19, 2008

8:00 a.m.–9:15 a.m.

Speaker: David Hawes
President, H & H Pool Service
Find out:

- How to set proper customer expectations
- How to incorporate simple changes to improve your company's customer service performance report card
- How to implement strategies for long term customer loyalty

Level: 200

1.25 Business Credit Hours

Certifications: IACET, BLP, CBP

INTERNET MARKETING STRATEGIES THAT CREATE RAPID FIRE SUCCESS, PART 1

November 19, 2008

8:00 a.m.–9:15 a.m.

Speaker: Debbie Allen
President, Allen & Associates
Find out how to:

- Implement powerful online marketing strategies that create proven results
- Add benefit rich headlines, testimonials and attention-grabbing text that will increase sales
- Improve the image and effectiveness of your website instantly
- Get your website listed higher on search engines and create more online exposure
- Use innovative and low-cost marketing tools to dramatically improve your website

Level: 300

1.25 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA, APLD

A WRITTEN BUSINESS PLAN: THE KEY TO GETTING WHAT YOU WANT IN TODAY'S MARKET

November 19, 2008

9:30 a.m.–11:00 a.m.

Speaker: Clay Nelson
Founder, Clay Nelson Life Balance
Find out:

- Why you need a written business plan to navigate today's market conditions
- What your business plan will provide in terms of communication, delegation, accountability and tracking
- The basics of what to include in your business plan and the questions you should be asking yourself now in order to create the results you want
- The critical business planning mistakes to avoid

Level: 200

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA, APLD

ORGANIZE YOUR SERVICE COMPANY FOR PROFIT AND SUCCESS

November 19, 2008

9:30 a.m.–11:00 a.m.

Speaker: David Hawes
President, H & H Pool Service
Find out:

- How to bring "passion" back to your business plan
- How to implement short term strategies to improve financial health
- About long term strategies for growth and survival
- How time management can improve profitability

Level: 200

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP

ADVANCED WATER CHEMISTRY

November 19, 2008

9:30 a.m.–11:00 a.m.

Speaker: Ellen Meyer
Sr. Associate Development Chemist,
Arch Chemicals, Inc.
Find out:

- What is needed to prevent disease transmission in pools and spas
- What is needed to ensure maximum performance from the sanitizer used
- About the water balance factors—LSI, pH, alkalinity, hardness, and temperature dissolved solids
- About other chemicals such as oxidizers used to keep the water clean
- About pool and spa water problems and solutions

Level: 500

1.50 Technical Credit Hours

Certifications: IACET, CSP, CBP

INTERNET MARKETING STRATEGIES THAT CREATE RAPID FIRE SUCCESS, PART 2

November 19, 2008

9:30 a.m.–11:00 a.m.

Speaker: Debbie Allen
President, Allen & Associates
Find out:

- How to dramatically improve your website on-site
- About effective websites with "show and tell"
- About online marketing support and consultation
- About attendee interaction and website evaluations

Level: 300

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP

HELP THEM GROW OR WATCH THEM GO: EMPLOYEE RETENTION STRATEGIES THAT REALLY WORK!

November 19, 2008

9:30 a.m.–11:00 a.m.

Speaker: Linda Francis
President, Linda Leigh Francis, Inc.
Find out:

- How to keep the employees you have without breaking the bank
- What motivates employees
- How to use incentive programs and more

Level: 200

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

NOVEMBER 20, 2008

HOT TUB SALES: 10 POWER QUESTIONS AND TECHNIQUES THAT WILL SKYROCKET YOUR CLOSING RATE

November 20, 2008

9:30 a.m.–11:00 a.m.

Speaker: Marcus Sheridan
Owner, River Pools & Spas
Find out how to:

- Quickly identify the need of every customer
- Establish who is in charge of the sales presentation
- Utilize questions that will make or break the sale
- Resolve customer concerns before they even start
- Qualify quickly and effectively

Level: 200

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP

Cementitious Pool Surfaces Myths and Facts

8:00 a.m.–11:00 a.m.

Speaker: Randy Dukes
TH-09 Conference

Design and Installation of Clear Panels in Pools and Watershapes

8:00 a.m.–9:15 a.m.

Speakers: Brett Raymer, Jason Jovaag
TH-07 Conference

Technical Applications of Water in Transit

8:00 a.m.–11:00 a.m.

Speakers: Brian Van Bower, Randy Beard, Skip Phillips
TH-08 Conference

HANDS-ON ELECTRONICS FOR SPAS

(Limited to 40 Attendees)
November 20, 2008
8:00 a.m.–11:00 a.m.

Speaker: Sophie Tremblay
 Technical Sales Manager,
 Gecko Electronics

Find out:

- What you need to know about electronics
- The major errors on electronic controls
- About flow error and high temperature and how to resolve these problems

Bring Your Voltmeter

Level: 400

3.0 Technical Credit Hours

Certifications: IACET, CSP, CBP

HOW TO SURVIVE YOUR EMPLOYEES, THE GOVERNMENT, THE ECONOMY AND THE WEATHER, PART 1

November 20, 2008

8:00 a.m.–9:15 a.m.

Speaker: Ted Hebert
 President, Teddy Bear Pools

Find out:

- How to survive in a down economy
- Tips for keeping employees motivated and productive
- How to sell pools and spas despite the weather
- Ways to keep the job fun
- How to succeed in pool and spa retailing—that means selling Christmas or billiards products because you want to, not because you have to

Level: 300

1.25 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

Integrating Eco-Friendly Pool Purification Systems

8:00 a.m.–9:15 a.m.

Speakers: Hal Johnson, Omer Eyal
 TH-04 Conference

Master Pool Sales: Get Inside Your Customer's Head

8:00 a.m.–9:15 a.m.

Speaker: Rex Richard
 TH-05 Conference

EXECUTIVE ACADEMY: LEADING YOUR ORGANIZATION WITH EMOTIONAL INTELLIGENCE

November 20, 2008

8:00 a.m.–11:00 a.m.

Speaker: Scott Livingston
 President, IntegratEl

Employees frustrating you?

Anxious about sales? Perplexed over customers? The Emotional Intelligence of the leader is the difference in organization performance, learn how to improve yours!

Level: 500

3.0 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

POOL, SPA AND PATIO RETAILERS: NEW PRODUCT LINES = NEW PROFIT LINE

November 20, 2008

8:00 a.m.–9:15 a.m.

Speaker: Norman Hamilton
 Publisher, Casual Living Magazine

Find out:

- What products consumers are looking to buy for their outdoor living spaces
- The results of extensive research conducted by Casual Living Magazine and HGTV on consumer buying habits
- How retailers should go about expanding their product offerings and why

Level: 200

1.25 Business Credit Hours

Certifications: IACET, BLP, CBP

Measuring for In-Ground Vinyl Liners

8:00 a.m.–9:15 a.m.

Speaker: Robert McEwen
 TH-06 Conference

National Pool Safety Legislation Passed – How Can Your Business Benefit

8:00 a.m.–9:15 a.m.

Speaker: Maureen Williams,
 Mary Downing
 TH-03 Conference

Commercial Filtration – Proper Selection and Sizing is the Key

9:30 a.m.–11:00 a.m.

Speaker: Sue Robach
 TH-18 Conference

PRACTICAL AND EASY FUEL AND OPERATIONAL SAVINGS STRATEGIES FOR TOUGH ECONOMIC TIMES

November 20, 2008

9:30 a.m.–11:00 a.m.

Speaker: Brian Carroll
 President, FleetBoss GPS

Find out:

- How to save on fuel using GPS technologies including MPG calculations and diagnostic tools
- About practical tips and strategies for pool and spa fleets “going green” including hybrid vehicles, equipment and maintenance that save substantial costs
- Real world data of before and after the integration of discussed strategies
- What your real savings will be by calculating these proposed changes for your business
- About operational savings strategies including reducing payroll, overtime, billing and job costing

Level: 500

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

UNLEASH THE POWER OF SOCIAL MARKETING

November 20, 2008

9:30 a.m.–11:00 a.m.

Speaker: Rex Richard
 President, Certified Building Professional®, Extreme Success LLC

Find out:

- Where the web is now and where it is going next
- Why your business is in danger now if you do not immediately respond to this new threat
- The reasons your “ad words” and “SEO” strategies are about to fail—if they haven’t already
- Be amazed by the power of exponential power and growth of “social networking”
- How to harness the secrets of the new “social marketing” strategy to capture your audience in ways never before possible

Level: 500

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

MAXIMIZE YOUR PROFITS BY TARGETING “GREEN” CONSUMER SEGMENTS

November 20, 2008

9:30 a.m.–11:00 a.m.

Speaker: Jeff Farlow
 Program Manager/Energy

Initiatives, Pentair Water Pool & Spa

Find out:

- Discover the market potential of “green” consumers
- How to sell to the different types of “green” consumers
- Why some consumers are willing to pay more for eco-friendly, efficient and reliable products
- How to increase your profit potential by differentiating with “green” products and services

Level: 100

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

HOW TO SURVIVE YOUR EMPLOYEES, THE GOVERNMENT, THE ECONOMY AND THE WEATHER, PART 2

November 20, 2008

9:30 a.m.–11:00 a.m.

Speaker: Ted Hebert
 President, Teddy Bear Pools

Find out:

- How to survive in a down economy
- Tips for keeping employees motivated and productive
- How to sell pools and spas despite the weather
- Ways to keep the job fun
- How to succeed in pool and spa retailing—that means selling Christmas or billiards products because you want to, not because you have to

Level: 300

1.50 Business Credit Hours

Certifications: IACET, BLP, CBP, AIA, ASLA

Design and Construction of Difficult Projects in Challenging Locations

9:30 a.m.–11:00 a.m.

Speaker: David Tisherman
 TH-19 Conference

Solutions for Suction Entrapment

9:30 a.m.–11:00 a.m.

Speakers: Ray Cronise, Steve Barnes
 TH-15 Conference

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GL-3



GL-4



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For more information contact us at:

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tel 800-258-SPAS (7727)

fax 281-575-0497

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www.sunbeltspas.com

SpaRetailer TRENDSETTERS

THESE COMPANIES ARE THE TRENDSETTERS OF THE INDUSTRY. INNOVATIVE AND CREATIVE, THEY CAN HELP MAKE YOUR HOT TUB RETAIL STORE BE AT ITS BEST. IF YOU'RE LOOKING FOR A BRAND TO CENTER YOUR BUSINESS AROUND OR SOMETHING NEW TO ADD TO YOUR PRODUCT LINE, THIS SHOULD BE THE FIRST PLACE YOU LOOK.

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ADVANTIS TECHNOLOGIES

BOOTH E-677



Advantis Technologies has been a leader in spa water care technology for more than 30 years. We've used these years of experience to develop three unique spa product lines to allow retailers to choose which brand best suits their needs. Whether you're looking for individual products or complete spa care kits in chlorine, bromine, biguanide or low-chlorine options, Advantis has a solution for you. Leisure Time, America's premier name in spa water care, includes a full line of spa products and features Simple Spa Care®, an easy-to-follow maintenance program that gives spa owners more time to spend in their spas because it takes less time to maintain them! Robarb Spa Specialties features a full line of spa products in unique color-coded packaging to clearly define each product category for quick and easy consumer reference and GLB Rendezvous includes several spa care kit options to make spa care even more convenient.

Advantis Technologies
1400 Bluegrass Lakes Parkway
Alpharetta, GA 30004
800-445-2059
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ARCH CHEMICALS

BOOTH W-2433



The BAQUASpa® System has a new look! See how easy luxury can be! For nearly 20 years, the BaquaSpa system has provided effective protection against bacteria to promote a relaxing spa experience. Now your consumers will see the benefits of the BaquaSpa system even more clearly with its's new premium look! This new packaging was developed through extensive consumer-driven research and valued opinions from BaquaSpa dealers. The BaquaSpa system's new look is designed to further entrench the brand's leadership position in the industry and improve loyalty among spa consumers. With its 1-2-3 step system, the BaquaSpa system continues to be easy to recommend to your customers. This contemporary packaging instantly communicates the product's premium quality which results in premium profits for you! Visit us at Booth #2433 for further details!

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ARCTIC SPAS

BOOTH W-3167



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BAJA SPAS offers four quality lines of portable spas with many exclusive features and four price levels. The SPORTUB™ series: our affordable portable spa; an excellent alternative to mass merchandised spas. The SPORTUB XST™ series: our mid-range portable spa; a variety of therapeutic jets, RIBS™ (Relief In Back System), powerful 2-speed pump and circulation pump, and Weather-Wrap insulation system. The PERFORMANCE XST™ series: stainless steel jets, TurboStream™ frontal body jet, RIBS™ (Relief In Back System), WeatherWrap™ insulation system, lighted waterfall grab rails and the KleenH2O™ self-cleaning system with circulation pump. The WHITEWATER XST™ series: two powerful 2-speed pumps, TurboStream™ frontal jets, WeatherWrap™ insulation system, power seats with adjustable/whirling stainless steel jets throughout and the KleenH2O™ self-cleaning system with circulation pump. BAJA is pleased to introduce our two newest and largest hot tubs (91" x 91"). The WWXS 1077 and WWXS 1078 have 61-64 powerful, stainless steel jets and more accommodating seating. Plants located in Salisbury, NC (east) and Tucson, AZ (west). Marketing programs: SpaRetailer consumer leads at HOTTUBS.COM, showroom point-of-purchase materials, literature, videos, in-store sales education, co-op ad, sales events and floor planning.

Baja Spas
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Tucson, AZ 85705
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SpaRetailer
TRENDSETTERS

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BOOTH L-2721



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- 4- **Bullet-Proof Spa Quality-** Behind the cabinet, Bullfrog is as advanced as any spa in the industry. Precise fit of the custom structure assures that the Bullfrog Spa is built to the highest standards every time.

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CAL SPAS

BOOTH W-2711



As the #1 Global Manufacturer of Home Resort Products, Cal Spas offers an exclusive full line-up of wellness lifestyle products including spas, barbecue islands, fireplaces, firepits, gazebos, villas and saunas. These outdoor Home Resort products are showcased worldwide through an expanding network of elite dealers. Cal Spas authorized dealers benefit from a brand that is trusted around the world, products that are in demand and a dedicated customer service team. The company manufactures products in 5 days or less to keep cash flow in your business – not tied up in inventory! And with the industry's largest selection of outdoor living products, Cal Spas covers every price point to satisfy every budget and is the one stop shop for easy ordering and shipping. Exclusive consumer outreach programs are also available for business growth. A robust dealer services website provides downloadable tools and enables order tracking 24/7. Product videos and breaking press coverage are online at CALSPAS.COM/VIDEOS. Call today or visit Cal Spas at IPSPE Booth W-2711 to learn about the 2009 floor setting program and sign up to be a dealer.

Cal Spas
1462 E. Ninth St.
Pomona, CA 91766
CALSPAS.COM



CALDERA SPAS

CALDERASPAS.COM



Powerful Partnerships

Since 1976, Caldera® has been one of the world's most trusted spa brands. Recognized for product quality and performance, Caldera Spas is building powerful retail partnerships outpacing all others in the spa industry. Our culture, values and vision are fundamental to our continued growth. At Caldera Spas, we believe that even the most experienced retailers can benefit by partnering with an effective support team. With Caldera you can rely on a team of dedicated professionals committed day-in and day-out to building your success. You will experience unmatched responsiveness and dedicated customer service. You will thrive on highly-effective sales and marketing programs and benefit from world class retail sales training. Caldera Spas' comprehensive offering, combined with our well-earned reputation for delivering on our promises, make Caldera your best opportunity for long-term success. We invite you to learn more. Call our toll-free number or visit our Web site to get started.

Caldera Spas
1280 Park Center Drive
Vista, CA 92081
800-669-1881
CALDERAPROMISES.COM



CLEARWATER SPAS

BOOTH E-665



Our spas are among the most energy efficient in the world.

e smart
TECHNOLOGY

Quality, energy
efficient spas
WITH E-SMART TECHNOLOGY

Providing a greener spa. Clearwater Spas is strongly committed to protecting the health of our environment and manufacturing energy efficient hot tubs that help to conserve our natural resources.

E-Smart Technology. The 'e' in our e-smart technology symbol stands for energy efficiencies, engineering and environment. These three main areas are where we pay special attention and focus our manufacturing mission on being responsible to our environment. Clearwater Spas are made with 'e-smart technology' built into every hot tub to provide a complete energy efficient system. From the initial engineering design stage through our manufacturing, recycling and product usage, we have set a high standard to keep our hot tubs environmentally sound.

Recycling. Clearwater Spas takes pride in using 100% recycled ABS to fabricate our Dura Floors on all of our spas. We also recycle 100% of our wood, plastic and cardboard waste.

Clearwater Spas
18800 Woodinville-
Snohomish Road
P.O. Box 2140
Woodinville, WA 98072
800-791-1190
CLEARWATERSPAS.COM

Clearwater Spas

SpaRetailer
TRENDSETTERS

CONFER PLASTICS, INC.

BOOTH E-553



Confer Plastics is a 35 year old company based in North Tonawanda, NY, that specializes in plastic products for the swimming pool, and home spa and backyard industry. We offer one of the largest selections of after-market items for the spa owner, which we call our "Leisure Accents" line. These items include many styles of spa steps, bars, barstools, and spa placement pads, all designed to enhance the backyard spa setting. The all-plastic construction of the products translates to long-life and durability. All items, except the spa pads, are offered in at least four colors to complement any spa. Our line also includes patio tables and benches for use just about anywhere including the garden, backyard or patio. All products feature easy, snap-together assembly without hardware. Dress up your spa, your patio, or your backyard with Leisure Accents products by Confer Plastics.

Confer Plastics, Inc.
97 Witmer Road
N. Tonawanda, NY
14120
866-396-2968
CONFERPLASTICS.COM



SpaRetailer
TRENDSSETTERS

COVER VALET

BOOTH W-2245



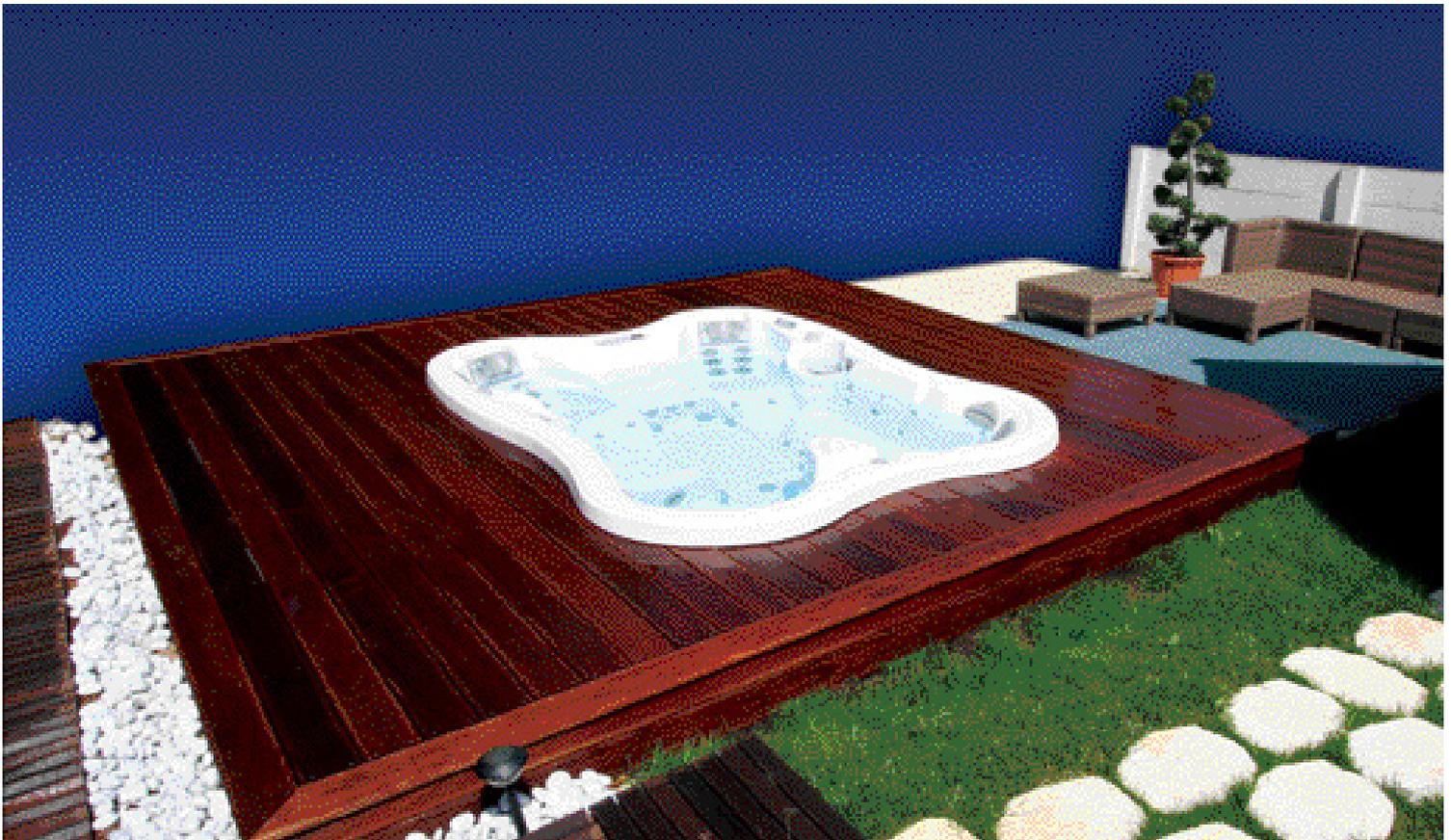
Long Beach, California based Cover Valet is the manufacturer of a full line of spa side accessories available to spa dealers and distributors throughout North America, Europe, and Australia. We invite you to stop by our booth at the upcoming International Pool & Spa Expo in Las Vegas from November 18-20 at the Mandalay Bay Convention Center. This will be your opportunity to check out the entire line of Cover Valet accessory products and speak to our representatives who will answer any questions that you may have. All dealers and distributors who stop by the booth and see us will also be eligible to receive the show special discount that will only be offered during the show. Whether you are a new dealer or a seasoned distributor, we pride ourselves in offering the same outstanding service to all of our customers. We look forward to meeting your needs and exceeding your expectations. See you in Vegas!

Cover Valet
1621 E. Spring St.
Long Beach, CA 90806
800-730-7727
COVERVALET.COM

COVERVALET™
 THE CONSUMERS' CHOICE.

DIMENSION ONE SPAS

D1SPAS.COM



Dimension One Spas® was founded by Bob and Linda Hallam in 1977 and has grown to become one of the world's leading manufacturers of hot tubs and Aquatic Fitness Systems. The company was first established as a chain of retail hot tub stores. But because Bob and wife Linda received requests from their retail customers that were not being fulfilled by hot tub makers at the time, they refocused the company into manufacturing.

In less than 10 years the company established itself as a major industry player, necessitating the construction of an advanced 135,000 sq. ft. manufacturing plant and corporate headquarters. Always at the forefront of spa industry innovation, D1's products are uniquely different.

Dimension One® products are sold around the world and in 2007 D1 was awarded the Silver Medal Shingo Prize, becoming the world's first and only hot tub manufacturer to receive the distinguished award. D1's hot tubs have also achieved the Spasearch Buyer Guide's highest "Certified" rating since its inception in 2006.

Dimension One Spas
2611 Business Park Drive
VISTA, CA 92081
760-727-7727
d1spas.com



DREAM MAKER SPAS

BOOTH E-1065



Dream Maker Spas is the world's largest manufacturer of rotationally molded spas in the world. Dream Maker's affordable line of spas is changing the industry by allowing new customers a chance to own a spa and "live the dream." Dream Maker's goal is to make an affordable, portable spa that gives all the dealers a high profit margin, while competing with the mass merchandisers. The most successful dealers in the country have already realized that by advertising a spa that the consumer can literally pick up, take home, and plug in a 110 volt outlet for only \$1999 will help increase spa traffic and overall spa sales without taking away from your high end acrylic sales.

Dream Maker Spas now offers 11 unique spa models ranging from \$1999 - \$4599 with 3 colors and many after market margin making accessories. Please stop by Dream Maker Spas largest ever spa booth, E-1065, at the Pool and Spa Show in Las Vegas to inquire about how Dream Maker Spas has actually increased sales during the last two years while most spa manufacturers have trended down. For additional information concerning the Dream Maker Spa line call 888-768-6772.

Dream Maker Spas
2452 Lake Emma Road
Lake Mary, FL 32746
888-768-6772
DREAMMAKERSPAS.COM

DreamMaker SPAS
Live the dream

EMERALD SPA

EMERALDSPA.COM



There's nothing like relaxing in a luxurious Emerald spa to make a person feel special. But at Emerald Spas, we don't just cater to spa buyers. We also take really good care of our dealers. We start by delivering beautiful, high-quality spas – loaded with all the features consumers want and backed by the reliable service they demand. Then we bring motivated buyers into the showroom with eye-catching advertising and promotions that really sell the Emerald Spa experience. But it's our industry-leading support programs that empower dealers to reach their business goals. Emerald Spas dealers have access to on-site training, ongoing showroom support, a dedicated customer service representative, plus compelling point-of-sale materials that help convert shoppers into buyers. Qualified dealers are rewarded for their commitment to the Emerald Spas brand with valuable opportunities like our Co-op Freight Program that drives up margins, reduces freight-in costs, and accelerates dealer profitability. If you're ready to be appreciated, join Emerald Spas' select network of dealer-partners who demonstrate excellence, strive to exceed expectations, and get rewarded for their efforts.

Emerald Spa Corporation
4150 East Paris Ave.
Kentwood, MI 49512
800.766.7727
EMERALDSPA.COM



GAS TRAFFIC SOLUTIONS

BOOTH E-707



Need store traffic? Learn about our innovative and timely program using FREE GAS or GROCERY certificates designed exclusively for the hot tub and swimming pool industry. A retailer pays approximately \$12-\$20 for a personalized voucher that the customer can redeem for up to \$500 in FREE GAS or GROCERIES at a local retailer of their choice. No joke. This is a proven loyalty program with over four years of success. You can use this phenomenal promotional tool to generate store traffic, wet tests, appointments, improve customer loyalty, increase referral marketing, etc. The possibilities are endless.

Learn how hundreds of retailers such as spa, pool, furniture, appliance and other retail stores have used FREE GAS and GROCERY certificates to expand their customer base and profitability. Learn firsthand how several open-minded retailers INCREASED SALES using this unique marketing program.

Hot Tub Success Story: A spa dealership ordered 100 gas certificates to use as an incentive to get customers to "Wet Test" their spas at a local home & garden show. They sold SIX spas and one swim spa in five hours using the promotion!

Gas Traffic Solutions
20701 N. Scottsdale Road
Suite 107-475
Scottsdale, AZ 85255
866-387-6129
GASTRAFFIC.COM



SpaRetailer
TRENDSETTERS

GREAT LAKES SPAS

LIFEISGREATLAKES.COM



As one of the early pioneers in the portable hot tub industry, Great Lakes Spas has worked tirelessly over the past three decades to set and surpass the highest standards for design, performance, quality, and value. Our cool-looking spas are consumer-focused and value-driven – well built, low-maintenance, and unique to the industry. And our Spa Designer option, which allows spa buyers to customize a spa to suit their lifestyles, is a distinct competitive advantage. But we also demand the exceptional when it comes to supporting our growing network of select dealers. We provide a dedicated Dealer Services Team for responsive sales and service assistance, plus a full complement of strong marketing and merchandising programs – all designed to enable Great Lakes Spas dealers to build and sustain a profitable business. But we also go above and beyond by offering some of the best margins in the business. With dealer programs offering gross margins as high as 40% on specific products, Great Lakes Spas dealers can always count on us to help multiply their profit opportunities.

Great Lakes Spas
4150 E. Paris Ave.
Kentwood, MI 49512
800.766.7727
LIFEISGREATLAKES.COM



SpaRetailer
TRENDSETTERS

JACUZZI

BOOTH E-877



Are you looking for an edge in hot tub sales? Consider making the switch to Jacuzzi, the legendary brand that helped to launch an entire industry. Today's sophisticated consumers look for products that captivate their attention and motivate their purchase decision. Jacuzzi delivers. The visually and technically distinctive J-400 Collection of hot tubs captivates all senses and allows users to experience luxury in a new form. Engineered to relax and revitalize, the J-400 Collection features a variety of soothing and tension-relieving patented jets, adjustable pillows and a wide array of programmable lighting options. The upgraded AquaSound™ stereo system with Docking Station made for iPod® and auxiliary MP3 jack delivers plug and play entertainment to any social gathering. Jacuzzi offers you and your customers exceptional quality with products manufactured in a highly prestigious ISO 9001:2000 environment. Then, our sales, training, customer service, technical, marketing and retail planning departments help you stay focused on what you do best, selling hot tubs. For information on how you can join the Jacuzzi family as a dealer, please give us a call at 1-866-234-7727 ext. 2123.

Jacuzzi
14525 Monte Vista Ave.
Chino, CA 91710
866-234-7727
JACUZZIHOTTUBS.COM



KING TECHNOLOGY

BOOTH E-1165



Spa Frog is mineral spa care that reduces chlorine or bromine use up to 50% which makes the water feel softer and look clearer. FROG minerals are EPA registered to destroy bacteria while helping to keep pH in a safe range with less monitoring. That means less work for the spa owner and more time for fun and relaxation. There are three Spa Frog options. Several quality spa manufacturers are installing the built in Spa Frog In-Line System on their spas for the greatest ease and convenience. This adds consumer appeal that helps sell more spas.

The Spa Frog Floating System works on any spa with a floating holder that the mineral and bromine cartridges snap into. Spa Frog's patented mineral formula is the only one that can be used with bromine which is more effective in hot water environments. Spa Frog also has a mineral product that fits inside a filter cartridge. No matter which Spa Frog you sell, each generates repeat sales of replacement cartridges that help strengthen your after market business by retaining satisfied customers for life.

King Technology, Inc.
530 11th Ave. S.
Hopkins, MN 55343
800-222-0169
KINGTECHNOLOGY.COM



L.A. SPAS

BOOTH E-577



Founded in Anaheim, California in 1976, L.A. Spas has consistently provided ultimate "Adventures in Hydrotherapy" by offering portable spas, spa covers, and gazebos that combine consistent performance, quality, and innovation. Combined with comprehensive customer care and dealer support, L.A. Spas is THE choice in the portable spa and gazebo marketplace. This year, from booth E-577, L.A. Spas will be displaying the BEST OF OUR BEST with 6 of our 10 products displayed being BRAND NEW to the marketplace. Headlining our display this year is our BRAND NEW SWIM SPA featuring an industry-leading design. Not to be overshadowed are our new 8 foot spa, 7 foot spa, corner spa, entry-level round spa, and a newly designed louvered gazebo to appropriately frame and showcase our spas. Please stop by booth E-577 to begin YOUR "Adventure in Hydrotherapy." Our professional L.A. Spas Team will be honored to show you why L.A. Spas should be YOUR selection in the portable hot tub industry!

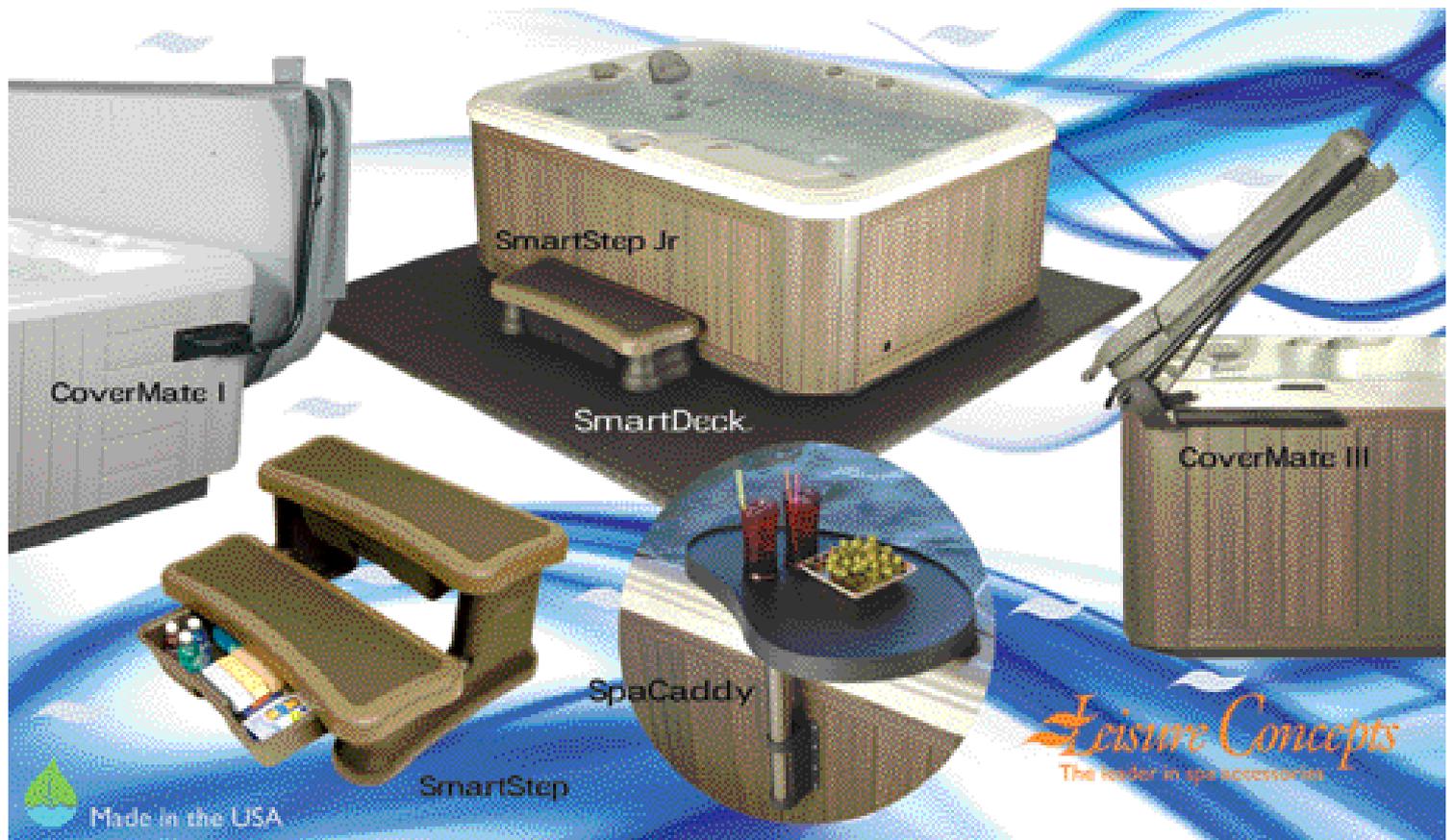
L.A. Spas
1311 N. Blue Gum St.
Anaheim, CA 92806
714-630-1150
LASPAS.COM



SpaRetailer
TRENDSETTERS

LEISURE CONCEPTS

BOOTH W-2933



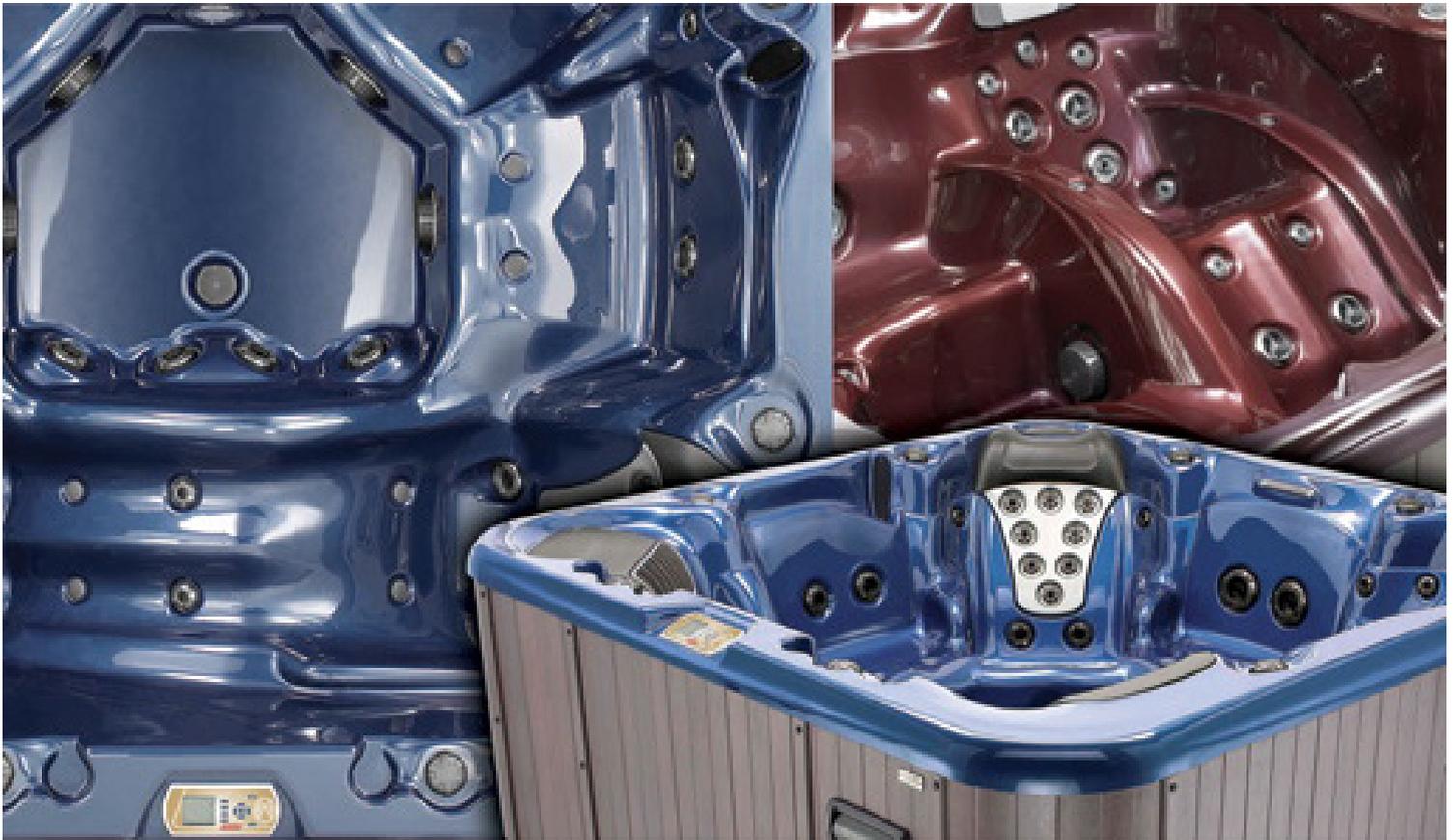
Visit Leisure Concepts at the 2008 International Pool & Spa Expo, booth #W-2933. Every year Leisure Concepts has something new and this year will be no different, as we will introduce multiple new products. We will also unveil our brand new 50'x70' trade show booth. In a time when the spa industry faces many difficult challenges, come see how we are moving sales forward. If you are looking for additional ways to generate profit, we have the products and ideas to make that happen. Our new Spa Accessory Sales Center is a must see and the best profit generating display available. If you haven't seen or tried our new SmartDeck, be sure to check out the most innovative spa patio solution on the market. Our entire line of quality spa accessories will be on display with special show pricing. All of our green friendly products are manufactured in the United States with the highest quality materials for years of trouble free service. Visit our new website to get more familiar with our products and company at LEISURECONCEPTS.COM. See you in Las Vegas!

Leisure Concepts
5342 N. Florida St.
Spokane, WA 99217
800-469-2428
LEISURECONCEPTS.COM

Leisure Concepts
The leader in spa accessories

LIVING WATER PRODUCTS

BOOTH E-852



Introducing the Power Brands Collection:

La-Z-Boy Spas, Coleman Premium Hot Tubs, and Living Water Hot Tubs

Living Water Products has assembled a team of industry-leading sales and marketing professionals to create a world class Power Branding for Profit dealer program. Our existing La-Z-Boy Spas line partnered with the recent additions of Coleman Premium Hot Tubs and Living Water Hot Tubs will offer independent retailers in the industry the one and only Power Brands Collection. We invite you to visit us at the IPSPE show in Las Vegas where you can view the Power Brands Collection of Hot Tubs for 2009, all of which include significant advancements in technology and aesthetics. With strong products, programs, and independent dealers like you, our partnership will be the most successful force within the industry. We are signing on many new dealers and are excited to share our highly-successful, 6-part proprietary Dealer Development System with you. For further details on how Living Water Products can increase your sales and profits now, please contact Sandra Higgins at (727) 490-5363 or by e-mail shiggins@livingwaterproducts.com.

Living Water Products
11620 54th St. N.
Clearwater, FL 33760
727-490-5363
LIVINGWATERPRODUCTS.COM



SpaRetailer
TRENDSETTERS

LUCITE ACRYLICS

BOOTH W-3367



A new color finish has been added to Lucite's wide range of cast acrylic spa surface colors and finishes. Highlighting the company's display at the International Pool, Spa and Patio Expo will be Lucite's new Velour Lustre Granite™ cast acrylic spa sheet. As in all of Lucite® cast acrylic spa surfaces, Microban® antimicrobial protection has been permanently incorporated into the Velour Lustre Granite™ cast acrylic to inhibit the growth of bacteria that causes odor, stains and product degradation. In addition, the company will be displaying other Lucite® cast acrylic spa sheets and dealer support materials.

Lucite® Acrylics
Goodlett Farms Parkway
Cordova, TN 38016.
901-381-2000
LUCITE.COM

LUCITE®
The source of inspiration

SpaRetailer
TRENDSETTERS

MARQUIS SPAS

BOOTH E-377



Come see the "Show"!

Check your 'same-old' at the door and put this Marquis on your floor. Get a glimpse of your future with Marquis Spas®' newest winner: the Show™. Marquis is back on the leading edge with a new model that will light you up, rock you out and 'Show' you the way to a standing ovation in hot tub sales performance! As a hot tub dealer, has there ever been a better year for a change you can believe in? This trusted brand is a hot tub change you can rely on. Visit Marquis booth #E-377 and see the excitement in our breakout lineup for '09; SpaBoutique® spa accessories; monthly dealer in-store programs; the 'Road to Rejuvenation' off-site event rig; and a team of employee-owners that make being a part of Team Marquis something special.

Marquis Spas® and Marquis Dealers...making hot tub business fine in '09...it's Show time!

Marquis Spas
596 Hoffman Road
Independence, OR 97351
800-275-0888
MARQUISSPAS.COM


MARQUIS SPAS.

SpaRetailer
TRENDSETTERS

MASTER SPAS

BOOTH W-4879



H2X Premium Line of Swim and Fitness Spas

Relaxation. Therapy. Fitness. These are all found in the H2X premium line of swim, exercise, and fitness spas. So why leave your home when you can swim, exercise, and relax in your own backyard all year round. Featuring the revolutionary Exerswim XP propulsion system, the H2X delivers the purest current of any other swim spa available. But don't take our word for it; The H2X has just been voted the winner of the 2008 Take the Swim Spa Challenge decided by real competitive swimmers. The CrossTrainer and new CrossTrainer2 also feature additional exercise possibilities like rowing, running, and Poolates all done in a warm aquatic environment that puts less strain on joints and muscles. Whether you're training for an Iron Man Competition, rehabbing an injury, or just trying to live a healthier lifestyle...there's an H2X for you.

Live Life Better with an H2X!

Master Spas
6927 Lincoln Parkway
Fort Wayne, IN 46804
260-436-9100
H2XSWIMSPA.COM
MASTERSPAS.COM

MASTER SPAS® 
The Ultimate Relaxation Machine.™

SpaRetailer
TRENDSETTERS

PDC SPAS

PDCSPAS.COM



With over 50 years of expertise, PDC Spas® continues leading the industry in innovation and product quality. Only high end durable products are used in making each hot tub ensuring the longest lasting purchase possible. Top of the line TemperLok™ insulation in each of the 18 hot tub models offers unsurpassed energy efficiency. The EverLite ozone indicator, unique Oasis WaterFlow™, SunLounger™, and AdvantagePak™ separate PDC Spas® from the competition. Add the 35 year warranty, factory-direct customer support, event sales support, and in-depth marketing programs, and you have a line of spas that are built to withstand the most demanding of markets.

PDC Spas
75 Palmer Industrial Road
Williamsport, PA 17701
800-451-1420
PDCSPAS.COM



ACCULOK HOT TUB COVERS

ACCULOKHOTTUBCOVERS.COM



Finally a cover that does not absorb water and keeps the heat in; weight no more, AccuLok™ hot tub covers are here! The patent pending breakthrough offers 400% more efficiency at resisting water absorption than other standard covers on the market. The unique AccuLok™ seamless design significantly reduces heat escaping through the seams, hinge, or side panels; saving consumer energy costs. Finally, retailers can offer the product consumers have demanded. With AccuLok, retailers can meet the market with a better product at bigger profits.

AccuLok Hot Tub Covers
75 Palmer Industrial Road
Williamsport, PA 17701
888-666-4011
ACCULOKHOTTUBCOVERS.COM



SpaRetailer
TRENDSETTERS

RAYNER COVERING SYSTEMS

BOOTH W-3379



Rayner Pool Covering Systems Inc. introduces a new line of spa covers featuring a selection of Sunbrella outdoor fabrics and made with 2-pound foam. Rayner also offers the Premier 2-pound foam and Economy 1-pound foam series, available in 30-ounce, marine-grade vinyl and is offered in 12 colors. Each cover is wrapped in a 6-mil, poly-vapor barrier and is backed by a five-year warranty.

Rayner Covering Systems
665 Schneider Drive
South Elgin, IL 60177
800-648-0757
RAYNERCOVERING.COM



SpaRetailer
TRENDSETTERS

SPAACCESSORIES

BOOTH W-3967

Stop by our booth to receive your full line catalog and

FREE MASSAGE!!



SPAcessories is pleased to be displaying our Spa and Hot Tub Necessities in booth #3867, which will include samplings of our products, information and SHOW special promotions. Since 1979, the industry professionals at **SPAcessories** have been marketing the highest quality and widest selection of Spa & Hot Tub accessories. Many of our products are designed and recognized under the **SPAcessories** brand name. We market worldwide and offer very competitive prices on cover lifts, synthetic steps with full lines of fragrances, rails, tables, caddies, umbrellas, LEDs, chemicals, maintenance equipment and much more. **SPAcessories** is truly a one stop shopping experience. Because of our inventory levels and shipping volumes, we are able to provide competitive volume pricing and shipping programs. Our customer service team will be there to help with courteous, prompt and friendly service. We hope you will stop by for further information and pick up a full line catalog.

SPAcessories
6848 S. Airport Road
West Jordan, UT 84084
888-SPA-LIFT
888SPALIFT.COM

SPAcessories

SPA TOTER

BOOTH W-2421



“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
- Makes Your Showroom Portable
- Attractive Styling
- Minimum Hassle
- Extend Market Boundaries
- Generous Room – up to 10 Spas
- Highly Noticeable
- Prominent Advertising

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



SpaRetailer
TRENDSETTERS

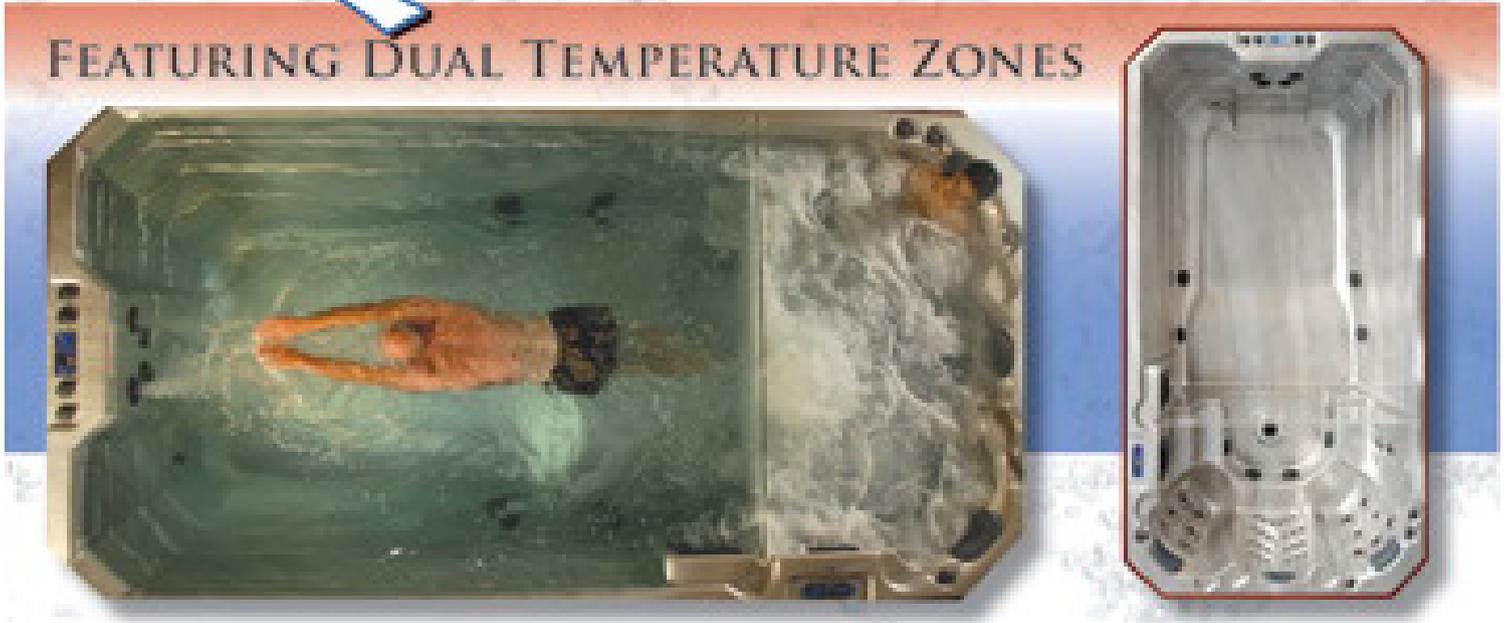
SUNBELT SPAS

BOOTH W-3055

PROUDLY INTRODUCES

THE NEW QX4 SWIM SPA

FEATURING DUAL TEMPERATURE ZONES



Two different Temperature Settings:

1 For The Swim Side and 1 For The Relaxing Side

Sunbelt Spas has created another innovative product that demonstrates our versatile line of industry leading products. The QX4 Swim Spa is really three spas in one...a powerful 4 jet Waterway swimming and work out machine and a 48 Hydro-Jet 5 seat Therapy Spa complete with the exclusive Sunbelt Wave Machine™. These two zones are separated by a clear removable wall that allows both zones to be used at the same time. Each zone is complete with its own perfect temperature and water jet settings. Remove the wall and this spa is converted into the perfect family spa that is so big you can even invite the neighbors.

Sunbelt Spas
8500 Highway 6 S.
Houston, TX 77083
800-258-SPAS(7727)
SUNBELTSPAS.COM



SpaRetailer
TRENDSETTERS

VIKING SPAS

BOOTH E-1317



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 Spas, Inc.
2725 Prairie St. SW.
Wyoming MI 49519
888 254 9736
VIKINGSPAS.COM



WATERWAY PLASTICS

BOOTH W-3145



Waterway Plastics entered the spa business in 1973 with one single injection-molding machine. Over the years, Waterway grew by providing the technology, manufacturing and innovation to lead the way in jet design, fittings and more. What makes Waterway able to thrive in the marketplace is a solid commitment to design and manufacturing "under one roof" right here in America. All CAD/CAM design and machine tooling is done by Waterway engineers and technicians using proven software technology and American-made CNC machine centers and lathes. Research and development is rigorously conducted before manufacturing and assembly commences. With strict quality control for performance and durability, Waterway products are certified and registered under UL, ASME/ANSI, NSF, CSA and other US and world standards organizations. Waterway continues to lead the way in developing quality, durable and dependable pool, spa and bath equipment products. Buyers, specifiers and manufacturers can now turn to Waterway for hose and tubing with the new Shurflex™ brand. Shurflex products are also manufactured in our 460,000 square foot Oxnard, California facility while adhering to the same strict standards and practices Waterway has committed to following for over 35 years.

Waterway Plastics
2200 E. Sturgis Road
Oxnard, California 93030
805-981-0262
WATERWAYPLASTICS.COM



SpaRetailer
TRENDSETTERS

EZ PADS, INC.



BOOTH E-1130

The "New" EZ Pad spa pad provides a solid level foundation for spa/hot tub installations. It is a convenient, inexpensive and proven alternative to pouring concrete. The EZ Pad is an innovative selling tool. Savvy Retailers find it helps overcome objections such as: "We're not ready yet" or "We have to pour the cement pad,"... "build a deck,"... "hire a contractor"... "get a permit"... "wait until the weather clears."

Exclusive advantages include:

- Screw-in connectors
- Just 4 modules for 8'x8'
- Expandable sizes 8'x12', 8'x16', 12'x12'
- Factory Direct Pricing
- Lifetime Guarantee

EZ Pads, Inc.
1485 Poinsettia Ave.
Suite 106
Vista, CA 92081
1866-397-2370
EZPADS.COM



FREEFLOW SPAS



BOOTH E-1153

The Perfect Choice

Independent research has concluded that a majority of consumers expect to pay less than \$4500 for a hot tub. Most major manufacturers neglect this price sensitive market by offering inferior product or ignoring it entirely. Freeflow offers ten different spas, priced to sell under \$4499 designed to perfectly complement your main brand. All Freeflow spas utilize ECOflow, our ultra efficient energy management system that conforms to the strict California Energy Commission regulations for energy consumption in hot tubs.

Freeflow Spas
1735 S. Baker Ave.
Ontario, CA 91761
1.888.961.7727
FREEFLOWSPAS.COM



SpaRetailer
TRENDSETTERS

HORIZON SPA & POOL PARTS, INC.

BOOTH W-3557



The best way to order Spa & Pool Parts keeps getting better! The dedication and care we have provided our customers over the years continues with more resources and tools than ever before. We are confident that with Horizon you will find exactly what you need!

**Horizon Spa & Pool
Parts, Inc.**
3120 E. Medina Road
Tucson, AZ 85756
800-874-7727
HORIZONPARTS.NET



HOT TUB HAULER

BOOTH E-178



Dealers wanted a choice when it came to a hot tub delivery trailer. Well, IT IS HERE! The Hot Tub Hauler does what any trailer should do. It delivers hot tubs! But, there are a few key differences that you won't want to ever go without. How about LED lights that are out of harms way? What about aluminum? It will never rust or require maintenance! Finally, the Slick Mover! Once you use it, you will LOVE IT!

Hot Tub Hauler, LLC
P.O. Box 994
Merrimack, NH 03054
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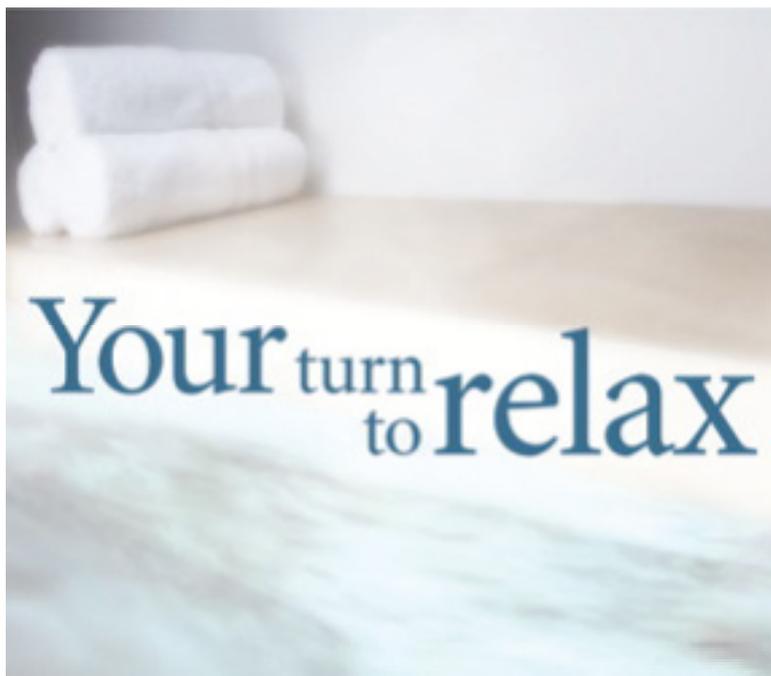
- Sex On The Beach – No Explanation Needed
- Strawberries N' Champagne – Romance
- Margarita – Happy Hour
- Love Potion Number Nine – Seduction

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Distribution Finance

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"You can't make **money**
in a poor economy"
was an **idiot.**



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Booth E-707

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Need store traffic? Why not offer your customers FREE GAS certificates designed exclusively for the hot tub and swimming pool industry.

A retailer pays \$10-\$15 for a personalized voucher that the customer can redeem for up to \$500 in FREE GAS at a local retailer of their choice. Use this phenomenal sales tool to generate store traffic, wet tests, appointments, referrals, improve customer loyalty, reward employees, etc. The possibilities are endless.

Learn how hundreds of retailers including spa, pool, furniture, appliance and others have used FREE GAS certificates to expand their customer base and profitability. Call today to learn firsthand how pool and spa retailers INCREASED SALES using this unique marketing program.

Dealer Inquiries: 1.877.648.7547 **GasTraffic.com**



Looking for an article? We have provided a detailed index of all stories that have previously appeared in *SpaRetailer*. These stories are also available at SPARETAILER.COM. Stories are color-coded based on the following criteria:

■ **STOREFRONT** ■ **MARKETING** ■ **OPERATIONS** ■ **RESEARCH** ■ **EXAMPLE:** Article Topic/Issue/Page Number/Section Code

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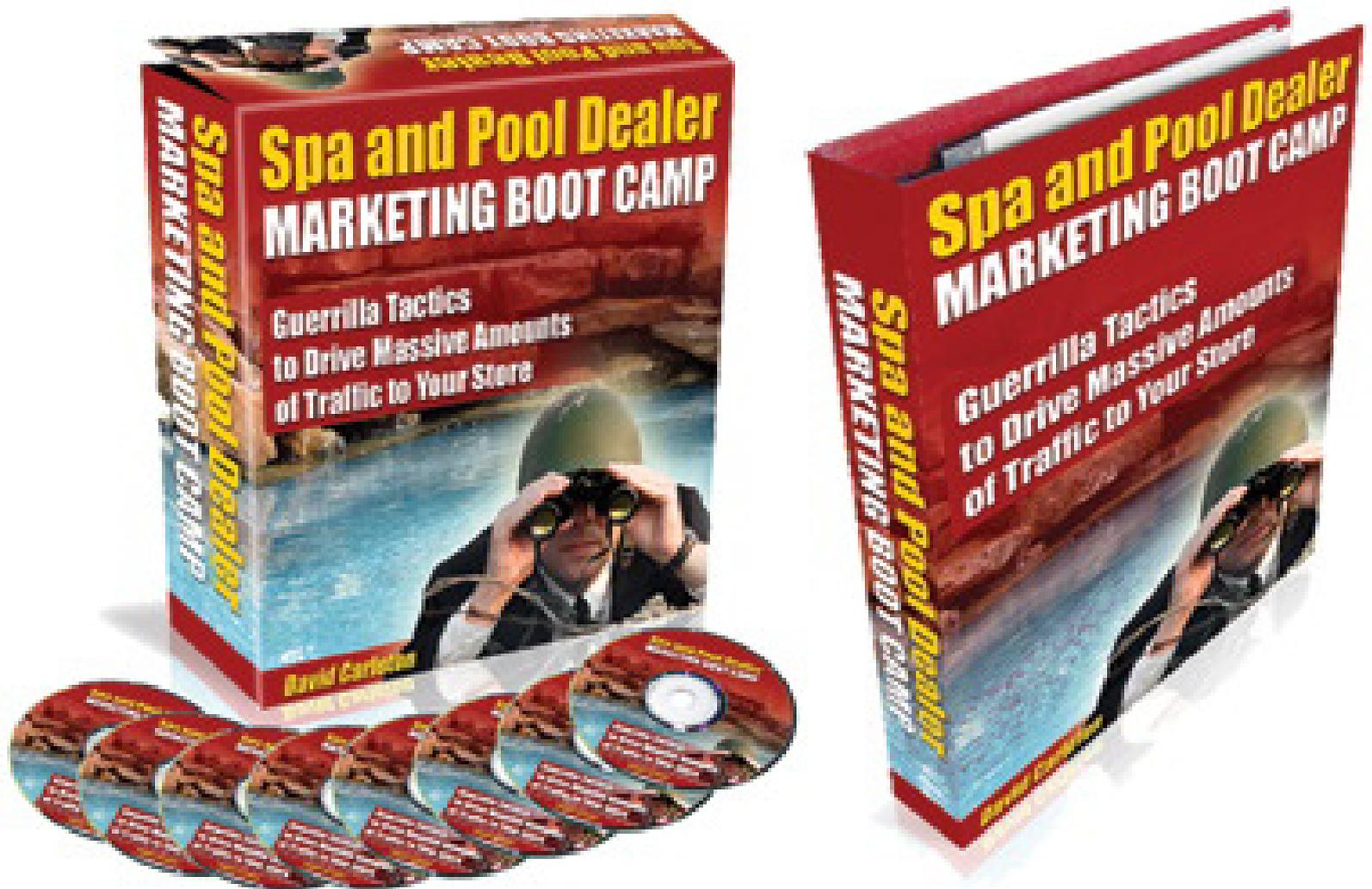
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Got Brochures! Highlighted below is our Winter 2008 advertiser index of major players devoted to the hot tub industry. To request brochures, simply circle the designated companies and/or product categories on the BRC card (shown right) and we will promptly forward your request for information. Don't forget to visit SPARETAILER.COM for additional online advertisers.



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