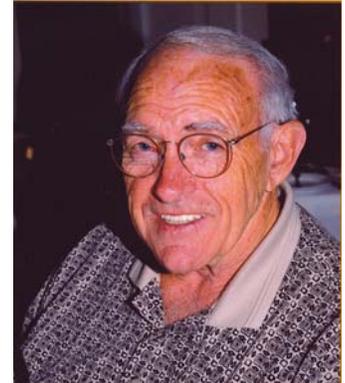


SEPTEMBER 2010 EDITION

WE MUST SAY "GOOD-BYE" TO ANOTHER GOOD-ONE IN OUR INDUSTRY



FPSIE Education Center
Sacramento, CA



Gerald Bruce Cox
1938 - 2010

Unexpectedly, Gerald Bruce Cox passed away September 29, 2010, from an apparent heart attack. Born December 21, 1938, in Wichita, KS, he grew up in Augusta. He was preceded in death by parents and two brothers, survived by a sister, Caroline Shaw (Richard) and sister-in-law, Irene Cox. He graduated from Emporia State Teachers' College with a credential & Masters Degree while playing football & tennis. Gerald coached high school football, track & wrestling in Colorado and Kansas, ending his coaching career in his hometown prior to moving to California with his new bride. Survived by his wife of 41 yrs., Lynne Lewis of Valley Center, KS, along with 3 daughters, Julie Rene' Eckhoff (Bruce), Brenda Lynne Cox, and Sherry Michelle Cox Cline, as well as 2 year old granddaughter, Kyra Grace Eckhoff. Gerald entered the swimming pool industry in 1971, with Golden West Marketing representing Doughboy Swimming Pools, Century Covers and more throughout Northern California, parts of Oregon, and Washington. For the last 25 years, Backyard Pools and The Christmas Tree were the fruits of Gerald's time, effort, and long hours of work. He gave 110% of himself to each endeavor & will long be remembered for his successful contributions to the Sacramento area. All services will be at East Lawn Mortuary, 5757 Greenback Lane. Visitation Tuesday, October 5, from 5-8. Funeral is being held Wednesday, October 6, at 2:00. Interment following.

THANKS TO EVERYONE WHO STOPPED AT THE FPSIE BOOTH DURING THE POOL INDUSTRY EXPO



Phil Gelhaus, Chair, FPSIE Board of Directors

KNOWLEDGE IS POWER

In my 38-year career at General Pool & Spa Supply and as a participant in the pool-and-spa industry, I had a thirst for learning and improving my personal and company value through accumulated knowledge. What one needed to learn and retain was easier in earlier years because pools were simpler. In the mid-1970's pools became more complex when attached spas and related heating and plumbing became dominant. Then came redwood hot tubs, solar pool heaters, a flood of automatic pool cleaners, and automated control systems—along with solo in-ground hot

tubs and spas and moveable fully contained hot tubs. In-depth knowledge of products, troubleshooting, electrical, hydraulics, water chemistry treatment, filtration, production, process, and experience multiplied exponentially.

I invested time and money during "off seasons" for me and my employees to increase our combined industry knowledge to enhance our service to customers. In the early years, education was mostly sought from manufacturers off-season seminars, speakers at trade shows, NSPI chapter meetings, or distributor-sponsored seminars. I traveled to many supplier facilities throughout the U.S. to understand production processes and product innovation to become aware of new, improved products and technology. I always thought "the more you know, the more you are or will be worth."

The seminar-trade show method of learning is still valid, but is related more to "sales-training" for specific brands and products. This type of training leads a "student" to brand loyalty. For a manufacturer to spend money on "training" is

(Continued on page 2)

**Knowledge is Power
(Continued from page 1)**

a savvy marketing method and a very useful part of industry education.

I applaud NSPF CPO™, APSP CSP™, and CPB™ certification programs and courses as a training criterion for pool-and-spa industry needs. FPSIE understands the value of these types of courses (some of which are being offered at FPSIE Inc.), as well as its courses—Aquatic Energy Audit Course ©, Basic Hydraulics Course ©, and Basic Electrical Course ©—that offer training measured by classroom, textbooks, and test results. I believe that certified training will be part of a contractor's license requirement in years to come. For example, the U.S. Consumer Product Safety Commission has awarded the Association of Pool & Spa Professionals a contract to provide training on compliance with and adherence to Section 1404 of the Virginia Graeme Baker Pool and Spa Safety Act. APSP will provide services in all states except Connecticut, New Jersey, New York, and Pennsylvania, which will receive training under a separate contract awarded to APSP affiliate North East Spa and Pool Association, (NESPA).

Furthermore, California has legislation for pools and hot tubs within Title 20 and Title 24 building codes that need training across all sectors of the industry, as well as building departments and inspectors for common professional practices and code adherence. These codes are spreading across the nation. Without certified education, the industry will have to learn through the age-old "school of hard knocks." Why repeat the past?

Times are changing, and time for continuing education in the pool-and-spa industry has dawned. To flourish as an industry, we must embrace education to grow uniformly and professionally—and FPSIE is ready to deliver. The 2010 - 2011 training season is here; current curriculum and classes are listed on the FPSIE Web site (<http://www.fpsie.org>).

Future news articles will inform you of FPSIE's online courses, including a description of subject matter. My main contribution to FPSIE is educational encouragement; recruiting trainers, students, volunteers, and interns; and expanding board members. Additionally, my focus is on fundraising and networking with others in the industry to ensure a structured educational consortium.

Please consider FPSIE as a part of your future training investment as a student, trainer, course developer, board candidate-member, volunteer, or sponsor. The commitment fulfilled by FPSIE's visionary founders built an educational facility that should be used as a prime educational option. Education is the engine that will sustain and grow the pool-and-spa industry, and now is the time to invest in

learning. Your support and involvement in FPSIE will make a profound difference in continuing education of pool-and-spa industry professionals.

-Phil

**Mark Your Calendars!
Aquatic Energy Auditor**



**Course presentation:
Tuesday
October 19, 2010
8:00 AM/5:00 PM**

CLASS & SEMINAR SCHEDULE *

2010

Sep. 30—Oct. 2...Pool Industry Expo—Monterey, CA

Oct. 12—13.....NSPF—CPO—Certified Pool Operator

Oct. 19.....FPSIE- AEA—Aquatic Energy Auditor

**Oct. 31—Nov. 5...Int'l Pool/Spa/Patio Expo,
Las Vegas, NV**

Nov. 9.....FPSIE- AEA—Aquatic Energy Auditor

Nov. 22- 23NSPF—CPO—Certified Pool Operator

**Dec. 2.....APSP—CMS—Certified Maintenance
Specialist—Preview & Testing**

Dec. 6.....FPSIE—Basic Electricity

Dec. 9.....FPSIE—Basic Hydraulics

Dec. 14.....FPSIE- AEA—Aquatic Energy Auditor

Dec. 20—21.....NSPF—CPO—Certified Pool Operator

2011

Jan. 4—5.....NSPF—CPO—Certified Pool Operator

Jan. 6.....FPSIE- AEA—Aquatic Energy Auditor

**Call to register today at
<http://www.fpsie.org/trade-2/course-registration>**

**Or register for one of FPSIE's Online
Webucation Courses**

* Visit our website for more dates



You are invited to the Sacramento Chapter of APSP Dinner meeting.

Our topics will include AB 2770 (this proposed legislation is an effort to crack down on the underground economy) and any new and upcoming laws that may affect your business.

Guest speaker from California Contractors State License Board, Employment Development Department and Spec will be on hand to discuss and answer your questions.

Also



How to Pull the Handle

7 Myths About Internet Marketing

7 Things You Can Do With Your Website.

7 Things You Can Do Without A Website.

David Vogel, Founder, TriMark Associates will be presenting a fact filled, easy to understand overview of marketing your company online.

David has over 30 years of sales and marketing experience. Combined with over 8 years in the swimming pool industry, he is uniquely qualified to help. This is sure to be a crammed packed presentation with many resources for you to take home. TriMarkAssociates.com

When: October 7th @ 6:30 pm.

Where: FPSIE Training Center
598 Display Way, Sacramento
For directions, visit www.fpsie.org

Cost: 25.00 per person (cash/check)

Please RSVP by Contacting
Kirk Johnson (916) 257-6568
John Handy (916) 826-8214

SINCERE THANKS

A round of applause and sincere thanks goes out to all of our wonderful supporters who have made the training facility possible. It is their dedication that has made FPSIE a success. In their honor, we will continue providing education for our industry.

SPONSORS

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SGM, Inc.
Shasta Industries - A&A Manufacturing
SMUD
SWIM
Swim Chem
Taylor Technologies
United Chemicals
Vanson Halosource, Inc.

We are now in the third phase of development. If you would like to donate time, materials or funds for any project, please contact Michael Orr to discuss the countless opportunities.

FRESH OFF THE PRESS

NEWS FROM NSPF



National Swimming Pool Foundation® Has a New www.NSPF.org
Delivers reduced clicks, streamlined purchasing process and clear navigation

Springs, CO/October 1, 2010

The National Swimming Pool Foundation® (NSPF®) has redesigned www.nspf.org for improved navigation, making it faster and easier to find information and more streamlined to purchase educational products.

“Our website visitors can find information intuitively – by topic, by clicking on an icon, or by entering a keyword search. The site surrounds them with information focused on their type of organization,” says Alex Antoniou, Ph.D., Director of Educational Programs at NSPF.

The main website navigation menu separates content into six tabs: [CPO®](#), [Certification](#), [Online Training](#), [Products](#), [Conference, News](#), and [Resources](#). Clicking on any of those tabs brings the visitor to specific content links. An informational scroller on the home page provides a snapshot of featured events, new products, important news and other resources. Quick links to [Find a Class](#), [Online Training](#), and the [Shopping Cart](#) are just below the scroller for easy access.

The new home page also has one-touch icons for each organization type. When a visitor clicks on the icon for Facilities, Service, Retail, Builders, Government, Academia, Residential, or Health, they will be matched up to a host of information, products, services, and recommendations specific to their organizations’ needs.

“People don’t have time to hunt and peck. This new navigation process helps save time, separating the wheat from the chafe,” says Thomas M. Lachocki, Ph.D., CEO of NSPF. “For example, by clicking the ‘Service’ icon, typical job descriptions, OSHA training requirements, and other useful educational products pop up.

Changes were also made behind the scenes to the e-commerce systems. “Industry professionals, NSPF instructors, and people taking online classes or seminars at our eProAcademy™ online training center will find direct access at www.nspf.org and can now log in once to view their ePro courses, shopping cart, and NSPF accounts,” explains Dr. Antoniou.

The logo for Pentair Water Pool and Spa features a stylized wave icon to the left of the text "Pentair Water" in a large, bold font, with "Pool and Spa®" in a smaller font below it.

**Presents
Pentair Water Feature
Training**

Where: FPSIE, Inc. Training Center
598 Display Way
Sacramento, CA 95838
For directions, visit
www.fpsie.org

When: Thursday, October 14, 2010
5:00pm - 7:00pm

Training Focus:
Setting your controls on MagicFalls Water Effects, MagicStream Laminars and WallSpring Decorative Features.

Reservations Required:
Dinner will be provided, so make your reservations immediately. There is no charge for this training and you need only to contact us to secure a reservation.

Contact Information:
Lorne Early at
(916) 284-9774
Lorne.Early@pentair.com

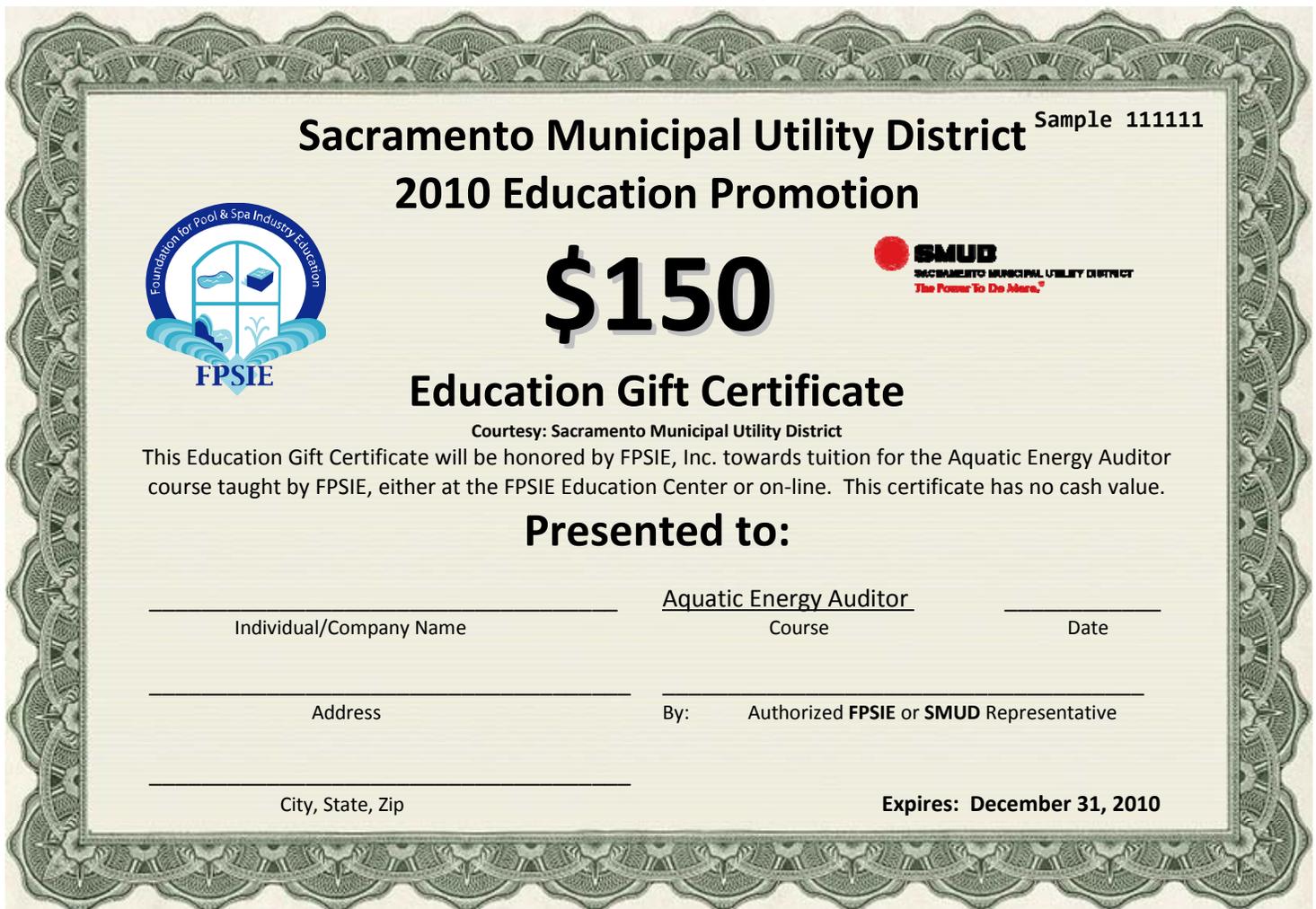
He adds, “This is a big step. Yet, we’ll keep taking small steps forward to improve speed, efficiency, and value.” Additionally, Spanish speakers will appreciate continued updates to the bilingual Spanish twin, www.nspf.org/espanol.

About the NSPF®

The National Swimming Pool Foundation® (NSPF®) is a non-profit organization founded in 1965, giving back \$3.7 million in the past six years to fund grants to prevent illness, injury, and drowning, and to demonstrate the benefits of aquatic activity. The Foundation works towards its mission to encourage healthier living through aquatic education and research with its growing collection of bi-lingual educational products and training. NSPF is the largest and most widely accepted educator of people who care for pools and spas and has trained over 282,000 pool operators in 64 countries. For more information, please visit www.nspf.org and www.homepoolessentials.org.

Scholarship Opportunities for FPSIE Courses

Manufacturers and utility companies have purchased FPSIE Education Gift Certificates (see sample below) that pool/spa professionals can use towards tuition for FPSIE courses. Students needing tuition assistance are encouraged to apply for one of the certificates by telephoning local manufacturer sales representatives and/or local utility company representatives to the pool/spa industry. Additionally, trade association members should check with association management for participation in this Education Gift Certificate Program. IPSSA, for example, promotes energy-efficiency education and is offering \$100 certificates to the first 100 IPSSA members who register for FPSIE's Online *Aquatic Energy Auditor Course*. If you need point-of-contact information, call *FPSIE* at (916) 922-8895. Please have the name of the manufacturer that you support most and/or the name of your local utility company available when calling.



The Foundation for Pool & Spa Industry Education (FPSIE) Center in Sacramento has become recognized as the industry's regional training venue. APSP and NSPF certified training is conducted at the facility as well as supplier seminars on water chemistry, new product, repair and other educational opportunities for the industry.

FPSIE is offering a unique opportunity. For a \$200 donation, you or your company can become a permanent fixture at FPSIE. Your donation will contribute toward the success of the school, but will also place your engraved brick in the hallowed halls of FPSIE. As a supporter of the school, you'll be recognized as a visionary of industry education for years to come.



Not JUST Another Brick in the Wall



Brick Layout

- Enter 1, 2 or 3 lines
- All letters will be capitals in Palatino
- Lines 1 and 2 will be the same size lettering and will accommodate a maximum of 14 characters, including spaces
- Line number 3's lettering will be slightly smaller and accommodate a maximum of 16 characters, including spaces
- All lines will be centered on the brick horizontally and vertically regardless of the number of characters and lines.

Enter the exact spelling of your engraving above. Include any periods or other symbols as you wish them to appear. All engravings are subject to review and approval by FPSIE.

BILLING INFORMATION		
Name _____		
Address _____		
City _____	State _____	Zip _____
(____) _____	(____) _____	
Phone _____	Cell Phone _____	
Email _____		

YOUR COMPLETE SOURCE FOR

BACKYARD LIVING



Photo credit: Henry Fine

Register today to attend the **2010 Int'l Pool | Spa | Patio Expo** — your complete source for a technical education program designed for professionals who specialize in residential pool/spa maintenance, service and repair.

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- Welcome Party
- CSP Certified Service Professional® CEUs
- Genesis 3 Service Certification Program
- Product Showcase
- VGB Pavilion
- Party on the Patio Pavilion

Register online at www.PoolSpaPatio.com to receive discounted registration rates.



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Featuring the Genesis 3 Design Schools

EXHIBITS: November 3 - 5, 2010
CONFERENCE: October 31 - November 5
Mandalay Bay Convention Center | Bayside Halls
Las Vegas, Nevada USA

www.PoolSpaPatio.com

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