



# MID AMERICA POOL & SPA SHOW

**January 16-20, 2012**

SCHAUMBURG CONVENTION CENTER  
SCHAUMBURG, IL

*New  
Location!*



# 2012 Show Schedule

## EXHIBIT FLOOR HOURS

January 18th ..... 11:00 am - 5:00 pm  
January 19th ..... 10:00 am - 2:00 pm

## TRAINING COURSES & DATES

### APSP Tech Classes

Certified Maintenance Specialist.....January 16th-18th  
Certified Hot Tub Technician .....January 16th-18th  
Certified Service Technician .....January 16th-20th

### Manufacturer Training

Pentair Training .....January 16 & 17th  
Pool Corp Training ..... January 17th  
Zodiac Training ..... January 20th

## EDUCATION AND SEMINARS

Basic Electricity  
Basic Water Chemistry **\*Free\***  
Everything About Gunite & Shotcrete **\*New\***  
The Future of Solar Heating Products **\*New\***  
Social Media Beginners Guide **\*New\***  
Automation for Upgrades and Renovations **\*New\***  
Vinyl Liners and Safety Covers- Beyond the Basics **\*New\***  
Hot Water Chemistry  
Hydraulics & Pump Selection  
Heat Pump Sizing & Applications  
The Swimming Pool Stimulus Plan **\*New\***  
VGB Pool & Spa Safety Act - Update & Compliance **\*New\***  
Facebook Marketing: Advanced  
Exposed Walls, Spas, & Waterproofing **\*New\***  
Automatic Pool Cover Service - Fast & Correct  
How Pools Work- For Rookies **\*Free\***  
Intermediate Water Chemistry  
Heaters - We Fix 'em All  
Pool Openings and Closings **\*Free\***  
Creating Raving Loyal Customers **\*New\***  
Energy Efficiency - Are You Ready? **\*New\***  
Chlorine Generators: Truths & Consequences **\*New\***

Mid America Pool and Spa show Contact info:  
info@midamerica show  
Jocelyn@midamericashow.com  
630.308.1363

## EXHIBIT FLOOR INFO

The 2012 Mid America Pool and Spa Show is almost here! Be sure to take some time to review everything that the show offers so you know how to spend your time at the show. This will ensure that you are able to spend ample time on the exhibit floor and still attend the quality education. The Mid America Show is a great opportunity to expand or strengthen your buying capabilities early on in the year. The show offers attendees the opportunity to meet face to face with over 100 suppliers to the Midwest market in a one on one atmosphere. Our move to the Schaumburg Convention Center has been very well received by exhibitors and the show floor filled up rather quickly. We look forward to seeing you again this year!

## WELCOME RECEPTION

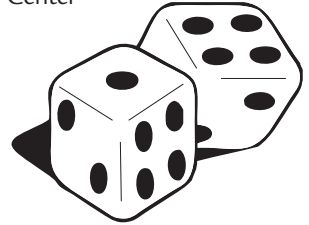
### *Rejuvenate, Reconnect.....Cha Ching!*

Be sure to make plans to attend the Welcome Reception that will be held Wednesday after the show floor closes. Held on the convention center floor, enjoy complimentary cocktails and hors d'oeuvres while reconnecting with industry peers. Immediately following, try your luck at a nearby casino. Transportation to and from the casino will be provided by the Mid America Pool and Spa Show.

5:30 pm – 7:00 pm	Welcome Reception and Bar
7:00 pm	Bus to Casino
10:00 pm	Bus Leaves Casino for Convention Center

## HOTEL & TRAVEL

<b>Host Hotel:</b>	Renaissance Schaumburg Hotel
<b>Reservations:</b>	(800)228-9290 OR (847)303-4100
<b>Address:</b>	1551 North Thoreau Drive Schaumburg, Illinois 60173



The Mid America Show has relocated to the Renaissance Schaumburg Convention Center! This state of the art new facility is located off route 53 in Schaumburg, IL. The hotel is adjacent to the Convention Center so you won't even have to leave the facility to reach your hotel room. Enjoy one of 500 brand new guestrooms at a **special rate of \$124 per night**. In order to receive this rate, make your hotel reservation by January 9th and mention you are with the Mid America Pool and Spa Show.

### **Travel**

The Schaumburg Convention Center is conveniently located at the intersection of I-90 and I-290 in Schaumburg, IL, with easy access to I-355 and I-90 expressways. In addition, it is 12 miles from O'Hare International Airport and 26 miles from downtown Chicago. Driving in? The convention center is in the heart of the Midwest and just hours away from many major cities. And, as always, parking is free!

## SHOW FLOOR POLICY

Any exhibitor attempting to solicit business of attendees must be an official exhibitor and do so in their exhibit booth or in a meeting area. Soliciting business in the aisles of the show floor is strictly prohibited. Any individual(s) found violating this rule will be asked to leave the show grounds immediately.

# POOLCORP TRAINING DAY

Attend an all day Business Development Training Presented by PoolCorp

**Course date: Tuesday, January 17, 2012**

**Course times: 9:00 am – 4:00 pm**

## Morning sessions:

### **State of the Industry**

**Presented by: Mark Joslin, Vice President / CFO, POOLCORP**

### **Segmenting Consumer Behavior - How Social Media Strategies and Tactics Fit into the Picture**

**Presented by: Dominick Latino, Director of Internet Strategies, POOLCORP**

- A business cannot be all things to all people. This presentation will help you to understand different online consumer segments and how to use Social Media to attract and maintain a relationship with your customer.

## Afternoon session:

### **Retail Troubleshooting - Solutions for Pool Retail in the Age of Self Service and Technology.**

**Presented by: Ted Lawrence, Retail Development, POOLCORP**

- Solutions on how your store can compete with the internet. Do you have a plan?
- Recognizing how the consumer perceives your business based on its "look."
- Tips and techniques on changing the image of your store and business.
- Spotting and fixing common retail store displays and merchandising mistakes.

### **POOLCORP Technology to Support the Small Business Owner**

**Presented by: Vincent Showers, Director of Software Application, POOLCORP**

- Learn of the latest technologies that POOLCORP is investing in to help you get the information and products you need faster and more reliably.

### **Successfully Managing Your Business from a Human Resources Perspective**

**Presented by: Darlene Young, Human Resources Manager, POOLCORP**

*Cost is \$40.00 per person. A Continental Breakfast and a Box Lunch will be provided.*

*\$ 50.00 POOLCORP BUCKS (1) Voucher per Registered Company*

*Please call 1-800-768-8427 or 1-630-236-9100 to register.*

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# PENTAIR TRAINING LEARN TO EARN



Join Pentair Trainers for a two day training seminar! *Receive the Mid America Show Rate for this seminar!*

**Course date: Monday, January 16 - Tuesday, January 17, 2012**

**Course times: 9:30 am – 5:00 pm**

**Seminar Fee:** \$65 (Normally \$95) or cash equivalent in Pentair Water Pool and Spa Partners Incentive Reward Dollars.\*

**Includes:** Lunch and workshop materials.

**Reservations:** RSVP required. Class size is limited.

## Topics covered will be:

- Advanced Water Features
- Automatic Chlorine Generators
- Automation Systems IntelliTouch, EasyTouch, IntelliChem
- Basic Electrical Theory
- Heater Installation and Repair
- Heat Pump Installation and Operation
- LED and Halogen Lighting Safety and Installation
- Variable Frequency Drive Pumps, IntelliFlo

## **Register:**

- Online at [www.pentairtraining.com](http://www.pentairtraining.com).
- Fax to 1-800-227-2989 – Faxed registrations must include a credit card number.
- Phone 1-888-755-7946 if paying with credit card – Please have your credit card number available.

*\*Reward Dollar Inquiry: If you need to know your total Reward Dollars, please visit [www.pentairpartners.com](http://www.pentairpartners.com) or contact your Dealer Coordinator at 800-693-0171.*

# ZODIAC TRAINING DAY



**New!** Join Zodiac for an all day training course at the Mid America Show!

**Course date: Friday, January 20, 2012**

**Course times: 8:00 am – 5:00 pm** *Lunch will be provided*

## Subjects:

- Zodiac LXi and Legacy Gas Fired Heaters
- Installation
- Operation
- Troubleshooting
- Zodiac ePump and FloPro Variable Speed Pumps
- Installation
- Programming
- Operation
- Troubleshooting
- Zodiac AquaLink RS and PDA Automation Systems
- Installation
- Troubleshooting

*For a registration form go to [www.midamericashow.com/documents/zodiac.pdf](http://www.midamericashow.com/documents/zodiac.pdf)*

*Or email [DENNIS.MARTZ@ZODIAC.COM](mailto:DENNIS.MARTZ@ZODIAC.COM) TO SIGN UP NOW!*

*There is a \$50.00 registration fee per attending company. In return each company will receive 500 Zodiac Premium points upon completion of the class.*

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## LEADERSHIP BREAKFAST

**Guest Speaker: William Kennedy, President & CEO of P.K. Data**

**Wednesday, January 18, 2012**

**9:00 am - 10:30 am**

*Breakfast will be provided.*

The Mid America Show invites owners and senior executives of pool companies to the fourth annual Leadership Breakfast. William Kennedy is the president/CEO of P.K. Data, a market research firm that has tracked the swimming pool and hot tub industry since 1992.



Since then, the firm has completed over 300 studies including Consumer Surveys, Industry Valuation Analyses, Geographic Market Studies, & Merger and Acquisition Studies. PK Data also speaks at industry symposia and are referenced frequently in industry trade press and the Wall Street Journal

Mr Kennedy's presentation will cover data and analysis that is pertinent to the Pool & Spa Industry, and specifically the dealers:

- Review of 2011
- The potential effects of 2012 as an election year
- The state of housing, consumer credit and confidence, and what else can the Federal Reserve do?

*Please RSVP at [info@midamericashow.com](mailto:info@midamericashow.com)*

*by January 10, 2012 for reserved seating.*

*Reservations after that date will be placed on a waiting list.*

*Limited to two persons per company.*

**2012 MID AMERICA POOL & SPA SHOW**

**[www.MidAmericaShow.com](http://www.MidAmericaShow.com)**

# Seminar Schedule

Wednesday, January 18

**8:30 am -10:00 am**

## **Basic Electricity**

*Tim O'Neil, Downes Pools*

Attendees with no or little understanding of electricity will learn the basic principles of electricity. The course will include an overview of volts, watts, amps and their interrelationships. Safety rules for the workplace and job site will be covered along with the National Electric Code basic guidelines for swimming pools and spas. Attendees will learn how to properly use and read meters and what to do with the information given by a meter.

**1.5 Technical Credit Hours**

**APSP Certification CBP, CSP**

## **Basic Water Chemistry \*FREE!\***

*John Puetz, Advantis*

Emphasis on sanitizer levels and ph monitoring is well-known by most operators and service people. What is less well understood is how dependent successful pool management is on proper operation of filters, circulation and other areas of chemical control. This seminar will demonstrate that proper control of all three factors: chemical, biological, and physical is needed to provide healthy clean water. At the conclusion of the seminar the service person or operator will understand how each of these key factors interrelates with and helps control the others. Additional knowledge will be gained in how to correct unbalanced water and utilize other tools such as algacides and sequestering agents to improve overall water quality.

**1.5 Technical Credit Hours**

**APSP Certification CBP, CSP**

## **Everything About Gunite & Shotcrete \*New\***

*Ron Lacher, Pool Engineering, Inc.*

Pneumatically placed concrete is one of the most important materials used in swimming pool construction. Learn the critical aspects of pneumatic placement including nozzling techniques, reinforcement encapsulation, concrete consolidation and more. This seminar will cover critical issues to constructing a successful pool structure that lasts many years. Learn about:

- Dry mix process and wet mix process, the differences and advantages of each
- Correct shooting techniques
- Importance of proper rebar placement and encapsulation

The seminar will show examples of defects and failures when improper applications are used.

**1.5 Technical Credit Hours**

**APSP Certification CBP, CSP**

## **Vinyl Liners & Safety Covers-Beyond the Basics \*New\***

*Kevin Shea, Plastimayd / VynAll Liners*

This seminar will present a comprehensive explanation of all aspects of vinyl liner and safety cover installation and how to get a perfect fit every time. Learn techniques and methods on how to properly measure custom free-form and irregularly-shaped pools. Additionally, the presenter will discuss various custom applications for vinyl liner pools used in today's market. Some examples are: negative edge pools, bar stools and swim up bars, custom stairs and benches.

**1.5 Technical Credit Hours**

**APSP Certification CBP, CSP**

## **Social Media Beginners Guide \*New\***

*Pam Vinje, Small Screen Producers*

The seminar is designed for the business person looking to gain an understanding of social media and why it is important to their business. This course will begin with an overview of what is social media & how to integrate social media marketing tools and techniques into your online and off-line marketing efforts. The presenter will also explain tools currently available, including: social media platforms, blogs, RSS feeds, brand monitoring tools, share features, video, slideshare, location-based applications, QR codes and more. Come with questions and leave with new understanding!

**1.5 Business Credit Hours**

**APSP Certification CBP, CSP**

## **Automation for Upgrades and Renovations \*New\***

*Dennis Martz, Zodiac*

This seminar will cover how Automation Controls can be considered an upgrade on both new installations and existing pools. Learn how to use Automation Controls as an opportunity to renovate existing customers' equipment and possibly their entire pool! Find out how to demonstrate the costs that can be saved by operating pool equipment using Automatic Control vs simple on/off switches and mechanical timers. In addition, other cost efficient equipment will be discussed in order to sell customers the entire package.

**1.5 Technical Credit Hours**

**APSP Certification CBP, CSP**

**10:15 am -11:45 am**

### **The Future of Solar Products in the Pool / Spa Industry \*New\***

*Rod Sterling, Sterling Solar Corp*

Many pool/spa industry dealers are re-inventing their companies and looking for areas of growth to gravitate to. The presentation will cover economic and population changes in various geographic areas and where there are signs of positive growth. The presenter will show that within these positive growth areas, there is potential for demand of solar products.

The seminar will also address how solar products are successful in regions with only short hours of optimum sunlight, such as the Midwest and east coast. Attendees will be shown how solar products can be successfully marketed in these areas. Discussion will cover energy and costs savings advantages gained by the use of solar products, thereby making it a popular, green product line.

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

### **The Swimming Pool Industry Stimulus Plan \*New\***

*Dick Dalpino Quality Pools, Sacramento, CA*

*Tommy Johnson, Johnson Pools, Huntsville, AL*

Transform a simple replaster or repair into a full blown remodel project. Show your clients how to turn their existing pool into a modern marvel and enhance your bottom line.

There are millions of pools in the United States that need safety and technological upgrades as well as cosmetic improvements. Discussion will center on the many opportunities to expand the scope of work and potential pitfalls that must be addressed when bringing your clients old pool or spa back to life with electronic automation and sophisticated cleaning systems. Adding new design features to an existing structure such as "Vanishing Edge", "Caribbean Ledge", waterfalls, water and fire elements along with the current plumbing and equipment safety requirements will be covered through lecture and class participation.

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

### **Hot Water Chemistry**

*John Puetz, Advantis*

This course will cover the factors that affect hot water management including filtration, chemistry and disinfection. Emphasis will be placed on the stresses created by hot, turbulent water and its effects on bathers, bather comfort, chemistry and especially sanitizers. At the conclusion of the course the service person or operator will understand how each of these key factors interrelates with and helps control the others. Particular attention will be made to sanitizer selection and control of bather wastes.

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

### **Heat Pump Sizing & Applications**

*Tom Apt, Raypak*

The presentation focuses on what the pool guys need to know most: how to size heat pumps properly and what realistic expectations of heat pump performance can be expected. An explanation of the differences in heating technique of heat pumps compared to gas heater will be covered. Discussion will also cover specific features and components of heat pumps, installation guidelines, and requirements.

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

### **CPSC- VGB Pool & Safety Act - Understanding and Compliance \*New\***

*Steve Barnes, Pentair*

This comprehensive presentation provides the latest on the Virginia Graeme Baker Pool & Spa Safety Act, including behind the scenes information on the CPSC drain cover testing investigation. Learn the results and how they impact previously certified pools and spas. Understand what is now required, what enforcement is occurring and what information must be provided to demonstrate compliance. A Certified drain cover does not constitute compliance with the VGB Act, come and learn what else must be done. Discover tools and checklists to aid the evaluation process, while helping document compliance. And, hear what the CPSC has done to begin enforcing the Act in the residential environment.

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

### **Hydraulics & Pump Selection for the Pool Professional**

*Dick Hoover, Pentair*

With the challenges of today's swimming pool market, this seminar will provide the attendee the necessary skills to evaluate existing pool and equipment pad hydraulic performance.

The attendee will learn the basics of calculating pool volume and how to determine proper turnover rates (Gallons per Minute) and the turnover time required based on the existing circulation system.

Through the use of pressure and vacuum gauges, Total Dynamic Head will be determined and a pump curve will be established. With this information the attendee will learn how to properly select a pump, and how to size hydraulics for the popular variable speed pumps to sufficiently supply and support the performance of said pumps.

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

Thursday, January 19

**8:30 am -10:00 am**

**Facebook Marketing: Advanced \*New\***

*Pam Vinje, Small Screen Producers*

The course is designed for business people that started a Facebook Fan Page but don't know what to do from there. The presenter will lead you through explanation and examples of why you should use Facebook and steer you on the path of how to use Facebook, including:

- Free marketing opportunities on Facebook
- Advertising choices
- Targeting the right demographic group
- Small business strategies
- Facebook ads, deals, page to page marketing
- Contests and engagement tactics

Attendees will come away with a knowledge of how to improve their Facebook efforts to get business results.

*1.5 Business Credit Hours*

*APSP Certification CBP, CSP*

**Automatic Pool Cover Service - Fast & Correct**

*Michael Shebek, Automatic Pool Covers, Inc.*

It is important to make your customers excited about the services you provide. In this seminar you will learn how to rapidly diagnose auto cover issues, determine the quickest path to resolution, and how to fix the issue successfully the very first time. Video of service situations will be used to give detail explanation of issues and repairs. This seminar will focus on diagnosing the problem and the common issues found in auto cover repair calls.

This seminar will provide you the means to profitably service and repair customers auto covers and to insure that they keep calling you back for future services.

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

**Exposed Walls, Raised Spas and Waterproofing**

*Ron Lacher, Pool Engineering Inc., P.E., CBP, ACI Shotcrete Examiner*

This seminar is focused on weir wall construction, raised spas, and the lessons learned from the numerous problems now evolving as these specialized water features mature. The vanishing edge weir wall is the most visible of the exposed walls and the most costly to repair. But all exposed walls have issues that if not addressed, will return to you year after year!

The seminar will cover the following:

- Critical engineering and code requirements
- moisture & thermal fluctuations
- waterproofing

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

**How Pools Work- For Rookies \*Free\***

*Rick Woemmel, Bi-State Pools*

*Dave Thompson, Swimming Pool Services*

This presentation will be tailored to persons new to the pool & spa industry and will study the basic composition of a swimming pool and its general operation. Attendees will learn the basic laws of hydraulics and how these affect the pool design. Special emphasis will be made on the circulation system, components, and functions of a pool.

This seminar will also cover the basic methods of pool sanitation, inspection and user safety considerations.

*1.5 Technical Credit Hours*

*APSP Certification CBP, CSP*

**8:30 am -11:45 am**

**Heaters - We Fix 'em All**

**Diagnosing Millivolts, Electronics & Digital Models**

*Tom Apt, Raypak*

Be prepared to learn them all, beginning with an introduction to Millivolt Heater operations and controls. You will learn techniques for troubleshooting and analysis of the most common problems with millivolt heaters, most notably pilot issues and intermittent operation. The processes learned will be applicable to all major heaters on the market. The seminar will continue with an explanation of Electronic Ignition Heater sequences of operation and controls. Basic troubleshooting techniques for such heaters will be covered, following the principle: "The problem lies where the power dies." Additionally, Mr. Apt will cover RP Digital Heater operation and diagnostics of display information. Technicians will learn to be a systematic troubleshooter of heaters, and not replace parts until the heaters work. Attendees will receive instructional handouts that can be used on job sites as a reference manual! Mr. Tom Apt is a expert Troubleshooter for Raypak and experienced seminar presenter at Industry Trade Shows.

*3.0 Technical Credit Hours*

*APSP Certification CBP, CSP*

**Intermediate Water Chemistry**

*John Puetz, Advantis*

This seminar will begin by covering the information that is discussed in the Basic Water Chemistry seminar and move beyond that level. It goes into more details in areas of filtration equipment, specialty chemicals, interrelationships of chemical readings, and more. Due to the significant amount of information to cover we have set aside three hours. A Double Time Slot!

Lengthier discussions will be spent on:

- filters, their differences and advantages/disadvantages among them

- types of enzymes and what they do and why they work well together
- how to adjust water that is out of balance
- how and when CYA affects total alkalinity readings
- how chlorine works and the different types of combined chlorine
- how to select the right algaecide
- phosphates and their role in pool chemistry, good and bad

**3.0 Technical Credit Hours**  
**APSP Certification CBP, CSP**

## 10:15 am -11:45 am

### **Energy Efficiency Is Coming! Are You Ready?!**

*Steve Barnes, Pentair*

This presentation is based on the ANSI/APSP 15-2011 Standard for Residential Swimming Pool and Spa Energy Efficiency. Learn the principles of energy conservation through videos, solid data, and real world examples. Discover tools to effectively communicate savings opportunities and benefits. The APSP-15 Standard is becoming part of the 2012 ICC codes which are historically adopted by states in the years to follow.

Learn from leading industry experts what the new standard will mean for the pool & spa industry and how you can garner new business by applying these principles before your competition knows they are coming.

**1.5 Technical Credit Hours**  
**APSP Certification CBP, CSP**

### **Pool Openings and Closings \*Free\***

*Rick Woemmel*

One thing that will never go away in the swimming pool industry is service; whether you provide weekly maintenance, open and close pools or provide troubleshooting to customers. Servicing your customers' pools and spas is one of the most important aspects of our industry. Learn from presenters with over 50 years experience in servicing pools, what procedures, forms, and tools they use to most efficiently handle this portion of the business. Learn what mistakes they have made that you can avoid and learn from. Questions and odd circumstances will be covered as well as customer service, scheduling, finding and keeping good employees, opening and closing techniques and general repair.

**1.5 Technical Credit Hours**  
**APSP Certification CBP, CSP**

### **Creating Raving Loyal Customers \*New\***

*Penny Johnson, Johnson Pools and Spas*

Your customers can be your most enthusiastic promoters of your business. This course will teach you the importance of understanding your

customers' needs and how to properly identify those individual needs. Learn how to let customers know that they are important to you and your business success! Go beyond the goal of having 'satisfied customers' to having long-lasting relationships that promote your business.

**1.5 Technical Credit Hours**  
**APSP Certification CBP, CSP**

### **Chlorine Generators: Truths & Consequences!**

*Mike Lucas, Zodiac*

When installed correctly, a chlorine generator can make pool water clear, chemical maintenance easy, and increase the swimmer's experience - when installed incorrectly, a pool nightmare begins! Why is the statement "Just add salt" so far from the truth? What do pool owners have to really 'add to the pool water' when they are on 'salt'? Come and learn the three most important steps for installation and operation of a chlorine generator. Gain the knowledge to sell chlorine generators against your competitors, and, help your customers have a easy to maintain pool!

**1.5 Technical Credit Hours**  
**APSP Certification CBP, CSP**

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# Thank you to our sponsors:



## **CMS Certified Maintenance Specialist Program**

*Monday - Tuesday (8:00am-5:00pm)*

*Wednesday (8:00am - 12:00pm)*

The CMS Certified Maintenance Specialist course was developed to provide both new and experienced pool service providers with a comprehensive overview of pool/spa systems and training on how to provide competent pool/spa maintenance services for customers.

The curriculum and certification exam focus on 4 key areas: Safety and Practical Knowledge, Pool/Spa Circulation and Filtration, Pool/Spa Maintenance, and Water Quality. However, the course also covers important topics such as electrical systems, pool/spa structures and finishes, heaters and controls, and customer service. This 2-1/2 day course is taught by an industry expert with decades of pool/spa industry education experience. Exam is on the last day and is open-book, multiple choice exam. Register as early as possible to receive the manual, workbook and study guide in advance.

Fee is \$395 and includes APSP Service Tech Manual, 4th Edition, CMS Workbook, Study Guide, 2-1/2 day course, exam fee, and 3 years of certification upon passing. To register, go to: <http://www.apsp.org/Public/Home/?objectID=740&objectType=event>

## **CHTT Certified Hot Tub Technician Program**

*Monday - Tuesday (8:00am-5:00pm)*

*Wednesday (8:00am - 12:00pm)*

Register early - this class sold out last year. Help meet the demand for hot tub technicians by building your skills in repair and replacement of equipment and troubleshooting the common - and not so common - problems that can arise with portable hot tubs. Although there are no pre-requisites for the course, it is not intended for an individual without technical repair skills or pool/spa equipment repair and replacement experience. This course level is comparable to the CST Certified Service Technician course - so that means you should come in with a working knowledge of water chemistry, electricity, circulation, filtration and hydraulics.

Fee \$395 includes the Hot Tub Tech Manual and companion workbook, exam fees, and 3 years of certification upon passing the exam. To register, go to: <http://www.apsp.org/Public/Home/?objectID=709&objectType=event>

## **CST Certified Service Technician Program**

*Monday - Thursday (8:00am-5:00pm)*

*Friday (8:00am - 12:00pm)*

Although there are no firm pre-requisites, this course is intended for pool and spa service technicians with at least 1-2 years of equipment repair

and replacement experience. This curriculum is focused on building your skills as a trouble-shooting expert - better managing the problems you face on the job every day. It will also give you the technical knowledge you need to repair and replace equipment, manage water quality issues, handle customer service concerns, work more safely with chemicals, electricity and equipment, think through controller issues, and overall raise your confidence in your abilities as a superior technician. Fee is \$395 and includes the new APSP Service Tech Manual, 4th Edition (\$299 value!), the companion CST Workbook, the CST Study Guide, exam fee, and 3 years of certification upon passing the exam. To register, go to: <http://www.apsp.org/Public/Home/?objectID=742&objectType>

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## **Exam Prep Course**

*Thursday, January 19th*

*2:00p.m. - 7:00p.m.*

## **Exam**

*Friday, January 20th*

*9:00a.m. - 12:00noon*

## **CBP Certified Building Professional®**

If you have more than 5 years experience as a pool builder you can earn your CBP Certified Building Professional® designation. This designation is held by an elite subset of pool and spa builders in the country who have met all the program requirements and continue to advance their knowledge by participating in ongoing industry continuing education! To register, go to: <http://www.apsp.org/Public/Programs/Calendar/index.cfm?semlD=751&view=1&requestTimeOut=100>

## **CSP Certified Service Professional®**

The APSP Service Education and Certification program has upgraded Tech I and II to full certifications. Demonstrate your knowledge and expertise through testing and a commitment to the highest standards of service and repair in the industry. To register, go to: <http://www.apsp.org/Public/Programs/Calendar/index.cfm?semlID=753&view=1&requestTimeOut=100>

## **Cost:**

**Members (Either Course): \$450 (includes Manual)**

**Non-Members (Either Course): \$699 (includes Manual)**

**Deadline: Thursday, January 7th**



## REGISTRATION FORM

General registration includes **free show badges and 3 FREE show seminars:**  
*Basic Water Chemistry, Pool Openings & Closings, How Pools Work - for Rookies*  
 Additional registration required for **Wed/Thurs Seminar Pass, cost of \$40 each person**  
**January 16-20 2012 | Schaumburg Convention Center, Schaumburg, IL**

For admission to exhibits and show seminars, complete and submit this registration form, or  
 REGISTER ONLINE at [www.MidAmericaShow.com](http://www.MidAmericaShow.com)

**There is NO CHARGE to walk the exhibits.**

**Exhibitors:** Do NOT use this form. Go to [www.MidAmericaShow.com](http://www.MidAmericaShow.com) and click on Exhibitor Information to register.

### COMPANY INFORMATION *All information must be provided for registration to be processed.*

Company: \_\_\_\_\_ APSP Member?  Yes  No\*

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title / Position: \_\_\_\_\_

**BUSINESS CLASSIFICATION**  Builder/Installer  Service Company  Retail Store

(Check all that apply)  Pool Management  Other (specify): \_\_\_\_\_

**IMPORTANT:** If you checked more than one box, please **circle** your primary business classification.

### GENERAL REGISTRANTS *List each person registering for a free show badge, which includes admission to the 3 free show seminars.*

	First Name	Last Name	Title / Job Position
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

### EDUCATIONAL SHOW SEMINAR REGISTRANTS *Education Seminar Pass admits registrant to all Wed/Thurs Seminars. Cost of Seminar Pass is \$40 each registrant.*

	First Name	Last Name	Title / Job Position
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

### NON-EXHIBITING VENDOR REGISTRANTS *If you are a non-exhibiting vendor, there is an \$800 fee per day.*

	First Name	Last Name	Title / Job Position
1.	_____	_____	_____
2.	_____	_____	_____

### PAYMENT OPTIONS

**Educational Show Seminars (\$40 each)**

\_\_\_\_\_ # of people/seminars attending x 40 = \$ \_\_\_\_\_ Total

**Non-Exhibiting Vendors (\$800 per day)**

\_\_\_\_\_ # of people attending x 800 = \$ \_\_\_\_\_ Total

**\$ \_\_\_\_\_ Total Amount included with payment** (add top two totals together)

**If paying by check, please make payable to:**

Mid America Pool & Spa Show  
 214 N. Hale Street, Wheaton, IL 60187

**If paying by CC, please complete the information:**

VISA  MasterCard

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ CID# (3 digit #) \_\_\_\_\_

Name as it appears on CC \_\_\_\_\_ Signature \_\_\_\_\_

### SUBMIT *registration form online at [www.MidAmericaShow.com](http://www.MidAmericaShow.com) or fax to (630) 510-4501*

**QUESTIONS?** E-mail [info@MidAmericaShow.com](mailto:info@MidAmericaShow.com), or call (630) 308-1363

**\*NOT AN APSP MEMBER?** For membership information e-mail [rbloch@TheAPSP.org](mailto:rbloch@TheAPSP.org), visit [www.TheAPSP.org](http://www.TheAPSP.org), or call (941) 306-5222



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