

Take your business— and career—to the next level.

Register today for these must-attend
APSP advanced education programs at the
International Pool/Spa/Patio EXPO in Las Vegas, November 1–2, 2010

ADVANCED BUILDERS INSTITUTE

Monday, November 1 — 8 a.m.–6 p.m.
Tuesday, November 2 — 8 a.m.–5 p.m.

This is the industry's PREMIER learning experience—offering the most advanced training for builders.

Today's successful building professionals must be able to establish the right goals, communicate the right ideas, and consistently deliver effective results to clients. The Advanced Builders Institute will challenge your way of thinking and help you raise your level of performance.

The outstanding curriculum includes:

- Vanishing Edge and Rim Flow Pools
- Waterproofing Round Table
- How to Get Leads that Others Don't
- Anatomy of a \$1,000,000 Pool
- Soil and Geotechnical Issues in Pool Construction
- Concrete Reinforcement and Engineering in Pool Construction
- Why Some Don't Succeed as Pool Sales Professionals
- Selling With Attitude! Upscale Sales Roundtable

"The information I learned at Institute sessions will absolutely elevate my business above the competition."

Brian McGarry, CBP, President,
Sapphire Signature Pools

TECHNICAL SERVICE INSTITUTE

Monday, November 1 — 8 a.m.–6 p.m.
Tuesday, November 2 — 8 a.m.–5 p.m.

It's not enough to do what you did last year.

Today's pool and spa service professional needs to be a safety specialist, a water-chemistry guru, an expert equipment troubleshooter, an avid employee advocate, and a customer-service genius. Attend these sessions to become the best industry professional.

The outstanding curriculum includes:

- The Ins and Outs of Filtration, Circulation and Hydraulics—A Hands-On Experience
- Pools Across America: What Industry Experts Can Learn from the CDC
- Understanding and Combating Biofilm
- Teaching Your Field Staff to Be Excellent Water Testers
- Lunch and Tour of Wave Pool at Mandalay Bay
- Calming Controller Crazyness
- Pool Water Testing—Techniques to Prevent Interior Finish Problems
- Troubleshooting Salt Chlorine Generators

"There's no better training on pool construction and pool servicing than APSP's Institute programs."

Lew Akins, CBP, President,
Ocean Quest Pools by Lew Akins

For more information or to register, visit www.APSP.org/Advanced2010.

Get certified at the Expo!

Special package rates to attend an Institute AND a CBP or CSP Prep Course/Exam.



APSP appreciates its
Strategic Partners

