



**ATTENTION !**

The content of the conferences “Matinales” will be taught in the native language of the speakers (French and English only) and won’t be translated.

**ATTENTION!**

Le contenu des conférences “Matinales” sera présenté dans la langue des intervenants (français et anglais uniquement) et ne sera pas traduit.

**English seminars topics in details:**

**13<sup>th</sup> November 2012:**

- 01 - Water Chemistry: beyond the basis \_\_\_\_\_ p 02
- 02 - Secret Marketing strategies for Pool Builders \_\_\_\_\_ p 03
- 03 - Chlorine Generators: benefits and applications \_\_\_\_\_ p 04

**14<sup>th</sup> November 2012:**

- 04 - Heat Pumps – Operation, installation and sales \_\_\_\_\_ p 05
- 05 - Secrets to successful selling in the new economy \_\_\_\_\_ p 06
- 06 - In-Ground Liners: Advanced Measuring Techniques \_\_\_\_\_ p 07

**15<sup>th</sup> November 2012:**

- 07 - Market conference \_\_\_\_\_ p 08
- 08 - Pumps and variable speed Motors \_\_\_\_\_ p 09
- 09 - Leadership strategies for tomorrow’s pool industry \_\_\_\_\_ p 10

**16<sup>th</sup> November 2012:**

- 10 - Upscale pool design and sales \_\_\_\_\_ p 11

**Sujets des séminaires détaillés en Français:**

**13 Novembre 2012:**

- 01 - Piscinier / Abriteur : le tandem gagnant \_\_\_\_\_ p 12

**14 Novembre 2012:**

- 02 - Piscine et développement durable, lever les freins à l’achat \_\_\_\_\_ p 13

**15 Novembre 2012:**

- 03 - La domotique : optimisation du traitement de l’eau et pilotage des équipements de piscine \_\_\_\_\_ p 14



13<sup>th</sup> November 2012:

ENG

## Water Chemistry: beyond the basics

Speaker: Ellen Meyer and Eric Bouteloup

Date and time of presentation: 13<sup>rd</sup> November 2012  
09:30-11:00

Company / Organization: Lonza

Type of presentation: Technical

Time of presentation: 1:30

Brief description of topic: This course will cover the important factors needed for healthy swimming and care of pools and spas. For protection of swimmers, various sanitizing systems and factors that affect their efficacy will be discussed in depth. For protection of pool surfaces, water balance and other factors such as metal staining will be discussed.

The objectives of this session:

1. Learn what is needed to prevent disease transmission in pools and spas
2. Learn what is needed to ensure the maximum performance of various sanitizers
3. Learn about water balance factors that affect sanitation and pool surfaces

Level of seminar: Basic



ENG

## Secret Marketing strategies for Pool Builders

Speaker: Brett Abbott

Date and time of presentation: 13<sup>th</sup> November 2012  
11:30-13:00

Company / Organization: MYM Austin Inc

Type of presentation: Business

Time of presentation: 1:30

Brief description of topic: Attendees will discover how to stop wasting money on marketing and advertising that isn't working and start using pool industry tested and proven marketing methods that get more leads and close more sales.

Key lessons include:

- ✚ The irrevocable rules of marketing and advertising
- ✚ Where you should be advertising, and why
- ✚ How you should be marketing, and why
- ✚ How to create better ads, marketing materials and websites
- ✚ How to determine if a marketing expense is worth the money
- ✚ How to never make a major marketing mistake again

The objectives of this session: Discover the right and the wrong ways to market and promote your pool construction business

Level of seminar: Basic /Business, Advanced



ENG

## Chlorine Generators: benefits and applications

Speaker: Ray Denkwicz and Patrick Caty

Date and time of presentation: 13<sup>rd</sup> November 2012  
11:30-13:00

Company / Organization: Hayward

Type of presentation: Technical

Time of presentation: 1:30

Brief description of topic: Presentation will present the positive business rationale for the professional dealer/distributor to focus their resources on the sale of chlorine generators versus other methods for sanitizing a pool. A basic understanding of the benefits of this technology for the pool owner will also be presented.

The objectives of this session:

1. Achieve an understanding of the business benefits of selling chlorine generators
2. Achieve an understanding of superior benefits for the pool owner
3. Suggest strategies to use to achieve number 1 and number 2

Level of seminar: Basic /Business



**14<sup>th</sup> November 2012:**

**ENG**

## Heat Pumps – Operation, installation and sales

Speaker: Jeff Tawney

Date and time of presentation: 14<sup>th</sup> November 2012  
09:30-11:00

Company / Organization: Aquacal Autopilot, Inc

Type of presentation: Technical

Time of presentation: 1:30

Brief description of topic: This seminar will address the basics of pool heat pump application, selling features versus heating alternatives, proper installation practice, trouble shooting techniques.

The objectives of this session:

1. Define the value of pool heat pumps
2. Define proper application and installation
3. Basics of operation and trouble-shooting

Level of seminar: Intermediate



ENG

## Secrets to successful selling in the new economy

Speaker: Mario Daniel Rossetti

Date and time of presentation: 14<sup>th</sup> November 2012  
11:30-13:00

Company / Organization: Rossetti Entreprises, LLC

Type of presentation: Business

Time of presentation: 1:30

Brief description of topic: Everything has changed; the economy, our markets and our prospects. We must also change our approach to the sales process if we hope to succeed in our challenging times. Determine why people buy, from whom they are most likely to buy and what motivates them to act. Discover why and how the entire company must now become an active part of the sales process in order to personalize the purchase experience and promote extreme customer satisfaction while increasing referrals, sales and profits.

The objectives of this session:

1. Explore methods of selling in our new economies to increase sale and profits
2. Determine why people buy and detail techniques of exceeding customer expectations
3. Provide methods for the entire company to personalize the purchase experience and grow profits

Level of seminar: Basic



ENG

## In-Ground Liners: Advanced Measuring Techniques

Speaker: Robert McEwen

Date and time of presentation: 14<sup>th</sup> November 2012  
11:30-13:00

Company / Organization: McEwen Industries

Type of presentation: Technical

Time of presentation: 1:30

Brief description of topic: Advance measuring techniques for the best fitting in-ground vinyl liners. This seminar covers advanced measuring techniques including using the A-B method for kidneys and mountain lakes, free forms and unique interior features like free form steps and bowled hoppers. We also will review the basics including diagonals, radius corners, where to measure, and three tools for every job.

The objectives of this session:

1. Make your company more profitable by recognizing and eliminating common measuring mistakes
2. Help you deliver better fitting liners by discussing how to measure the tough bowl bottom pools, free form pools and unusual features
3. What to do if the liner doesn't fit: Trouble-shooting tips for installation

Level of seminar: Advanced



**15<sup>th</sup> November 2012:**

**ENG**

### Market conference

Speaker: Speakers be determined

Date and time of presentation: 15<sup>th</sup> November 2012  
09:30-11:00

Company / Organization: APSP, BSW, FPP

Type of presentation: Business

Time of presentation: 1:30

Brief description of topic:

The objectives of this session:

Level of seminar:





ENG

## Pumps and variable speed Motors

Speaker: Sue Robach

Date and time of presentation: 15<sup>th</sup> November 2012  
11:30-13:00

Company / Organization: Pentair Aquatic Systems

Type of presentation: Technical

Time of presentation: 1:30

Brief description of topic: Students will learn about the construction of different types of pumps and motors and how they work. With the growing interest of variable Frequency drive Pumps and energy savings, students will learn how these pumps manage voltage and current to control speed and save energy.

The objectives of this session:

1. To understand single, two and variable speed motor construction
2. To understand energy efficiencies of different pumps and motors
3. To understand the full advantage of speed control

Level of seminar: Intermediate



ENG

## Leadership strategies for tomorrow's pool industry

Speaker: Bill Kent

Date and time of presentation: 15<sup>th</sup> November 2012  
11:30-13:00

Company / Organization: Team Horner

Type of presentation: Business

Time of presentation: 1:30

Brief description of topic: Leadership in the pool industry requires implementing new rules for getting things done. Meeting the challenges of today and tomorrow's unpredictable risks requires a leader whose career, team and company excels in extreme environments. This seminar focuses on becoming a leader who uses every bit of talent and every ounce of strength to guide their team to peak performance.

The objectives of this session:

1. Leaders must transform their vision, their culture
2. Analyze internal and external environments
3. Implement new leadership tools

Level of seminar: Basic/Business



**16<sup>th</sup> November 2012:**

**ENG**

### **Upscale pool design and sales**

Speaker: Lew Akins

Date and time of presentation: 16<sup>th</sup> November 2012  
09:30-11:00

Company / Organization: Ocean Quest Pools by Lew Akins

Type of presentation: Business

Time of presentation: 1:30

Brief description of topic: Top sales professionals of upscale, high-end pools are like great waiters in 5 stars restaurants. It is their goal to guide the perspective client through a dynamic exciting and enjoyable sales process that will ultimately satisfy the desire for a perfect backyard environment. Learn techniques that will allow customer identify designs and options, allowing their choices to stay within budget, but fulfill their dream. We will discuss the anatomy of a million euros pool and show how to prevent customer from seeing purchase as a commodity.

The objectives of this session:

1. How to define what a customer would love to have
2. How to avoid competing price
3. How to set a realistic budget for customer

Level of seminar: Advanced



**13 Novembre 2012:**

**FR**

### **Piscinier / Abriteur : le tandem gagnant**

Intervenant(s):	Jacques Derruaz
Date et heure de la présentation:	16 Novembre 2012 09:30-11:00
Entreprise:	ERA / Sokool
Type de présentation:	Business
Temps de présentation:	1:30
Bref description du sujet:	<p>Cette conférence a pour but de montrer comment vendre les abris de piscine, les méthodes marketing pour les professionnels et les documents pour les consommateurs qui présentent les avantages des abris et lèvent les freins à l'achat.</p> <p>Elle aura également pour but de découvrir et d'analyser les tendances du marché de l'abri à l'aide de l'étude de marché de l'abri de l'année 2011.</p>
Objectifs de cette session:	<ol style="list-style-type: none"><li>1. Développer et faire connaître les méthodes marketing adaptées marché de l'abri : argumentaire de vente etc.</li><li>2. Faire connaître les différents types d'abris de piscine</li><li>3. Argumentaire de vente : les 10 raisons principales de choisir un abri</li><li>4. Analyser le marché des abris de piscine à partir de l'étude de marché 2011</li></ol>
Niveau de la conférence:	Basique



**14 Novembre 2012:**

**FR**

## **Piscine et développement durable, lever les freins à l'achat**

Intervenant(s):	Jean Lermite
Date et heure de la présentation:	16 Novembre 2012 09:30-11:00
Entreprise:	FPP - Commission du développement durable
Type de présentation:	Business
Temps de présentation:	1:30
Bref description du sujet:	Cette présentation est destinée à lever les freins à l'achat d'une piscine et de son environnement liés aux questions environnementales. Elle traitera des relations entre piscine, consommation d'eau, indice carbone d'exploitation des piscines familiales et des comparaisons à d'autres produits. Vous trouverez de nombreux conseil pour le recyclage des liners et des emballages et découvrirez les nouveautés pour l'économie d'énergie des piscines de demain.
Objectifs de cette session:	<ol style="list-style-type: none"><li>1. Rétablir une image positive de la piscine et de la consommation d'eau</li><li>2. Préciser l'impact carbone d'exploitation d'une piscine</li><li>3. Montrer aux professionnels les évolutions de consommations d'énergies</li></ol>
Niveau de la conférence:	Basique



**15 Novembre 2012:**

**FR**

## **La domotique : optimisation du traitement de l'eau et pilotage des équipements de piscine**

Intervenant(s): Omar Saaid

Date et heure de la présentation: 15 Novembre 2012  
09:30-11:00

Entreprise: Klereo

Type de présentation: Technique

Temps de présentation: 1:30

Bref description du sujet: Le marché de la domotique piscine se democratize. Les propriétaires sont de plus en plus nombreux à franchir le pas pour accéder à ces technologiques fiables et abordables afin de simplifier l'entretien de leur piscine, d'obtenir une qualité d'eau optimale et un confort supplémentaire. Ces technologies permettent aussi de sécuriser les installations et les baigneurs mais également de réaliser des économies d'énergies pour s'inscrire dans une démarche de développement durable. En plus des bénéfiques consommateurs, la domotique c'est aussi le pilotage à distance qui permet aux pisciniers d'offrir à leurs clients une prestation à plus forte valeur ajoutée et d'agir sur la qualité d'eau avant même de se déplacer.

Objectifs de cette session:

1. Démontrer les avantages et la fiabilité de la domotique afin d'obtenir une avancée technologique sur le marché.
2. Savoir optimiser la qualité de l'eau avec la gestion combinée du traitement et de la filtration.
3. Mettre en place un service de gestion à distance aux particuliers pour simplifier l'entretien des piscines
4. Comprendre l'intérêt de l'automatisation des équipements chauffages, éclairages, nettoyage.

Niveau de la conférence: Intermédiaire