

APSP San Diego Meeting

October 29, 2009
5:00 p.m. – 8:30 p.m.

SCP San Diego Branch
5648 Copley Drive, San Diego

**Two
GREAT
Educational
Programs!**

Marketing Your Pool Business on a Shorestring Budget

Presented by Tom Cox
Vice-President of Gardner Pool Plastering



Whether you are a large company or a Sole Proprietor, a slow economy forces marketing budgets to shrink. This presentation will introduce you to creative thinking on ways you can market for FREE or very low cost. Jumpstart 2010 with a fresh approach to building your business.

Pool & Spa Remodeling: Avoiding Problem, Identifying Structural Issues

Presented by Ron Lacher
Pool Engineering, Inc.

This presentation for builders and service professionals will provide an overview of structural considerations associated with remodeling. Sometimes, an existing structural issue can be the compelling reason it's time for a remodel or structural repair. By knowing the warning signs, service professionals will be poised to properly inform their customer what is happening. Items planned to be covered include:

- Identifying symptoms of structural issues and what causes them
- Adding spas
- Enlarging or shrinking pools
- Adding rock features (grottos, slides)

Cost: \$20 or become a member at the meeting and pay nothing to attend • FREE for APSP Members

RSVP REQUIRED

To RSVP, send an email to apsp@lasher.us including your name, company and phone number
Or call (714) 658-1296 • Checks should be made payable to APSP



Sponsors

SCP • Hayward • Zodiac/Polaris • Pentair • Magic Industries •
The Pool Doctor of San Diego • Raypak • Pour-A-Lid
Sponsorships are Available! Call (714) 658-1296 for details

