

Leaderboard

700 x 100

[View in Browser](#)

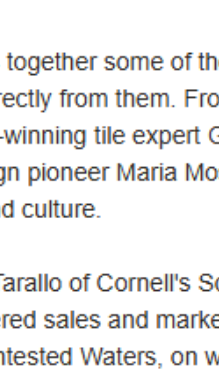


POOL & HOT TUB ALLIANCE

NEWS

Member Edition

PHTA UPDATES



MasterMind
SUMMIT

Powered by



Meet Your Summit Gurus

The experts shaping your industry — and shaping this year's Summit.

MasterMind Summit 2026 brings together some of the pool and hot tub industry's sharpest minds — and you'll get to learn directly from them. From GENESIS® co-founders Brian Van Bower and Skip Phillips, to award-winning tile expert Greg Andrews, engineering authority Terry Brannon, and wellness design pioneer Maria Moscato — our faculty spans construction, design, business, and culture.

Headlining the Summit is Neil C. Tarallo of Cornell's School of Hotel Administration, who'll lead multiple sessions on AI-powered sales and marketing strategies. You'll also hear from historian Jeff Wiltse, author of *Contested Waters*, on why pools matter culturally and economically, plus dozens of Master CBPs and industry leaders sharing real-world insight through roundtables and project profiles.

Come ready to learn from the best — and leave with ideas you can put to work immediately.

See You September 16–18 at MasterMind »



IHTA
The International Hot Tub Association

Boost Your Hot Tub Sales in NOLA: Don't Miss the IHTA Lunch & Learn!

If you sell hot tubs and are heading to the Pool Spa Patio Expo, this is one session you can't afford to miss. Join the International Hot Tub Association (IHTA) for an exclusive Lunch & Learn packed with actionable strategies from top industry speakers focused on helping hot tub retailers sell more units and grow their business.

- Date: Wednesday, November 18, 2026
- Time: 11:30 AM – 1:00 PM
- Location: New Orleans Convention Center, Rivergate Room
- Cost: \$30 per person (includes lunch)

[Learn More »](#)

Member Alert: Beware of Fraudulent Emails

PHTA is aware of scam emails impersonating PHTA staff and requesting payment or account information. Please verify any suspicious requests and remember that official PHTA emails will come from @phta.org. Questions or think you've received a scam email? [Contact our member services team.](#)



CPSA
California Pool & Spa Association

What's Taxable on Your Next Project?

Sept. 9 | Virtual

From materials and equipment to fabrication and repair labor, understanding what's taxable can get complicated. Join the California Pool & Spa Association (CPSA) and California Department of Tax and Fee Administration (CDTFA) for a free webinar covering the sales and use tax rules California contractors need to know.

[Register Now »](#)

Resource of the Week

Benchmark Your Business Against the Industry

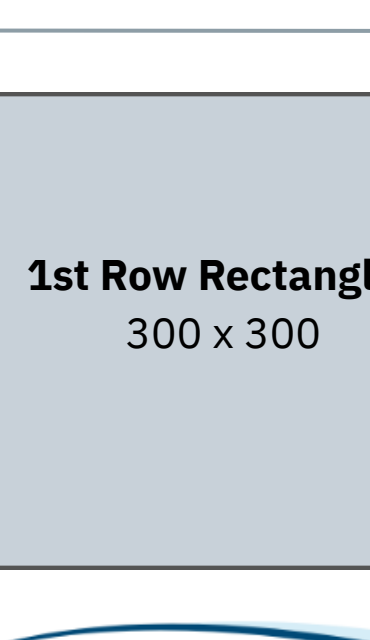
How does your business compare? The **2025 PHTA Business Operations Survey Report** provides industry benchmarks on profitability, sales, staffing, compensation and more. Survey participants get it free, while **PHTA members receive 80% off.**

[Get the Report »](#)

2nd Leaderboard

600 x 100

Education & Events



Coming to MasterMind? Don't Miss D250.

Sept. 16 | 8 PHTA CEUs

Learn from John Kenyon, Master CBP, on how to turn great design into more sales. **GENESIS® D250: How to Convert Design and Style into Sales** takes you from the initial client conversation through the site visit, design process and presentation—with practical strategies for qualifying clients, building trust and increasing conversions.

Make the most of your MasterMind experience by adding this pre-conference workshop to your schedule.

[Learn More & Register »](#)



Want to Become a Master?

Oct. 20 & 22 | 8 PHTA CEUs

Take the next step toward becoming a Master CBP with **GENESIS® C410: Advanced Pool Construction**. This required course dives into advanced soil mechanics, difficult site solutions, concrete science, shell repair, alternative construction methods and more.

Learn from John McIntyre, P.E., Advanced CBP, and build the advanced knowledge you need to reach the highest level of GENESIS® certification.

[Take the Next Step »](#)

Need CEUs for Recertification?

Don't let the end of the year sneak up on you! If you need CEUs to renew your certification, now is the time to check your progress and complete any remaining hours. PHTA offers a variety of ways to earn CEUs, including **on-demand courses**, **virtual education**, **in-person courses** and **occasional webinars**, so you can find an option that fits your schedule.

Waiting until December can make it difficult to find the courses you need, so start earning your CEUs now and head into the new year with your recertification requirements covered.

[Questions? Contact Iryckley@phta.org »](#)

[Find a Course Today »](#)

Don't Miss Pool Spa Patio Expo 2026!

Heading to New Orleans this November? PHTA and GENESIS® will be there! The Pool Spa Patio Expo 2026 is Nov. 17–19. Make sure it's on your calendar and start planning your time at the industry's biggest gathering of pool, spa and outdoor living professionals.

[Register Now »](#)

1st Row Rectangles

300 x 300

1st Row Rectangles

300 x 300

Advocacy

State Legislatures Meeting This Week

There are 9 states actively meeting this week, with Alaska and South Carolina in special sessions.

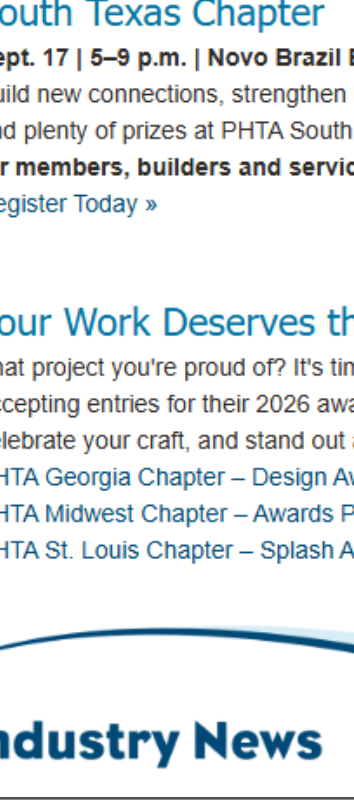
PHTA continues to work hard ensuring our industry's voice is heard by state representatives, and we need your help! Nothing is more effective than grassroots support in advocating for the pool, spa, and hot tub industry. To learn more about how you can get involved, consider joining the **Government Relations Advisory Committee (GRAC)** or becoming an **Industry Ambassador**.

Subscribe to the PHTA Government Relations Newsletter

Stay up to date on the legislative and regulatory developments shaping the pool and spa industry. From statehouses to Capitol Hill, PHTA's Government Relations team keeps you informed so you're prepared for what's next.

[Subscribe Today »](#)

Standards & Codes



September Standard of the Month: Save 15% on ANSI/PHTA/ICC-2 2026

Stay up to date with the latest guidance for public pool and spa operations and maintenance. The newly published ANSI/PHTA/ICC-2 2026 Standard for Public Pool and Spa Operations and Maintenance provides an easily adoptable framework for critical areas including inspections, permits, water quality, hygiene facilities and more.

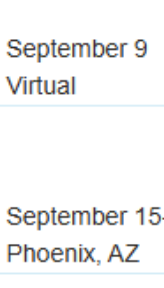
As part of **September's Standard of the Month** promotion, **save 15% with code SEPTSTD15**. [Save Today »](#)

Have Your Voice Heard: Review Proposed PHTA-3 Standard

PHTA has opened a public review period for the proposed revision of ANSI/APSP/ICC-3-2014 (R2023), the American National Standard for Permanently Installed Residential Spas and Swim Spas. Industry professionals are invited to review the proposed changes and submit comments before the October 12 deadline.

[Learn More »](#)

Membership



POOL & HOT TUB ALLIANCE
MEMBER

Welcome, New Members!

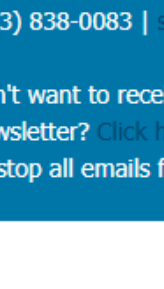
We're excited to welcome the newest members of the PHTA community! From pool builders and service professionals to aquatic organizations, manufacturers and more, these new members represent the diverse and growing community working to strengthen our industry. Please join us in welcoming our newest PHTA members! [View the Full List of New Members](#)

Women of Water Podcast Launches September 22

Women of Water (WOW), a special interest group of PHTA, is launching a new podcast on September 22! Hosted by PHTA President & CEO Sabeena Hickman, CAE, the Women of Water podcast highlights the women shaping the pool and spa industry and the stories behind their careers.

From pivotal moments and unexpected opportunities to mentors, risks, setbacks and successes, each episode offers an inside look at the experiences that help build great leaders.

[Learn More »](#)



Budget®

Budget Car Rental Savings

PHTA members save up to 25% off Budget base rates, plus get other great offers like Dollars off, a complimentary upgrade, or a free weekend day. Plus, with a complimentary membership in Budget Fastbreak, enjoy the fastest, easiest rental experience!

To make a reservation, visit [Budget.com/PHTA](#) or call 1 (800) 527-0700 and use the code **D423520**.

[Learn More »](#)

2nd Row Rectangles

300 x 300

2nd Row Rectangles

300 x 300

Chapter Updates

Don't Miss Industry Speed Networking with the PHTA South Texas Chapter

Sept. 17 | 5–9 p.m. | Novo Brazil Brewing, San Antonio

Build new connections, strengthen industry relationships and enjoy a night of food, drinks and plenty of prizes at PHTA South Texas Chapter's Industry Speed Networking event. **Free for members, builders and service companies.**

[Register Today »](#)

Your Work Deserves the Spotlight

That project you're proud of? It's time to show it off. Several PHTA Chapters are now accepting entries for their 2026 awards programs — a chance to earn industry recognition, celebrate your craft, and stand out among your peers. Now accepting entries:

PHTA Georgia Chapter – Design Awards

PHTA Midwest Chapter – Awards Program

PHTA St. Louis Chapter – Splash Awards

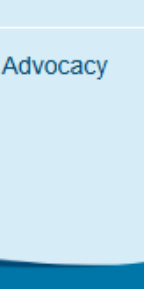
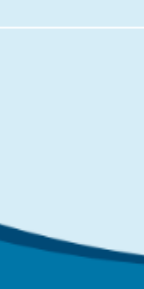
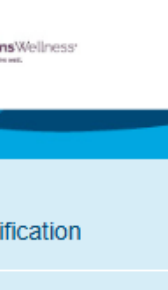
Industry News

Headline Text Here

Body Text Here

[CTA Link Here »](#)

Sponsored Content



[Home](#)

[Education & Certification](#)

[About Us](#)

[News & Research](#)

[Standards & Codes](#)

[Advocacy](#)

Pool & Hot Tub Alliance
1650 King Street, Suite 602
Alexandria, VA 22314
(703) 838-0083 | [service@phta.org](#)



Don't want to receive the PHTA Weekly Newsletter? [Click here](#)
To stop all emails from PHTA, [unsubscribe](#)

