



# EDUCATE ADVOCATE ELEVATE



**POOL &  
HOT TUB  
ALLIANCE**



# > Join PHTA



Game-changing benefits! These four new benefits are just a snapshot of the exceptional value that comes with PHTA membership. Join us in unlocking a world of opportunities, networking, education, and resources that will propel your business forward.

- **Industry-leading standards** provide the guidance and best practices you need to ensure compliance and deliver exceptional results. Members receive one free PDF standard per year.
- **Access quality education** through on-line and on-demand CEU courses anytime, anywhere.
- **Attract top talent and build your dream team** with our free job postings.
- **Showcase your achievements** and be internationally recognized as an award-winning company! Members receive one free Awards of Excellence entry per year.
- **Deep Member discounts** that literally makes a PHTA Membership pay for itself

## > EDUCATE

### Professional Development For All

PHTA's conferences, webinars, virtual events, and self-paced courses provide professional development opportunities that allow you to connect, learn, and advance your career. Together with GENESIS®, PHTA offers premium education for professionals who are ready to level-up.

#### **Education & Certification:**

- Discounts on all PHTA and GENESIS® education and certification courses – in-person, virtual, and on-demand. Members receive up to \$500 off each course!
- Certify your staff and set your company apart from the competition. PHTA offers 11 professional certifications across service, operations, retail, and building/design.



## > ADVOCATE

### Amplify Your Voice

PHTA is working hard to provide members with a competitive advantage by creating the best legislative and regulatory environment possible to preserve and protect our industry.

#### **We Set the Standard!**

Stay up to date with the latest industry standards and keep projects moving as smoothly and efficiently as possible. PHTA Members enjoy discounted rates on all ANSI standards.

Stay at the forefront of industry best practices and position your company as a leader in the field.



# ELEVATE

## Level Up with PHTA

Unlock the power of unlimited job postings on **careers.workinaquatics.com**, our dedicated portal for the aquatics industry. Now you can showcase your job openings to hundreds of thousands of candidates without additional cost. Maximize your reach and visibility in the industry by advertising every job opportunity from entry level positions to executive roles. Dive into new opportunities with unlimited job postings at **careers.workinaquatics.com** today.

### Workforce Development:

- Two PHTA Apprenticeship Programs, for service and maintenance technicians and pool builders.
- PHTA's Mentor Match Program allows members to connect with each other and share or receive advice.

### Market Research and Statistics

You need data to drive your business decisions, and we've got you covered. Whether you are a builder, service company, or manufacturer, we have data for all your business needs.

- **PHTA Market Report:** The ideal reference tool for anyone in the pool, spa, and hot tub industry who needs to quickly identify important growth opportunities. This annual report provides complete, up to date, and reliable information on the residential aboveground and inground pool and hot tub industries.



### • 2023 Business Operations & Quarterly Pulse Survey:

The combination of the Annual Business Operation Report and the quarterly Pulse Survey will keep you focused and your business on track to your next level goals. When you submit your company data, you will receive a personalized report that benchmarks your confidential data with aggregated data for the whole industry. Nonparticipants can purchase the report in our store. Quarterly Pulse Surveys are only available to participants who have access to the survey after each quarter through the **www.phtainsights.com** portal.

### • Economic Impact Study:

Take a deep dive into the overall economic impact of the swimming pool and hot tub industry on the United States economy. This biannual study outlines the influence of the industry in several areas: new construction, remodel/renovation and repair, retail/ accessory, and service.



# JOIN PHTA TODAY!





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*I initially became a PHTA member because in such a fast-paced industry, it was the quickest and largest resource to helping me learn! I was new to this industry when I started and my only experience with pools and spas was using them as a kid. So, I needed a foundation on how to better handle everything my job involved and help our customers as best I could. Since joining PHTA, it has completely changed my view of the pool industry from just a job to a career with many different avenues!*

— **Zachary Bentzen**, CPO, CRP  
West Bend Store Manager  
A-1 Pools, Inc.

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JOIN PHTA  
TODAY!

