

> Join PHTA

> Game-changing benefits!

These five 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 online 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 discounts** that literally make a PHTA Membership pay for itself.



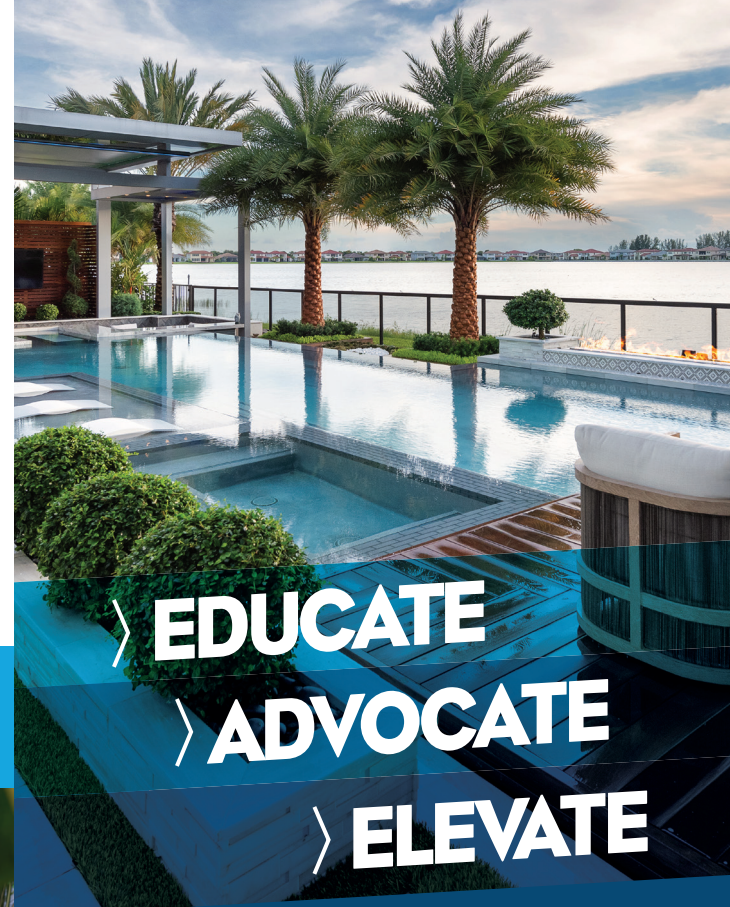
I initially became a PHTA member because in such a fast-paced industry, it was the quickest and largest resource to helping me learn! I was new to this industry when I started and my only experience with pools and spas was using them as a kid. So, I needed a foundation on how to better handle everything 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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> **EDUCATE**
> **ADVOCATE**
> **ELEVATE**



EDUCATE

Professional Development for All Employees

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 10 professional certifications across service, operations, and build/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 effortlessly 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 Job Board for the aquatics industry. Now you can showcase your job openings to hundreds of thousands of candidates without additional cost. **Join PHTA and find your next employee today!**

Workforce Development

- Two PHTA Apprenticeship Programs, for service and maintenance technicians and pool builders, registered with the U.S. Department of Labor..

JOIN PHTA TODAY!



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.

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.

Business Operations & Quarterly Pulse

Survey: Submit your company data and receive a personalized report that benchmarks your confidential information with aggregated statistics from the whole industry.