

Educate. Advocate. Elevate.



**POOL &
HOT TUB
ALLIANCE**



CPSA + PHTA

unite to deliver more powerful benefits



You are why we exist. Our core purpose is to promote safe and healthy pool and hot tub environments for people to share enjoyable experiences. That's where you come in. You are making a difference in people's lives. Whether you're building a pool or servicing one, you're bringing recreation and enjoyment to this world. That's pretty amazing, and it should be celebrated. We're here to support and help you continue to do what you do best: spread fun and joy in aquatics.

MEMBERSHIP AT A GLANCE



Get Involved

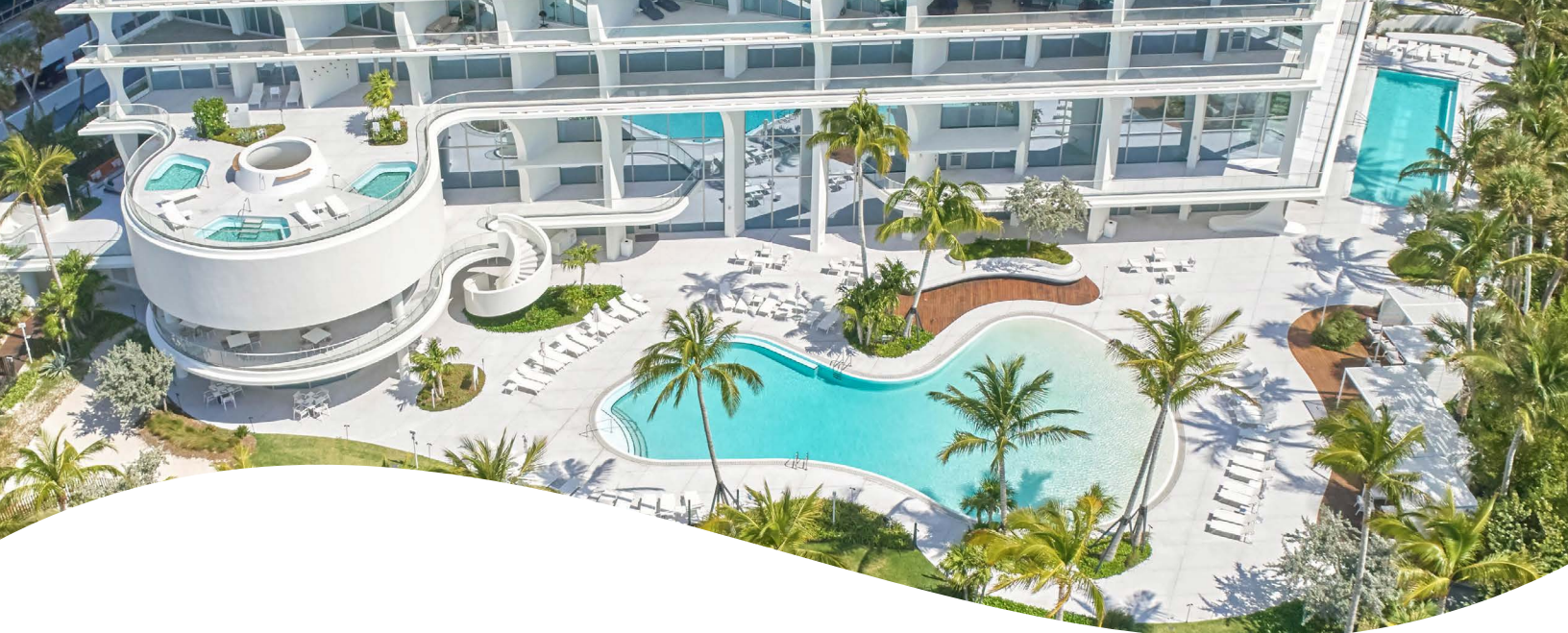
We're advocating for you, on every level—federal, state, and local governments hear our collective voice on issues impacting your business. We're working hard to lead the legislative and regulatory environment for the pool and hot tub industry, and we need your help to protect your business and our industry.



Learn and Grow Professionally

Our conferences, webinars, virtual events, and self-paced courses provide professional development opportunities that allow pool and hot tub professionals to connect, learn, and advance their careers. And organizations benefit too. They can leverage these programs to develop highly skilled staff teams that have mastered competencies and are equipped to drive organizational success.





Setting Standards

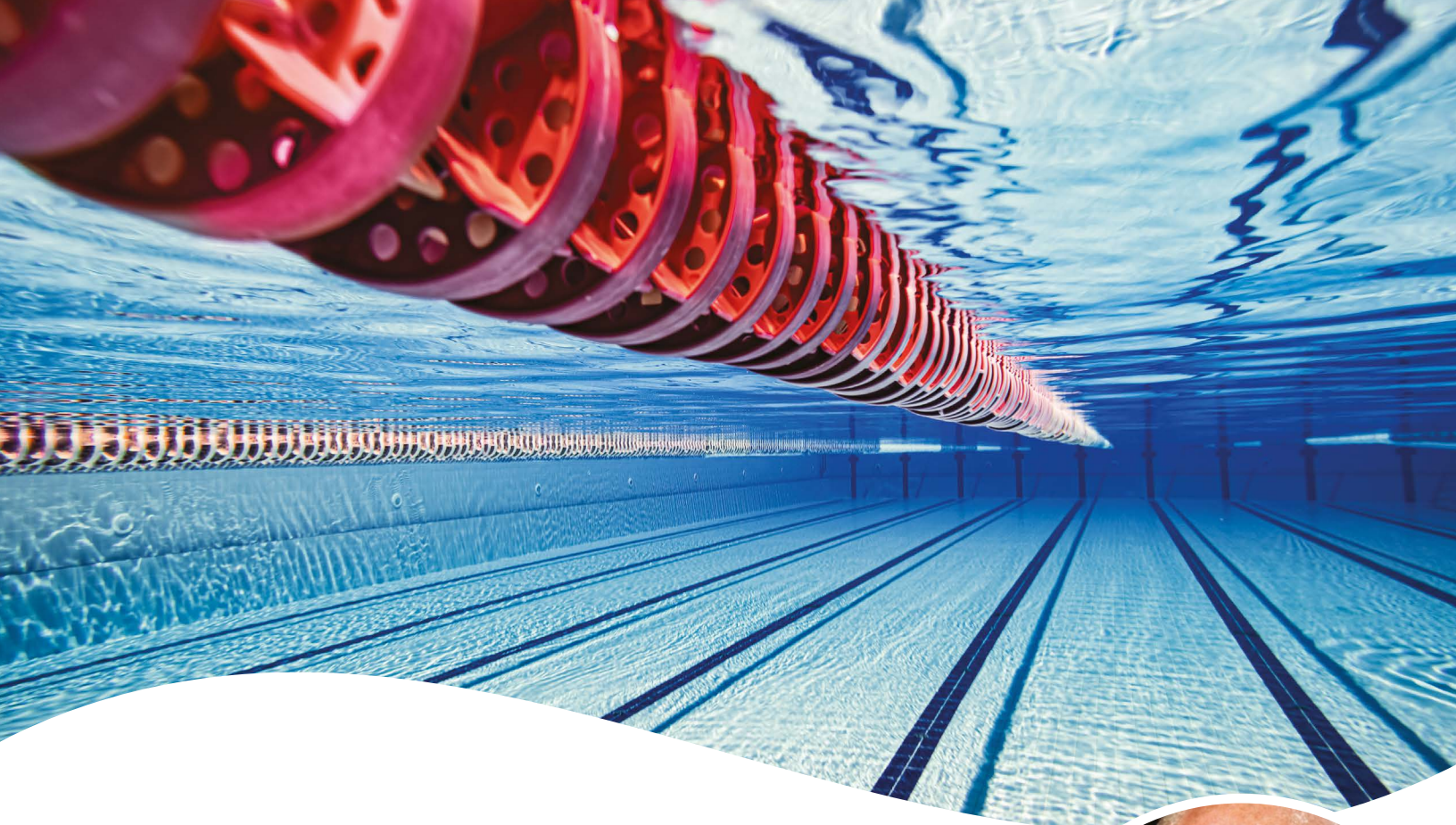
PHTA is the only industry organization recognized by the American National Standards Institute (ANSI) to develop and promote national standards for pools, hot tubs, and spas. Since 1983, we have been accredited by ANSI as the Standards Development Organization for the nation's pool and hot tub standards. These national consensus standards establish voluntary minimum guidelines that, when adopted by governments and agencies, have the force of law. These standards are used in the design, operation, and maintenance of swimming pools and hot tubs.



Demonstrate Commitment

Certification is a big deal in any industry—but for pool and hot tub professionals, it's the demonstration of skills and commitment we look to for excellence. It gives you and your company an advantage over the competition. We've got sought-after certifications for all levels and specialties, including Certified Pool Operators, Builders, Technicians, Service, Maintenance, Hot Tubs, Retail Professionals, and more. As you embark on this journey to excellence, we can help you get there!





Philanthropy

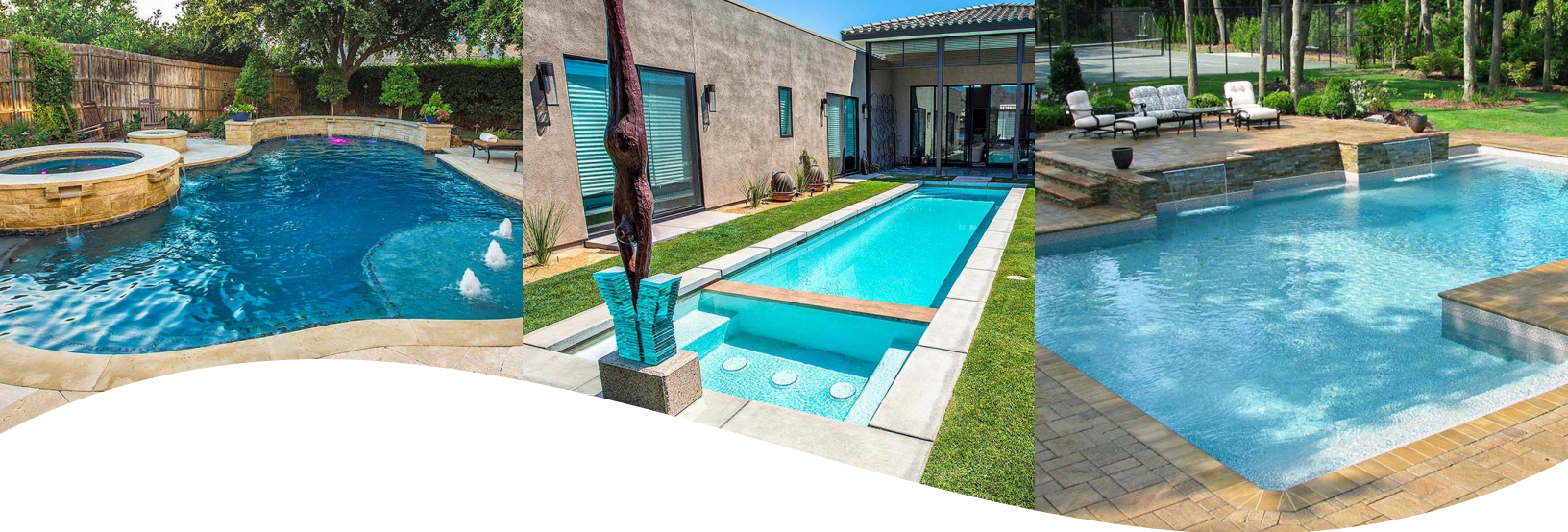
We are committed to promoting water safety and reducing the number of drownings annually. We do this in numerous ways.

Step into Swim™ funds organizations across the U.S. that teach swim lessons. Three-time Olympic Gold Medalist Rowdy Gaines is part of PHTA's team and works tirelessly to advocate for water safety and creating more swimmers and enthusiasm for the aquatic industry.



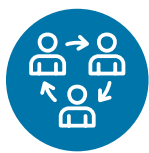
We maintain enduring relationships with aquatics stakeholders. We manage National Water Safety Month, an annual awareness campaign with support from the American Red Cross, National Recreation & Parks Association, and the World Waterpark Association. We work with the Centers for Disease Control and Prevention on the annual Healthy Pools Week campaign. And we have strong partnerships with the National Drowning Prevention Alliance, USA Swimming, and so many more.





Consumer Awareness

How can we help educate and inspire consumers? The answer is our SplashFacts.org webpage. On this webpage, consumers can find building guides, FAQs, checklists, and a collection of award-winning pools and hot tubs built by our members. It's essentially a searchable professional database of our members, available to any consumer looking for enjoyment in a pool, spa, or portable hot tub.



Get Engaged

We've got chapters, councils, and committees just waiting for your arrival. These groups of dedicated members meet regularly to lead us in being the best it can be, and we do that by making sure we're supporting you and our booming industry. We need you to help develop and manage many critical initiatives that we've got on the docket for 2021 and beyond! We've got your next volunteer leadership role. You will get much more out of it than you put into it. That's our guarantee.

**JOIN CPSA + PHTA AND JUMP
INTO 2021 AND BEYOND!**

Find out more about membership at thecpsa.org
or contact Mike Lasher at O: (916) 447-4113 | C: (714) 356-2944

