



APSP

*The Association of
Pool & Spa Professionals™*



The Value of Membership





The Association of Pool & Spa Professionals (APSP) is the trade association of the pool, spa, and hot tub industry. With our unique focus and dedicated resources, APSP works exclusively to promote the success of our members and the industry as a whole.

What Member Value Does APSP Provide?

- A professional, member-driven organization
- Products and services generating bottom-line benefits
- A dedication to the professionalism of the industry
- Public promotion of the many benefits APSP members provide
- Government relations advocacy and support.

A Professional, Member-driven Organization

- ✓ **Member service:** Transitioning from the former National Spa & Pool Institute (NSPI), APSP has restructured to better respond to expanding member needs and expectations. New leadership, new staff, new operating procedures and new Regional Service Centers are all providing greater membership support.
- ✓ **Strategic plan:** APSP is executing a comprehensive strategic plan, developed by the APSP Board of Directors, with four key member priorities: **Education, Promotion, Advocacy, and Research.**

Products and Services Generating Bottom-line Benefits

- ✓ **Business products:** APSP provides an expanding array of members-only products and services that bring bottom line benefits to day-to-day operations. Insurance products, credit card processing, shipping and consulting services, and other programs are all designed to increase revenue, lower costs, and reduce risks.
- ✓ **Member discounts:** Members enjoy *significant discounts* on APSP educational programs, as well as numerous publications and other items available at the APSP Store and **TheAPSP.org**. Benefits also include discounted admission and exhibit space at the annual **International Pool & Spa Expo**, as well as regional shows and events.
- ✓ **Sales opportunities:** APSP is continually seeking ways to grow the marketplace to provide new sales and business opportunities for members through strategic partnerships with key constituents and related industries. Plus, members have access through the APSP web site to an extensive market research library of key information and industry studies.
- ✓ **Networking and knowledge exchange:** Membership provides access to the knowledge exchange from APSP communications and participation in the many networking venues available, including APSP chapters, councils, and committees. These present important leadership development opportunities and, as with so many involvements, “the more you put into it, the more you get out of it.”

A Dedication to the Professionalism of the Industry

- ✓ **Professional conduct:** APSP members subscribe to a Code of Ethics of professional standards, principles, and policies.
- ✓ **Education and certification:** Professional education and certification remain a key priority of members, and APSP provides the educational standard for the industry. Program development incorporates

a unique collaborative process by which industry experts create high quality peer-to-peer learning opportunities through local networks and national programs.

- ✓ **Standards:** APSP provides the technical foundation for pool and spa standards promulgated by the American National Standards Institute (ANSI). These standards are reviewed and upgraded regularly to reflect current best practices and evolving technology.
- ✓ **Safety:** Pool and spa safety is a core belief of the industry, and the APSP standards are a key element in the many ways APSP educates consumers on the safe and enjoyable use of pools, spas, and hot tubs. Safety is prominently promoted on the APSP web sites, in public service announcements, and in numerous safety brochures and messages that reach millions of households annually.
- ✓ **Branding:** Only APSP members are permitted to use the APSP logo, as an indication of their participation in a national organization dedicated to professionalism and best practices.

Public Promotion of the Many Benefits APSP Members Provide

- ✓ **Promotion:** Promotional activities focus on raising public awareness of the many positive health, enjoyment, and aesthetic benefits our members provide through the products and services they offer.
- ✓ **Media:** Through public and media relations efforts, APSP promotes our members and the industry continuously to consumers. APSP supports multiple web sites to communicate on behalf of members, including TheAPSP.org, PoolPeopleUSA.com, SplashZoneUSA.com and HotTubLiving.com. A key objective is to encourage consumers to seek out APSP members when making purchasing decisions.

Government Relations Advocacy and Support

- ✓ **Advocacy:** APSP's Government Relations Advisory Council (GRAC) offers a venue for local networks to provide an early warning system and to collaborate on effective advocacy at the local level.
- ✓ **Federal and local legislative and regulatory representation:** APSP represents the industry on Federal and state issues relevant to the industry. APSP's government relations agenda is based directly on member input, and members are encouraged to participate in the advocacy agenda at both the local and national levels. Among the ongoing and most important issues are: the proposed Federal "Pool and Spa Safety Act," product liability reform, tort reform, small business issues, hazardous materials handling (OSHA, EPA), hazardous materials transportation (DOT), and labor and workforce issues.

The Unique Value and Importance of APSP Membership

- ✓ **Value:** APSP provides value to our members that cannot be found anywhere else. Indeed, this is why the APSP logo and brand, available only to members, have such significant professional and commercial value.

As "the arm of the pool, spa and hot tub industry," APSP welcomes and needs the support of all who wish to prosper in this dynamic industry and who support the standards and goals of the Association.

To renew, join or for more information, please contact:

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or contact APSP Regional Managers
(Visit www.TheAPSP.org and select
About APSP/Regions and Chapters)



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