

CENTRAL ARIZONA CHAPTER – JANURARY 2010 NEWSLETTER

- **Don't Miss the Desert Pool and Spa Show – Stop by the APSP Booth!**
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2010 Desert Pool and Spa Show

Classes - January 21st, 22nd, & 23rd




Show - January 23rd

[Phoenix Convention Center](#)



Located in the heart of downtown, the Civic Center is within walking distance of major hotels, the Phoenix Sun's arena, and many restaurants.

Pool and Spa Professionals, why spend your time and money at DPSS?

-  Education leads to professional, knowledgeable diagnosis of your customer's pool & spa problems...
-  And as an educated diagnostician, your time is worth more. Get paid for your knowledge!
-  EDUCATION = MONEY in your pocket, and professionally serviced, happier customers.

PLANNING TO ATTEND?

**ONLINE CLASS
REGISTRATION
IS NOW OPEN**

Questions about attending the show?

[e-mail](#) or call 602-539-1855

» [Shared-Ride Shuttle from the Sky Harbor Airport](#)

Phoenix is now the fifth largest city in the nation. With the growth of Tucson and cities within the Valley of the Sun, we think it is time to host a major annual pool event. Given the ideal climate, January is a great time for a show!

Vendors, distributors, and manufacturers can showcase their products just as our season begins, while attendees can get the latest information and training without having to leave town.

Welcome to the 2010 APSP Central Arizona Chapter Board of Directors

Please contact our leadership with ideas or suggestions for chapter events or programs

Mike Long, President – Robert.Long@Poolcorp.com - 480-321-6463

Mark Pieri, Vice President mpieri@jonesassc.com - 602 206-6509

Ronald Orson, Secretary - orsonbuggy@msn.com - 480 585-0000

Liza Leas, Treasurer heatpumpgirl@aol.com - 602 705-9240

Advisors to the Board

Tom Burba, Poolcorp - TOM.BURBA@poolcorp.com - 480 545-2613

Chuck Schoch, Jr., chuck.schouch@poolcorp.com

General Pool & Spa Supply



A New Decade – APSP has experienced many challenges in the past decade and continues to make improvements and updates which will better serve and support members in the coming years.

*Max Maxwell, Executive Director
APSP Central Arizona Chapter*

APSP has experienced the best and the most difficult decade of its existence, and our Central Arizona Chapter followed their lead. With a new decade, our industry faces a more frugal economy and consumer. To meet the challenge, at the national level APSP has developed [education programs](#), a [networking site](#) and updated their [website](#) to better serve the industry and APSP members.

The Central Arizona Chapter leadership understands issues that are unique here in Arizona and will continue to provide value by offering Industry Education, Legislative Updates, and Best Business Practices information online and at Membership Meetings. Continuing Unit Education credits will be made available to members this upcoming year.

Speaking of change, I am retiring from APSP on January 31st. I have really enjoyed working with each of you, and especially our Board of Directors. I have so much respect for the hard work and dedication that goes into the Pool & Spa Industry and the enjoyment they bring to families. I also applaud their commitment to drowning prevention, and water safety.

I am excited and very pleased to announce that Susan Kregar will take over the position of Executive Director for our APSP chapter. Her involvement in construction association management will serve the Arizona Chapter well.

(See Susan's introduction below)

Welcome aboard Susan!



Susan Stein Kregar

Desert Lotus Group

Executive Director,

Arizona Concrete Contractors Association

Ceramic Tile & Stone Association of Arizona

602-631-9084

I have been in construction association management since 2002 when I started with Arizona Concrete Contractors Association. In addition to ACCA and now APSP, I am also with the Ceramic Tile & Stone Association of Arizona. This is a great "marriage" as all three associations deal with cementitious material and have a lot of crossover. Prior to coming to ACCA, I was an account director with a marketing and advertising firm that in addition to traditional clients, also specialized in political campaigns and elections. Before that, I was a marketing director for a regional shopping center that was undergoing extensive redevelopment. I am immediate past president of Arizona Society of Association Executives, a Charter Member of Phoenix Business Lions Club and volunteer in the cat shelter at the Arizona Humane Society.

I have had the pleasure to know quite a few APSP members over the years and am eager to continue the momentum that began under Max's leadership. I am so excited to be a part of APSP as we head for a fantastic 2010! I'm looking forward to meeting everyone soon.

New contact information:

Susan Kregar, Executive Director

sbkregar@cox.net

APSP Central Arizona Chapter
P.O. Box 42237
Phoenix, AZ 85080

Phone: 602-631-4083
Fax: 602-631-9084

(See Annual Calendar of Events Below)

APSP Central AZ Calendar of Events 2010
Membership Meetings will be held the third Tuesday every other month at:
National Pool Tile (NPT)
2440 West University Drive
Tempe, AZ 85281-2337
(480) 968-9929

February 23, 2010 – 12:00 Noon - Membership Meeting

March 5, 2010 – Pool & Spa Industry Swap Meet – Location TBA

April 27, 2010 – 12:00 Noon – Membership Meeting

June 22, 2010 – 12:00 Noon – Membership Meeting

August 24, 2010 – 12:00 Noon – Membership Meeting

October 26, 2010 – 12:00 Noon – Membership Meeting

December TBA – Membership Meeting