



# dealerday

Exhibits, Education, Networking

**Thursday, February 13th, 2025**

**8:30AM – 4:00PM**

**Exhibit Hall opens at 10:00AM**

**WESTCHESTER MARRIOTT**  
**670 White Plains Rd**  
**Tarrytown, NY 10591**

**VENDOR TABLETOPS • SEMINARS**  
**DEALER SPECIALS • GIVEAWAYS**



**BREAKFAST AND  
LUNCH PROVIDED**

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**Morning Sessions 8:45AM – 10:30AM**

**1. PENTAIR – DEMYSTIFYING AUTOMATION**

Unlock the potential of pool automation. This seminar will guide pool dealers through simplifying any pool’s automation needs—from selecting compatible components to configuring intuitive systems that meet customer expectations. Gain a clear understanding of automation options, system compatibility, and how to deliver seamless solutions to your clients.

*Presented by: Roy Harrison and the Northeast Pentair team*

**2. JANDY – LET JANDY INTELLIGENCE MAKE YOU THE HERO!**

Learn best practices for installing, operating and troubleshooting Jandy’s NEW JXiQ Smart Heater!...now equipped with an amazing array of diagnostic features to simplify your installs and troubleshooting! Also, learn to convert outdated automation and time-clock systems to the latest and greatest iAqualink functionality! We’ll cover the installation, operation and troubleshooting of Jandy’s, upgrade, conversion, and TCX kits...you’ll improve everyone’s life and be a hero!”

*Presented by: Matt Lennon Territory Sales Manager and Jerry Guerin Territory Service Manager*

**3. RAYPAK - SMALL FOOTPRINT POOL HEATERS – INSTALLATION AND TROUBLESHOOTING ESSENTIALS**

An overview of all the small footprint gas heaters, this event will inform the attendees on the needs of gas heaters and proper installation, as well as what to look for when troubleshooting. This general information class is suitable for all levels of expertise in heater maintenance.

*Presented by: Earl Dietz, Raypak*

**4. SOLENIS – SELECTING THE PROPER SANITIZER FOR CLEAR & SAFE WATER**

Understand what makes each body of water unique, and the qualities of healthy pool and spa water. You will learn how to use chemistry to treat common issues, maintain proper sanitation, balance, and safe chemical handling.

*Presented by: Jerry Mako, Territory Sales Manager, Solenis*

**5. MERLIN – HOW TO SELL, MEASURE, & INSTALL VINYL LINERS (PRESENTED IN SPANISH) -  
CÓMO VENDER, EDIR E INSTALAR LINERS DE VINILO EN ESPANOL**

En el seminario sobre liners, Marc explicará todos los aspectos de los liners de vinil, desde la venta hasta la instalación, para que su proyecto sea rentable, sin estrés y bien hecho desde el principio. Hablará sobre cómo medir con precisión y eficiencia, cómo preparar mejor la piscina y cómo instalar el liner de la manera más sencilla posible. Además, aportara las opciones para abordar los problemas con las aguas subterráneas, los efectos químicos del agua y los problemas con arrugas al instalar un liner de vinil.

- Learn how to sell liners, upsell extras, include disclaimers to avoid problems.
- Learn various techniques to measure accurately and precisely for vinyl liners.
- Learn to install vinyl liners with ease.

*Presented by: Marc Cornely*



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## Afternoon Sessions 12:45PM – 2:30PM

### 6. HAYWARD MASTERING POOL HEATING AND AUTOMATION. THE ULTIMATE GUIDE FOR POOL COMPANIES

Stay updated on the latest trends and advancements in pool heating and automation. Understand Heating systems – compare the efficiency, cost, and environmental impact. Sizing, heat up times, ROI, and Automation integration – How to integrate pool heating with automation systems for seamless temperature control and remote management. Implement energy-efficient practices to reduce operating costs for clients

*Presented by: Jon Eckerson of Hayward*

### 7. COMMERCIAL POOL OPERATIONS – ESSENTIAL CALCULATIONS AND INSPECTIONS

Learn the essential need to know calculations for commercial pool operations, as well as a review of what is looked at in health inspections, including water chemistry, pump room inspections, and certifications.

*Presented by: Lisa Segen PHTA Instructor, Commercial Aquatic Pesticide Applicator*

### 8. NPC GUNITE STAIN START UP

The focus of this class is to give you enough practical tools to help you avoid some of the corners that you can back yourself into just because you didn't have the right knowledge or tools to help yourself out of an otherwise avoidable situation.

*Presented by: Rob Romano CSP, CBP, General Manager of the David Cooke Plaster Co.*

*President of the Northeast Spa and Pool Association, Immediate Past President of the National Plasterers Council*

### 9. JANDY - LET JANDY INTELLIGENCE MAKE YOU THE HERO! (PRESENTED IN SPANISH)

Same seminar as #2, but presented in Spanish. ¡Aprenda las mejores prácticas para instalar, operar y solucionar problemas del NUEVO calentador inteligente JXiQ de Jandy!... ¡Ahora equipado con una increíble variedad de funciones de diagnóstico para simplificar sus instalaciones y solución de problemas! Además, aprenda a convertir sistemas obsoletos de automatización y reloj a la última y mejor funcionalidad de iAqualink. Cubriremos la instalación, operación y solución de problemas de los Jandy TCX kits, actualización y conversión... ¡mejorarás la vida de todos y serás un héroe!

*Presented by: Juan Montas, Northeast Field Service Technician*

### 10. EXPAND YOUR SERVICE BEYOND THE WATER'S EDGE

Join us for an introduction to sales and installation of Tile, Hardscape, Lighting, Sound, Spas and More. Hear from our regional team about additional facets you could incorporate in your jobs plan for future upgrades. Together we'll complete a sample project plan and provide the material sources and contacts to help you at every step.

*Presented by: Northeast Heritage Pool, Spa, and Landscape Group Experts*