

# POOL & SPA NEWS

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## AQUA Show's Grand Finale

**By Jim Lakely** The final AQUA Show closed in Las Vegas on Nov. 16. Exhibitors and attendees went home better informed about the

latest trends in the pool and spa industry, and with an eye toward next year's new "mega-show." More than 300 exhibitors

at the Mandalay Bay Convention Center displayed nearly every

chemicals and re. A Show, held feet of floor ed on page 16

### Dealer 'Boot Camp' Announced



Getting the boot: Spa Dealer Marketing Boot Camp mastermind David Carleton whips dealers into shape with the program's specialized marketing seminars.

David Carleton announces the debut of Spa Dealer Marketing Boot Camp. The president of Street Smart Sales & Marketing, based in Poway, Calif., is a spa industry veteran. His program aims to teach retailers new techniques for driving prospects into spa showrooms and making more sales. Held in locations around the nation, the sessions cover niche marketing, shortening the sales cycle, Internet strategies, boosting traffic flow and more. For details, visit [www.spadealerbootcamp.com](http://www.spadealerbootcamp.com).



Fond farewell: Mandalay Bay Convention Center in Las Vegas was the scene of the final AQUA Show last month. In 2008, the show will be rolled into a new mega-event, the International Pool | Spa | Patio Expo — and again Mandalay will host. For AQUA Show 2007 photos, turn to page 16.

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