



## THE POOL & HOT TUB ALLIANCE

### Fact Sheet

The Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation® (NSPF) have announced that the organizations will unify to form The Pool & Hot Tub Alliance (PHTA). The unification – representing a joining of equals – has been formally approved by the boards of directors of both organizations, and work is currently underway to establish and formalize governance, structure, and operations. The new, unified organization is scheduled to officially begin operations on April 1<sup>st</sup>.

#### Purpose

Unification will enable the two most established and effective organizations serving the aquatics industry to create a more powerful and efficient entity to promote the fun and benefits of being in water, pools and hot tubs, to generate more swimmers, to enhance safety, and to better protect and support the interests of a broad and diverse group of members and stakeholders. Given the dramatic changes in the industry over the past decade, there had been increasing recognition by industry leaders and members alike of the tremendous potential to maximize collective investments for the greater good. After persistent effort, that potential will now become reality.

#### Benefits

- Benefits to Communities – we will help ensure people around the world live happier and healthier lives through water-based activities, research to support the safety and benefits of aquatics, and outreach to make swimming environments safer and keep pools open to serve communities.
- Benefits to Members and Stakeholders – we will offer expanded access to all of the services and programs currently provided through APSP and NSPF, plus enhanced educational and professional advancement opportunities made possible by increased investments and innovation. Moreover, all will benefit from unified efforts to “Celebrate the Water” and promote the fun of being in water, pools and hot tubs.
- Benefits to Aquatics Businesses – we will expand growth opportunities by promoting demand for swimming; increase effectiveness by delivering premier technical education; support professionalism through best-in-class information, tools and resources; and protect the interests of the pool and hot tub industry through an unprecedented network and united advocacy voice.

#### Services & Programs

The Pool & Hot Tub Alliance will provide the full array of education, training, certification, advocacy, promotion, research, grantmaking and support services currently delivered by APSP and NSPF, while combining infrastructures, networks, affiliations, and resources, and eliminating duplication of programs to provide the greatest value and impact.

#### Structure

The Pool & Hot Tub Alliance will serve as an umbrella for separate trade and foundation organizations that operate under unified leadership with one staff, one voice, one education platform, one set of standards, and one advocacy effort. The new organizations will continue with existing chapter models, and affiliations.



The Pool & Hot Tub Alliance will lead industrywide advocacy, alliances and promotions. For procedural and legal reasons, trade and foundation activities will be conducted separately by sub-groups as follows:

- **The Pool & Hot Tub Professionals Association** will be established as a 501(c)(6) trade organization to manage certifications, standards, volunteer workforce opportunities, awards and member services
- **The Pool & Hot Tub Foundation** will exist as a 501(c)(3) tax-exempt organization – developed from the existing NSPF – and will manage education, publications and research, fundraising and grantmaking

### Shared Leadership

To ensure a sustained unity of mission and vision, all three groups will share a single board of directors. The initial board be comprised of five members each from APSP and NSPF.

- The first Board of Directors for all three organizations will consist of:
  - From APSP: Chris Curcio, Scott Frost, Rich Garbee, Andrew Levinson, and Donna Williams
  - From NSPF: Rob Butcher, Karl Frykman, Francaen Gonzalez, James R. (Jim) Mock, and Anita Sayed, Ph.D.
- The Pool & Hot Tub Alliance's CEO will manage the umbrella organization and oversee its sub-groups
- Lawrence (Larry) Caniglia, current APSP President & CEO, will serve as initial CEO and lead unification activities
- A nationwide search will be initiated this spring to hire a permanent Alliance CEO as Caniglia is retiring at the completion of this Unification process
- NSPF's Jim Mock will serve as The Pool & Hot Tub Foundation's interim Executive Director

### Organizational Activities Timeline

The APSP and NSPF have established a unification working group task force, comprised of leaders from both organizations, to advance the following activities over the next 60 days:

- Develop and finalize governing documents for all organizations
- Develop branding and logos for The Pool & Hot Tub Alliance and its sub-groups
- Initiate a nationwide search for the future Pool & Hot Tub Alliance CEO

In mid-March, the Boards of Directors of APSP and NSPF will be disbanded and the new, unified organization will hold its first Board meeting, where the following activities will take place:

- Approve governance documents
- Appoint officers
- Advance organizational structure
- Initiate activities of a program assessment task force
- Advance development and implementation of business plans and budgets enterprise-wide

Following the initial Board meeting, through the end of May, there will be ongoing activities to blend the organizations and generate unified offerings, which will include:

- Establish and implement operational systems, structure, and staffing
- Develop unified member services approach and systems
- Initiate unified member, industry and stakeholder communications
- Renew and energize alliances and relationships
- Complete program assessment and begin blending offerings for best-in-class programs
- Select and onboard the new CEO