



POOLaide

2021

February 2021

Hello Friend!

I never planned to do another set of POOLaide Webinars. Truly!

I finished up POOLaide in May 2020 pretty burnt out. My husband had just had another stroke, COVID-19 was politicized, swimming pools were closed, individuals/groups struggled to have their voices amplified, and I was just done with what I could give or do for our aquatic community. (I also needed to figure out how to pay my bills in this new normal.)

2020 continued apace, and - midway through November - I was lying in bed and realized I still have stories to tell and information to share. Whether you're listening to a podcast on the pool deck during a 5am open or clicking pause on a YouTube video for the 20th time during a closing shift, the educational paradigm for our industry has irrevocably changed.

I love conferences, and I truly miss the networking component they bring to me as a person. However, for too many reasons I don't need to articulate, it's still a very long road before we can have 50 or 350 poolies safely in one venue.

And that brought me back to the genesis of the POOLaide Webinars: to bring aquatic professionals together during a period of uncertainty. That uncertainty still exists; I realized I was just avoiding the hard work.

So we'll be back March 1 - 31, 2021. I've kept many things you loved: easy-to-remember M/W/F sessions at 11 am MST/1 pm EST on Click Meeting with pre & post show chats. If you can't join us live, don't worry: assuming no tech issues, all recordings will go up on our YouTube Channel.

We've also made a few improvements. We have a new logo! We're going to have merch available (crests, POGS, mugs, and bags) for those attendees who asked how they can support production costs. We've got networking/social activities on Zoom planned because so many of you said you want to get to know each other outside of the chat box.

We've brought two guests back, the rest are all new. Some are from within our industry, but many are from outside because - honestly?- we're all niching down a little too hard at the moment. Herd mentality is just too easy. Peak at the scatter pattern (below) to see the topics you can expect to see.

Complete release of POOLaide 2021 - including all of the goodies mentioned above - will be exclusively to our newsletter subscribers on **Friday, February 12**. We will be sending out a special email. If you received this email in your inbox, you'll get all the goods. If someone forwarded it to you, please subscribe here. You can unsubscribe at any time, and we will never sell or abuse your contact information.

Thank you so much for your support with POOLaide in 2020 and now in 2021. It means the world to me that you kept us going - we struggled, just like you. I look forward to connecting with you online in March!

Katie Crysedale
Founder, Lakeview Aquatic Consultants Ltd.

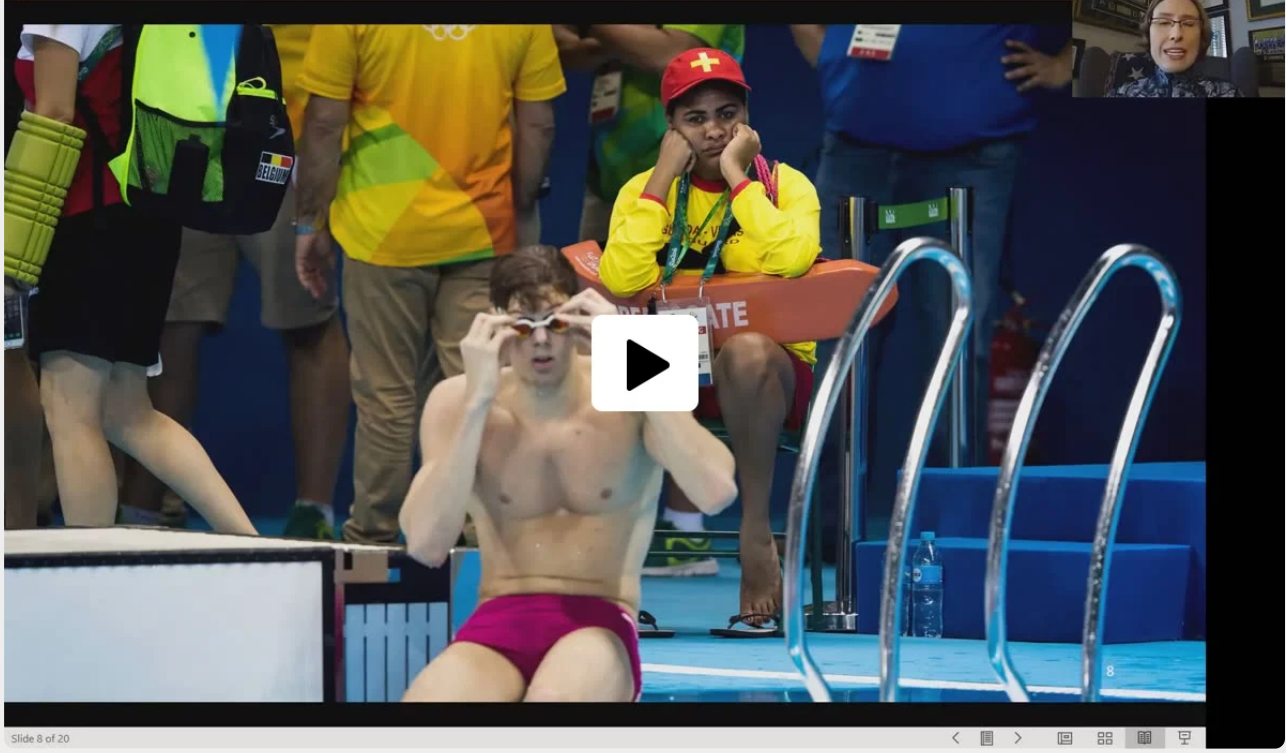
POOLaide 2021

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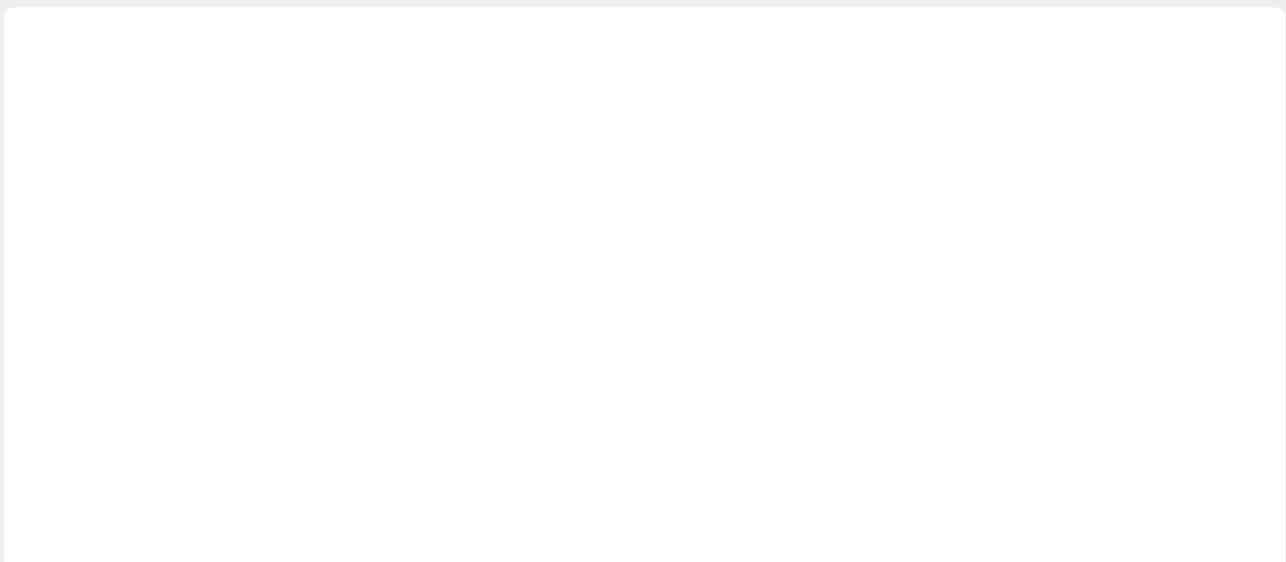
New on YouTube



Instagram Posts



Things I Love





Lane Swim hack

Trying to squeeze in more bathers swimming widths? Make inexpensive lane ropes (or lines, for our US friends) with nylon rope and pool noodles or foam dumbbells. As an added bonus - you don't need real wall anchors; carboys of water (or chlorine) or the pool deck should suffice.

Order real (short) lane ropes only just for the ends of the basin for use by high risk clientele (e.g. seniors) and other gutter grabbers.

Note! This is not our photo - Katie saw this photo posted on Facebook, and didn't save the facility name. If this is your pool, please let us know so we can give you full credit for this excellent hack!

HOW IT FEELS



WAITING FOR YOUR POOL TO OPEN AGAIN

Pool & Hot Tub Alliance (PHTA) accredited

**100% Online Certified Pool
Operator (CPO) Classes on Zoom**



**CERTIFIED POOL
OPERATOR CLASS**
February 22-25, 2021
10 am - 2 pm EST
100% Online



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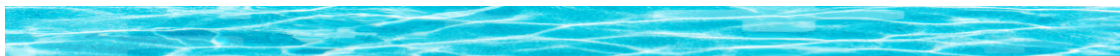


We are offering classes monthly on Zoom throughout 2021. For detailed information, [please click here.](#)

Looking for accreditation in your Canadian province or US state? [Please click here](#) or contact us for more info.

[2021 CPO Class Schedule](#)

Upcoming Events



Short-Term Gain, Long-Term Pain: Shortcuts in Commercial Pool Operations

Leader: Katie Crysdale

Shortcuts have devastating financial consequences in commercial pool operations. This session will identify seven common shortcuts witnessed at over a hundred commercial aquatic facilities visited in the last two years. Exposure to these bad decisions will help you avoid making the same mistakes.

01:00 PM



February 8 - 10, 2021 Online!

Canadian Pool & Spa Conference & Expo

This event is next week! It's not too late to register for this 100% FREE virtual event.



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