

AGENDA

★ PRE-REGISTRATION

Sessions with this label require pre-registration. Space is available on a first-come, first-served basis.

SKIMMER pro summit

SAN ANTONIO 2026

DATES

October 16–17, 2026

VENUE

San Antonio Marriott Riverwalk



SPONSORED BY



NOTE

For those traveling to San Antonio, plan to arrive on **Thursday, October 15**, or the morning of **Friday, October 16**, so you don't miss any of the action and can experience the full event!



Air Travel

Fly into San Antonio International Airport (SAT), which is about 10 to 15 minutes from the Pro Summit venue. Book transportation on a ride-sharing app (Lyft or Uber) or by taxi, with fares ranging from \$15 to \$30.



Parking

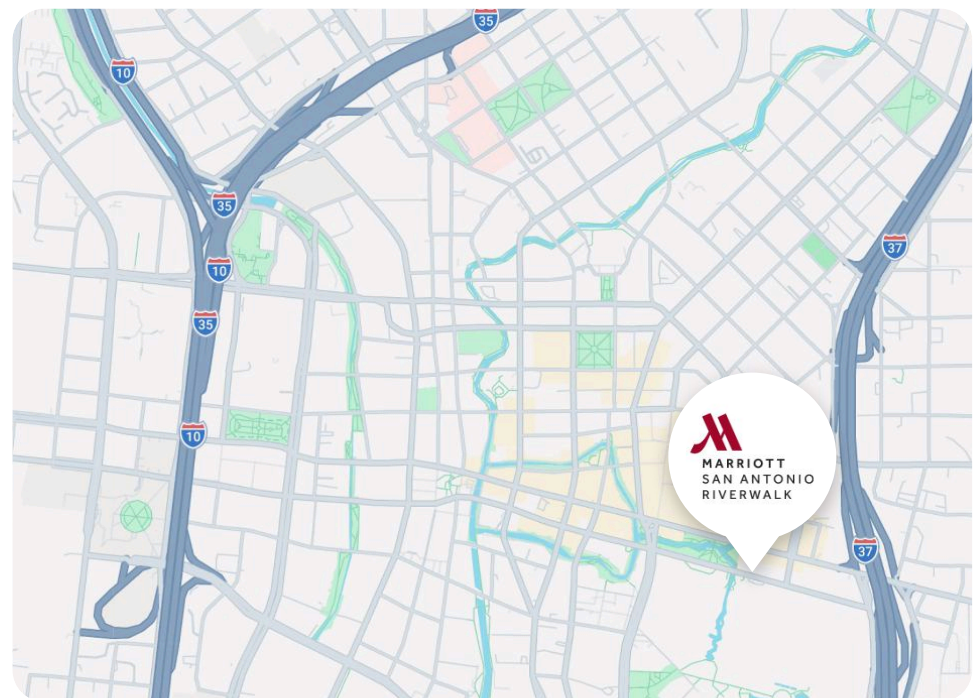
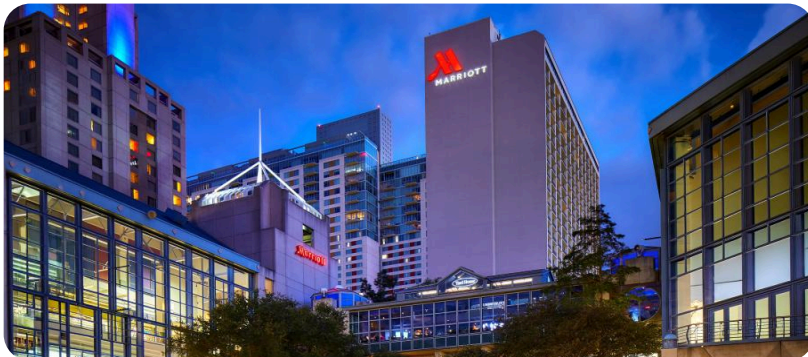
Several parking options are in the area, including garages and open lots. The hotel also offers valet parking with no in/out privileges. For information on parking rates and lot locations, go to the last page.

THE VENUE

San Antonio Marriott Riverwalk

889 E Market St, San Antonio, TX 78205

In the heart of downtown San Antonio, just a few steps away from the River Walk.



★ PRE-REGISTRATION

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🕒 7:45 AM – 3:30 PM 📍 Alamo Foyer

Registration

Visit the registration desk to pick up your Skimmer Pro Summit lanyard and welcome package.

🕒 8:00 AM – 12:30 PM

★ PRE-REGISTRATION

Skimmer customer success meetings

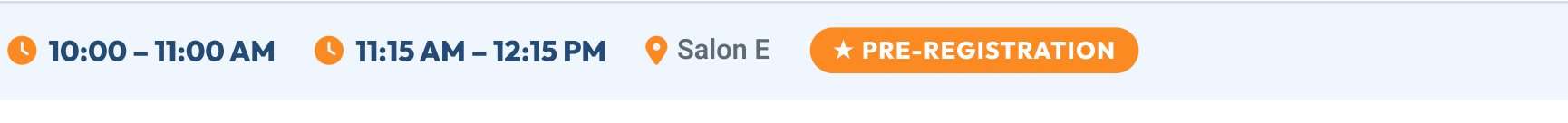
Book a 25-minute private session for a personalized review of your Skimmer setup and workflows, or let us know what you'd like help with. This is your time to focus on what's important to you and your business.

📍 Room assignment will be confirmed and shared closer to the event, once all bookings are in.

🕒 10:00 AM – 3:30 PM 📍 Alamo Foyer

Product Discovery Showcase

Connect with industry-leading partners and explore their latest offerings in our Product Discovery Showcase.



🕒 10:00 – 11:00 AM

🕒 11:15 AM – 12:15 PM

📍 Salon E

★ PRE-REGISTRATION

Proper pump sizing and filtration

Getting the pump-and-filter combo right ensures better performance downstream: flow, energy use, and equipment life. In this bonus training session, the AquaStar team breaks down the hydraulics of a well-designed system and shows you how to size and program equipment for peak performance.

Key focus areas:

- Basic hydraulics
- Proper pump-to-filter sizing
- Matching equipment to the correct pipe size
- Programming variable speed pumps (VSPs) for maximum electrical savings

This session offers 2 time options with limited seating, available on a first-come, first-served basis. Choose the time that works best for you when you register.



Bryan Chrissan
National Technical Sales Manager, AquaStar

🍴 12:00 – 1:00 PM • Lunch on own

🕒 1:00 – 4:30 PM

★ PRE-REGISTRATION

Skimmer champion training

Choose three 1-hour sessions from the seven options below based on what matters most to your business, with 15-minute breaks between each rotation.

Join our team of product experts for an afternoon of hands-on training to build new skills, discover new workflows, and learn what's possible with Skimmer. Bring your laptop and mobile device to follow along. Many sessions include a Skimmer sandbox environment, so it's safe and easy to practice setting up and using these features.

📍 You'll receive a schedule confirmation with your meeting room assignment before the event.

How to turn work orders into the backbone of your business

Work orders are your foundation for delivering consistent service and protecting your revenue. Without them, you risk your techs not delivering consistent service, billable items not making it to the invoice, and repair opportunities going undocumented. This session walks you through building work orders that lock in your standards and make sure every billable item and repair is captured the moment it happens.

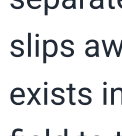
You'll leave able to:

- Build service checklists that hold every tech accountable on every stop
- Set up recurring work orders for seasonal work, filter cleans, and routine maintenance
- Capture every billable part in the field, so it lands on the invoice
- Document repairs with photo and video evidence to quote bigger jobs with confidence and speed up approvals
- Run a work order from start to finish in the app: from scheduling through to full-cycle billing

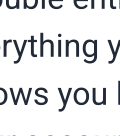
The payoff from building your work order foundation extends to your whole operation. Your field team gets clear, repeatable instructions for every stop and faster, easier documentation, while your customers get a smoother experience with accurate bills and clear proof of the work you did.

This session is ideal for:

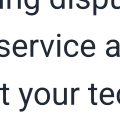
Anyone looking to tighten up their work order and repair process, whether you're refining what you've got or building it from scratch.



Aria Novak
Customer Success Manager



Samantha Jumawan
Customer Success Manager



Nidhi Singh
Senior PM, Mobile

How to set up your full service and repair workflow in Skimmer

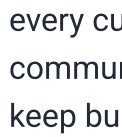
Many pool businesses run their weekly service in Skimmer but handle repairs and installs through a completely separate system. The result is often double entry, missing documentation, billing disputes, and revenue that quietly slips away before you ever invoice. Everything you need to run your complete service and repair operation already exists in Skimmer, and this session shows you how to use it, from the moment your tech spots a problem in the field to the moment the money hits your account.

You'll leave able to:

- Capture field diagnoses in real time with clear communication between the pool and the office
- Send quotes for approval directly from the field
- Manage multi-day, multi-tech projects as a Skimmer Job vs. a number of disconnected work orders
- Use work order types and checklists to improve your documentation
- Set up deposits, consumer financing, and surcharging to improve cash flow and profitability

This session is ideal for:

Skimmer users who are still managing repairs or installs outside the platform and are ready to bring everything into one system, as well as those already running repairs through Skimmer who want to tighten up their workflow.



Amanda DaSilva
Director of Payments & Expansion

Get more out of Skimmer's communication tools to elevate your customer experience

Clear, consistent communication is one of the biggest things that shapes how customers feel about your company, and it's also one of the easiest to let slip when you're busy. This session walks you through all of Skimmer's communication tools to ensure they're set up and working for you, delivering the same professional experience to every customer and helping you make each interaction feel timely, reliable, and on-brand. You'll build a repeatable communication routine that stays consistent as you grow, so your customer experience scales with you, and you keep building trust.

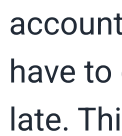
You'll leave able to:

- Set up a self-service portal where customers can view and pay invoices on their own
- Send a single broadcast email from a prebuilt template to handle rate increases, storm updates, and seasonal notices in minutes
- Turn on AI phone to answer calls 24/7, capture leads, and make sure a missed call never costs you a customer
- Automate service texts, so customers get consistent on-my-way alerts, skipped-stop notices, and completion emails with photos
- Track new leads from first contact to won, so nothing slips through the cracks

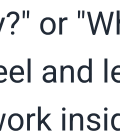
Plus, we'll have some new releases to share with you.

This session is ideal for:

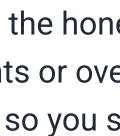
Owners and office admins who want to set up their communication tools correctly to deliver a consistent, professional experience at every customer touchpoint. Come ready to think about one customer interaction you'd like to improve on.



Jamal Qaiyyim
Customer Success Manager



Gretchen Kliewer
Customer Success Manager



Patrick Mart
Staff Product Manager

Know your numbers: Skimmer reporting and AI insights

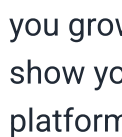
Most pool pros sit on a gold mine of data but rarely use it beyond AR reports. When someone asks, "Which accounts are actually losing me money?" or "What are my chemical margins?" the honest answer is usually "I'd have to dig," so most pros rely on gut feel and learn about unprofitable accounts or over dosing techs months too late. This session changes that. We'll work inside your own Skimmer account, so you see your real numbers, learn the importance of data hygiene, and pinpoint exactly where setup gaps are, throwing off the accuracy of your reports.

You'll leave able to:

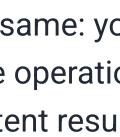
- Pull a profit report to see which pools are profitable and which run you a loss
- Spot overdosing by comparing techs on the same-size pools, so you can coach from the data
- Back a price increase with margin data to prove you need one
- Ask business questions with AI insights and get answers in one
- Set up accurate service rates, labor costs, and dosages for a clean data foundation and trustworthy reports
- Run a short list of monthly questions that are key to monitoring the health of your business

This session is ideal for:

Anyone who runs service work, from single-route owners to larger operations. Payments users will get extra value from the AR and invoicing reports, but the core is operational and applies to everyone who wants to improve their ability to make data-driven decisions.



Halli Sanchez
Manager, Customer Success



Donnie Wheat
Director, Data Analytics & AI

Built to scale: systems that run without you

As your pool service company grows, it's easy to become the bottleneck. Every question, problem, and decision still runs through you, making it hard to scale and nearly impossible to step away. This session is for owners ready to change that. If you're dealing with inconsistent service quality, slow onboarding, or margins that don't improve as you grow, the root cause is usually the same: your best practices live in your head rather than in your systems. We'll show you how to turn Skimmer into the operational backbone of your business by building those processes into the platform, so your team delivers consistent results without constant oversight.

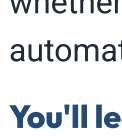
You'll leave able to:

- Build your best practices into Skimmer, so service quality holds steady, even when you're not watching
- Onboard new hires faster with repeatable workflows
- Create accountability and field visibility without chasing your team for updates
- Spot trends and gaps early so you fix issues before your customers ever notice
- Use your operational metrics to sharpen routes, pricing, and growth decisions

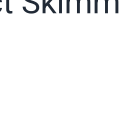
The result is a business that's easier to manage, more profitable to run, and less dependent on you every day.

This session is ideal for:

Owners and operators who manage a team of two or more technicians or are preparing to grow. To get the most out of it, come ready to think about one operational challenge you'd like to solve, whether that's technician consistency, onboarding, accountability, routing, or profitability.



Niki Acosta
Senior Director, Industry Relations and Partnerships



Jazmin Medrano
Senior CSM, Enterprise

Out-of-the-box integrations: connect Skimmer to your tech stack

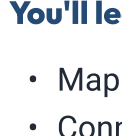
Are you running a CRM, a marketing automation tool, or project management software, or thinking about adding one? The right specialized software can level up your business, but only when you adopt it at the right time and with the right information flowing in and out. This session covers which tools belong on your short list, how to tell whether your business is ready for them, and how to connect Skimmer to the tools you use, so your data flows automatically and adoption is smooth from day one.

You'll leave able to:

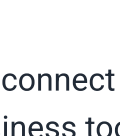
- Bring which and specialized tools are worth adding and when your business is ready for them
- Decide parts and supplier ordering into your workflow
- Stop re-entering data between Skimmer and your other systems
- Strengthen intake, sales, and lead nurturing by syncing Skimmer with your CRM
- Automate routine handoffs between Skimmer and tools like QuickBooks, Google Calendar, and Trello

This session is ideal for:

Experienced Skimmer users and valuable for newer ones, too. Whether you're connecting your first tool or tightening up a stack you already run, you'll leave knowing how to make Skimmer the hub of your business systems.



Julia Sofia
Integration Product Manager



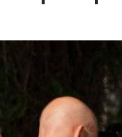
Tony Vance
Director of Engineering, Integrations

Advanced integrations: make Skimmer work the way your business does

Every pool business runs a little differently, and Skimmer is built to adapt to your needs with custom integrations. These let you extend Skimmer to fit your exact workflow by connecting it to the rest of your business tools. With the Skimmer API, nightly data export, platforms like Zapier, and a new generation of AI coding assistants, building a custom integration is more accessible than ever.

You'll leave able to:

- Map out how you want Skimmer to connect with the rest of your business
- Connect Skimmer to your other business tools using Zapier and the public API
- Automatically pull your data with the nightly data export for deeper reporting and insight
- Use AI coding assistants like Claude and Copilot to build integrations that used to require a developer
- Get clearer visibility into your business and your techs' performance



Julia Sofia
Integration Product Manager



Tony Vance
Director of Engineering, Integrations

🕒 4:30 – 5:30 PM 📍 Current & Craft — Marriott Riverwalk lobby bar

First splash happy hour

You've earned it! After an afternoon of training, head to the lobby bar and help us kick off the social side of the Skimmer Pro Summit. Grab a drink, grab a snack, and settle in with fellow pool pros and the Skimmer team. It's the perfect chance to compare notes on the day, trade stories from the field, and put faces to names. Come ready to meet a lot of great people and have some rewarding conversations.



🍴 Evening • Dinner on own

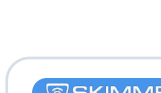
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🕒 7:15 – 7:55 AM • Continental breakfast 📍 Alamo Foyer

Product Discovery Showcase and Skimmer Stations

Swing by the registration desk if you have any questions or if you still need to pick up your Skimmer Pro Summit welcome package. Continue to connect with industry-leading partners in our Product Discovery Showcase! Visit the Skimmer Stations to chat about all things product with our team of experts.



SKIMMER STATION

Routes, Jobs & Field Ops

SKIMMER STATION

Customer Mgmt & Marketing

SKIMMER STATION

Reporting & Analytics

SKIMMER STATION

Billing, Payments & Financials

SKIMMER STATION

Integrations & Marketplace

🕒 8:00 – 8:15 AM 📍 Alamo Ballroom

Opening remarks

A warm welcome to launch a day of learning, collaboration, and fresh ideas.



Justine Rae
Director, Customer Marketing, Skimmer

🕒 8:15 – 8:45 AM 📍 Alamo Ballroom

Make the most of the room you're in

Hal Denbar went from a single route to a national operation he sold to private equity, and today he serves on Skimmer's board. He opens day two, where our focus shifts from hands-on Skimmer training to business strategy, operational best practices, and learning from the people around you. Hal shares why this community, and the simple choice to show up and be in this room, will make you better at what you do.



Hal Denbar
Board Member & Advisor, Skimmer

🕒 8:45 – 9:45 AM 📍 Alamo Ballroom

Culture is the advantage no competitor can copy

J.B. Saucedo built Saucedo Industries, a third-party logistics company, from nothing and sold it to a venture-backed acquirer eight years later. He had no logistics background. What he had was a clear plan and a culture he built with purpose, which turned a bootstrapped operation into a company worth buying. Today he hosts the nationally syndicated Texas Country Reporter and works as an EOS (Entrepreneurial Operating System) Implementer, helping entrepreneurs build companies that run without them.

In this opening keynote, J.B. makes the case that culture is a real competitive advantage, but only when combined with a clear business plan. He also gets how pool service is the same game: high turnover, hard to differentiate, and your technicians are the face of your brand. He'll show you how to make culture operational, from defining a clear vision to building real accountability, so you leave with a sharper sense of the culture shifts you want to make, new tools you can use right away, and some unforgettable stories you can share.



Jay B Saucedo
Entrepreneur and EOS Implementer

🕒 9:45 – 10:45 AM 📍 Alamo Ballroom

Pool industry outlook: trends, technology, and market forces

The pool service industry is maturing fast, becoming more disciplined, more digital, and more competitive. In this session, a panel of industry veterans who run their own businesses, alongside the companies working to meet their changing needs, will share where the industry is headed in 2027 and the strategic moves they are making to stay ahead. You'll come away with a fresh perspective on the forces shaping the season and practical ideas to help you make confident decisions about your business.

Key discussion topics:

- Connected data that drives smarter operations and decisions
- Practical AI and a leaner tech stack
- The ongoing private equity roll-up era
- Rising customer expectations
- Key 2026 learnings and what's on the radar for 2027



Chantel Dooley
COO, Dazzle Pools



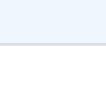
Keith Johnson
Owner, Pool Works



Jack Nelson
CEO, Skimmer



Mark Warshaw
VP Digital Operations, Heritage Supply Group



Niki Acosta
Senior Director, Industry Relations & Partnerships, Skimmer

🕒 10:45 – 11:00 AM • Break 📍 Alamo Foyer

🕒 11:00 AM – 12:00 PM 📍 Alamo Ballroom

Turn your team into a championship team: hiring, training, management, motivation, and retention

Dave Fellman is a published author and internationally recognized speaker who has spent years helping small business owners, including many in the pool service industry, build stronger teams. In this session, he shares proven playbooks you can start using with your own team.

Does your current team have what it takes to reach your goals, and do your players even play as a team? Dave will help you quantify the skills and attitudes of your current employees and build improvement plans to get them where you need them to be. You'll also learn how to make better hires, and how to make sure the people you invest in stay long enough for you to fully capitalize on that investment. In short, you'll become a better manager, especially on the people side of your business.

You'll leave able to:

- Assess and quantify your current employees' skills and attitudes
- Train necessary skills and motivate better attitudes
- Set and manage by measurable objectives, and by equally measurable subjectives
- Use compensation to reward and reinforce the behavior and performance you want



Dave Fellman
Author, International speaker

🕒 12:00 – 1:00 PM • Lunch 📍 Alamo Foyer

🕒 1:00 – 1:45 PM 📍 Alamo Ballroom

Why ranking number one stopped sending you customers

For years, ranking number one or in top spots on Google meant the phone rang. That's no longer the case. AI overviews and new AI search platforms now answer customer questions right on the AI results page, so people may miss your site, since AI search results often display completely different companies than Google search results. Pool service gets hit harder than most, with high-intent local searches, short research windows, and digital footprints that AI struggles to read. This session shows you how AI actually decides which companies it recommends, and gives you a practical framework to get your business found instead of buried.

You'll leave able to:

- Understand how AI search chooses and cites local companies
- Write citation-ready content AI can recognize and pull as a direct answer
- Strengthen the trust signals AI weighs, from review velocity to industry mentions
- Claim your presence in the systems behind ChatGPT, Copilot, Siri, and Apple Intelligence
- Walk away with a 30-day action plan you can put to work immediately

The AI shift is already underway, and the operators who adapt first will have the edge.



Jonathan Johnson
Co-Founder, Pool Profits



Ed Shahbazyan
Co-Founder, Pool Profits

🕒 1:45 – 2:00 PM • Break 📍 Alamo Foyer

🕒 2:00 – 3:30 PM ★ PRE-REGISTRATION

Breakout sessions

Choose one breakout session from the two options below. Here's some info to help you choose the right breakout for you:

- **Owners, founders, and management team members:** join the roundtable discussions to connect on strategic business topics with companies of a similar size, or select the product ideation lab to collaborate on Skimmer product development and share your ideas.
- **Office managers and administrators** (AKA Skimmer champions who know the software best!): the product ideation lab is built for you to give feedback on concepts and demos, share your ideas, and help shape how new features are designed to meet your needs.

Still deciding? Reach out to community@getskimmer.com, and we'll help you pick the right session.

📍 You'll receive a schedule confirmation with your meeting room assignment before the event.

Skimmer product ideation lab

This is a hands-on session to get involved with how we build product at Skimmer. So get ready to roll up your sleeves and collaborate with our Product and Design team and other Skimmer champions to:

- Influence upcoming features through interactive breakout groups
- Provide feedback on real product concepts and live demos
- Share your ideas on new features and improvements that would help your business

The feedback and ideas generated in this ideation lab will be tracked, prioritized, and put to work by our team as we plan what's next on our product roadmap.

Owner roundtable: Strategic business discussions

A Skimmer team member will moderate each roundtable, and these small groups are designed to be a safe space for learning, collaborative problem-solving, and sharing ideas and best practices. You'll have candid conversations with your peers about running a business on the topics that matter: marketing, pricing strategies, customer experience, and employee engagement. This is your chance to get direct feedback from owners who understand your challenges, share what's working in your business, and benefit from the collective wisdom of the group.

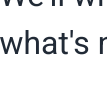
**Note: Your group and meeting room assignment will be confirmed in advance.*

🕒 3:30 – 3:45 PM • Break 📍 Alamo Foyer

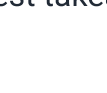
🕒 3:45 – 4:45 PM 📍 Alamo Ballroom

Skimmer product roadmap

Get an exclusive look at what's coming next from Skimmer as we walk through the releases launching this quarter and give you a sneak peek at our 2027 priorities.



Niki Acosta
Senior Director, Industry Relations & Partnerships



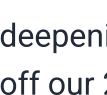
Bryan Hjelm
VP, Partnerships & Corporate Development

🕒 4:45 – 5:00 PM 📍 Alamo Ballroom

Closing remarks + raffle draw

We'll wrap up the Pro Summit with reflections on the biggest takeaways from our two days together, and a look ahead to what's next.

Plus, we'll be doing a live draw for some incredible prizes from our contributing partners, and you have to be in the room to win, so stick around to the end!

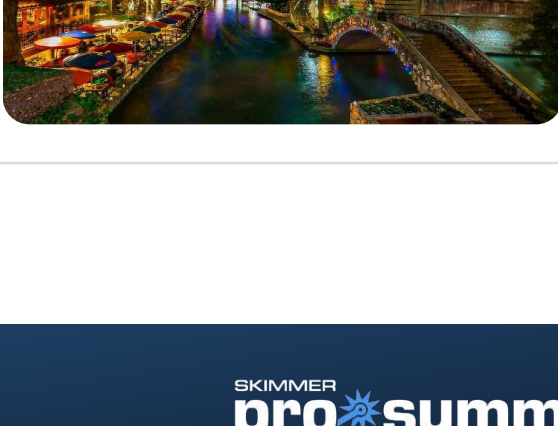


Justine Rae
Director, Customer Marketing, Skimmer

🕒 5:00 – 7:30 PM 📍 Oak Tree Terrace by the Riverwalk

Skimmer social closing party

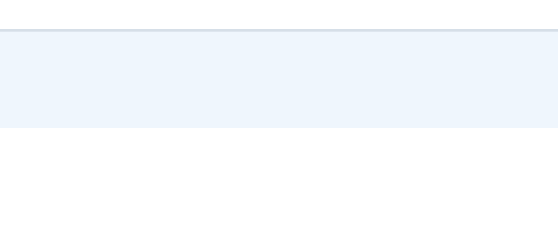
Come together for the Skimmer social for a chance to celebrate with the largest gathering of our community that we've ever had, over some delicious food and icy drinks, next to a spectacular setting on the San Antonio Riverwalk! Soak up the goodness by keeping the conversations flowing, deepening your connections with fellow pool pros and our team, and sending off our 2026 Pro Summit on a high note!



🕒 7:30 PM 📍 Mystery location

Skimmer after party

The night doesn't end after the Skimmer social; if you still have some energy, we invite you to head out along the River Walk with us for music, drinks, and more fun times with our Pro Summit crew. Mystery location dropping soon!



🕒 11:00 AM

Departures

Hotel check-out is at 11 AM. Store your luggage with the front desk and explore the city of San Antonio.

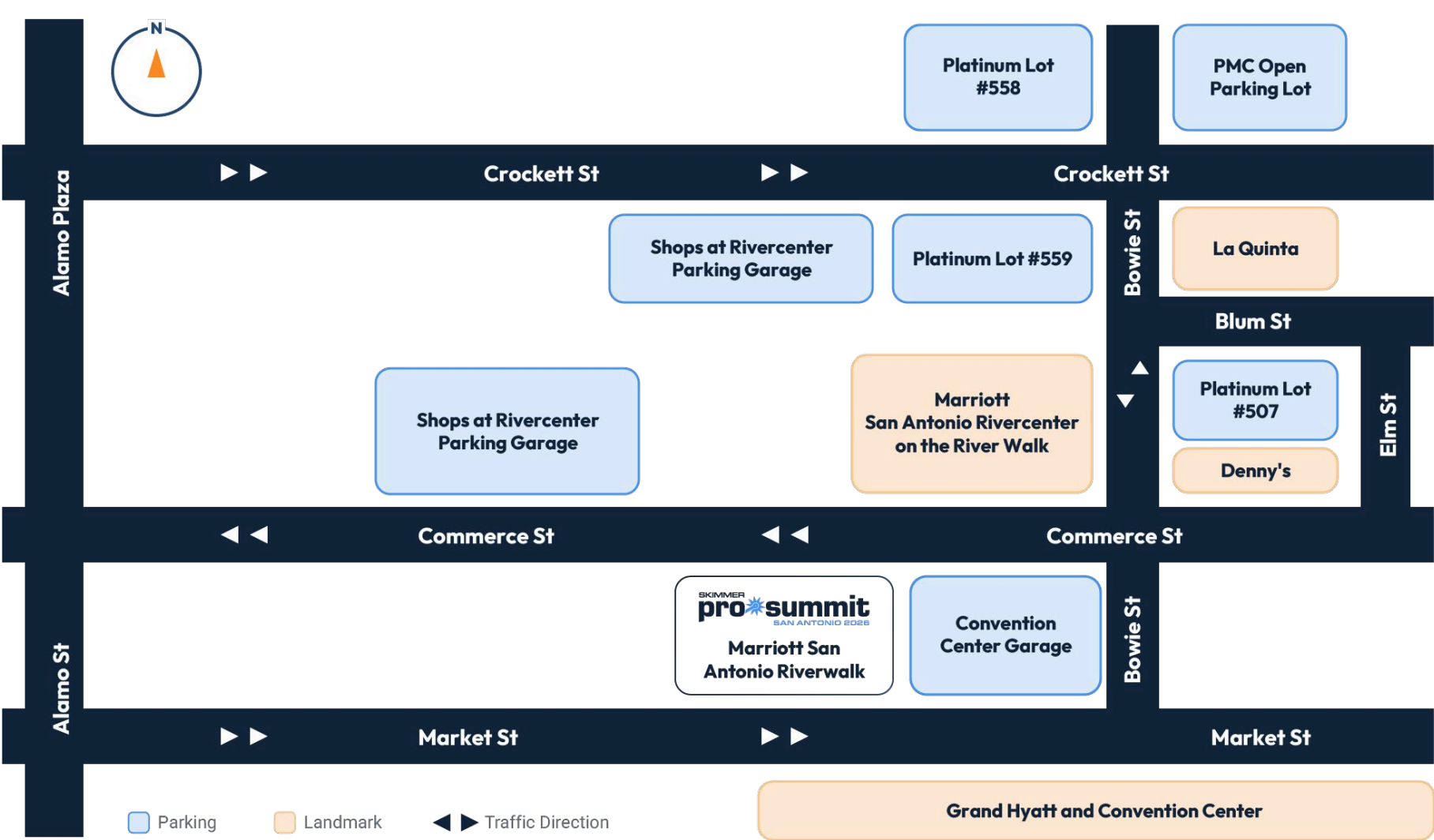
Valet Parking Rates • Marriott San Antonio Riverwalk

Overnight Guests — Valet	\$60.00 + tax
Day Guests — Valet • 0–2 hrs	\$27.00 + tax
Day Guests — Valet • 2–6 hrs	\$41.00 + tax
Day Guests — Valet • 6+ hrs	\$60.00 + tax

Hotel valet does not include in/out privileges.

OFFSITE PARKING OPTIONS

Here are some parking options near the San Antonio Marriott Riverwalk, including open-air lots and garages.



Rivercenter Mall 6'8" clearance	
5 Hours	\$25.00
10 Hours	\$35.00
24 Hours	\$40.00

Shops @ Rivercenter 6'8" clearance	
5 Hours	\$25.00
10 Hours	\$35.00
24 Hours	\$40.00

Platinum Lot #558 Open lot	
2 Hours	\$15.00
5 Hours	\$25.00
10 Hours	\$30.00
24 Hours	\$35.00

Platinum Lot #559 Open lot	
2 Hours	\$10.00
5 Hours	\$25.00
10 Hours	\$30.00
24 Hours	\$35.00

Platinum Lot #507 Open lot	
2 Hours	\$15.00
5 Hours	\$25.00
12 Hours	\$50.00
24 Hours	\$100.00

PMC Lot Open lot	
Until 9:00 AM	\$45.00
2 Hours	\$8.00
4 Hours	\$12.00
6 Hours	\$15.00
8 Hours	\$20.00

Convention Ctr. Parking 6'8" clearance	
Up to 24 Hours	\$10.00

*Rates are subject to change without notice.

*Guests are responsible for paying all parking fees.