

About the Show

Talking Pools Podcast is where the swimming pool industry comes for truth — not marketing spin. Hosted by a powerhouse mix of educators, service pros, entrepreneurs, consultants, and now **industry education leader Natalie Hood**, the Talking Pools Network delivers real conversation about business, chemistry, operations, and mentorship that today's professionals actually want to hear. Ranked among the Top 5 Pool Industry Podcasts worldwide (Feedspot, 2025) and within the Top 1.5% of all podcasts globally (ListenNotes, 2025), Talking Pools has become the global voice of the pool industry.

Women's Voices in the Pool Industry

Since day one, Talking Pools Podcast has been the only pool industry podcast network — daily or weekly — that features women behind the microphone. We proudly maintain gender balance — as many women hosts as men — across all shows. Our network amplifies women's voices throughout the trade: field service, management, education, and leadership. With the addition of **Natalie Hood's expertise in global certification and instructor development**, Talking Pools continues its mission to elevate women leaders where inclusion becomes action, not lip service.

The Talking Pools Network

- **Mondays Down Under – Lee Salisbury & Shane Sneddon:** The Aussie and Kiwi perspective on pool care, business strategy, and growth.
- **Tuesdays with Andrea & Paulette – Andrea Nannini & Paulette Hester:** Two strong women diving into chemistry, customers, and challenges with insight and laughter.
- **Wednesdays with Natalie Hood:** In-depth interviews and fearless myth-busting with one of the industry's most accomplished voices in education, certification, and operations. Natalie brings clarity to misunderstood topics, challenges long-held assumptions, and spotlights the innovators shaping the future of aquatics.
- **Thursdays with Wayne & Steve – Wayne Ivusich & Steve Sherwood:** Decades of chemistry, testing, and consulting expertise delivered in a clear, engaging format.
- **Flock It Friday – Rudy Stankowitz + Special Contributors:** Unfiltered insights, interviews, and industry discussion from the founder himself — now often joined by

Meet the Hosts

Rudy Stankowitz — 30-year veteran, author, educator, U.S. Army veteran, and founder of Talking Pools.

Andrea Nannini — Owner of Hibiscus Pool & Spa and 2018 Pleatco Perfect Pool Gal; advocate for women in the trades.

Paulette Hester — Owner of Pools by the Sea, Inc., IPSSA leader, and respected mentor in

professional education.

Sarah Bero — @sarahthepoolgirl, bringing humor and heart to field service storytelling.

Lee Salisbury — Award-winning Australian businesswoman, trainer, and mentor with 25 years in the trade.

Shane Sneddon — Co-owner of Pukka Pools Ltd. (NZ), offering practical and technical insight for service techs.

Wayne Ivusich — Former Director of Education at Taylor Water Technologies; Robert Lowry Lifetime Achievement Award recipient.

Steve Sherwood — CEO of Sherwood Pool Consulting Group; CPO Instructor, inspector, and educator.

Natalie Hood — A transformative leader in global certification and education, former Director of Certification & Instructor Relations at PHTA and Director of Operations at NSPF. Natalie brings unmatched expertise in program development, instructor support, and educational excellence — strengthening the network's mission to elevate pool professionals through mentorship, knowledge, and world-class training.

Audience Snapshot

91.8% pool professionals • 4.5% homeowners • 73% men | 27% women (and growing)

Average experience: 15+ years

Top regions: U.S., Australia, New Zealand, Canada, U.K.

Education: 60% college-educated

Monthly reach: 10,000+ downloads across Apple, Spotify, and more

Why Advertise with Talking Pools

- Exclusive sponsorship by product category — no direct competitors
- Ads remain permanently in all episodes
- Trusted voices deliver your message authentically
- Multi-platform exposure via podcast, social media, and newsletters (5,400+ subscribers)
- Support the only gender-balanced podcast network in the pool industry

Advertising Rates (Annual)

Pre-Roll (15 sec): \$5,800

Mid-Roll (25 sec): \$9,600

Any 2 Shows: \$18,240

All 3 Shows: \$26,400

Full Network (~260 episodes): \$41,000

Payments made to Aquatic Facility Training & Consultants.

Testimonials

“A must-listen for anyone serious about the pool business — no fluff, just insight and laughter.” — *AQUA Magazine Contributor*

“The most influential voices in our industry — not afraid to call it like it is.” — *PoolPro Reader Review*

Average Rating: **4.7★** on Apple Podcasts

Contact & Booking

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