

THE IPSSAN



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The Independent Pool & Spa Service Association, Inc. exists for the mutual professional benefit and growth of its members and for the continued improvement of the pool and spa service industry.

Associate Management Team

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Executive Director

rose@ipssa.com

Duties: Requests to and from BORD, associate member relations, governance information and requests for documents, IPSSA sick route oversight, Education Fund guidelines, grievance information, chapter governance tools, IPSSA.com website updates

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Duties: Trade show materials requests, table top material requests, codes for water chemistry test, process orders from chapters for sick route coverage cards, IPSSA merchandise & book order fulfillment, social media posts

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Technology Trends to Help the Pool Industry Thrive in 2022

Top investment: Pool industry specific software

THE PAST TWO SUMMERS have been extremely challenging and intense. From creating new business offerings such as curbside service and home delivery to expanding online store options and redesigning retail stores — every pool and spa retailer in our industry has had to adjust.

As we move into the winter and the intensity of this past season tapers off, it's time to ask, "How did we do?" And in particular, "How did our software support our business?" If you think your company could have been more successful with a different business software solution, now is the time to join the many pool and spa businesses that are making the switch to pool industry software. Pool and spa professionals agree that today's most essential software technology solutions include mobile apps, vendor integrations and e-commerce solutions.

TECHNOLOGY TREND: MOBILE SOFTWARE

The past two seasons emphasized the importance of having mobile software solutions to thrive in

today's business environment. With resources stretched thin, business software should be accessible on any mobile device to support your staff and to provide better customer service. Be sure to select industry-specific software that includes these in-demand mobile technology solutions:

- **Mobile Live – Retail:** Provide better and faster service with retail Line Buster features using a mobile device – look up inventory in real-time, get instant access to customer history and profiles from any location.
- **Mobile Live – Service:** Service technicians can operate more efficiently by viewing all Scheduled Jobs along with the Customer's Information including equipment profile, job notes, directions, and pictures on record—all from their mobile device.
- **Mobile payment option:** Provides the convenience of paying online or from mobile devices — perfect for touch-free business transactions.



TECHNOLOGY TREND: E-COMMERCE

For those businesses in the pool and spa industry that were not originally equipped for an online e-commerce option, look for pool-industry specific software with a shopping cart feature that can be added to existing websites. Providing a fully equipped, easy check-out and curbside pick up or delivery is key in today's pool and spa marketplace. E-commerce has become standard for all consumers so pool and spa professionals need to embrace and implement an e-commerce solution to make sales management easier during this surge in demand for all things pool, spa and outdoor living.

TECHNOLOGY TREND: INTEGRATIONS

Incorporating pool industry specific software that integrates systems within your business, as well as with vendors and partners, is key to running your company more efficiently. Be sure to look for software that has the following industry-specific integrations:

- **Water Testing Station Integration:** Connects business software with industry water testing software for fast purchasing recommendations in person or from your online store.
- **Pool Industry Vendor Integration:** Eliminates duplicate purchase orders and input of inventory. Pool industry software directly

integrates with pool and spa vendors and distributors with pre-programmed SKUs. It saves time with automatic pricing and inventory imports/updates.

POOL INDUSTRY SPECIFIC SOFTWARE SOLUTIONS

Implementing pool industry specific software will immediately reduce or eliminate stressors currently confronting our industry. Designed for pool and spa retailers, service professionals and builders, pool industry software provides an all-in-one solution that integrates with vendors, distributors, water-testing software. It is designed to manage inventory right down to what's inside the service truck. Pool industry software immediately helps generate more revenue, saves time, allows businesses to improve operations and take advantage of market opportunities. Don't wait. Get started while this past season is still fresh in your mind. Get a new system and be ready to knock it out of the ballpark in 2022! ■

Article originally published in Pool and Spa News

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Letters to the Editor

LETTERS TO THE EDITOR MUST BE SIGNED in order to be published, and must be accompanied by an address, valid e-mail address, and a daytime phone number for verification purposes. (Your phone number will not be printed.) Unsigned letters will not be published unless a compelling reason for withholding your name is given. Letters to the editor containing erroneous or unverifiable information will be edited or rejected. No letter that makes personal attacks on someone's character will be published. The editorial staff reserves the right to edit for length or grammar or reject submitted material that does not meet these standards. Letters requiring a response will be held for publication until the response is received. Opinions expressed in published letters do not imply endorsement by IPSSA.

BIO-DEX

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We want to spotlight our members!

CALL FOR CONTENT

Have you had to use the IPSSA Sick Route Coverage benefit? We are looking for members to send us testimonials on how using sick route helped them in their time of need. Please send your story to info@ipssa.com - As a thank you, we will select three members who submitted their story to receive an IPSSA hat. All testimonials must be received by 10/23 to be entered into the drawing.

IPSSA MEMBER PORTAL

Have you logged on and updated your IPSSA.com Member profile listing? Enhance your exposure by uploading your company logo, linking your business website and social media pages, uploading some pictures of your work. If you need help there is a video tutorial on IPSSA.com Listed under Resources/IOU Training. If you need your log in credentials re-sent, please contact memberservices@ipssa.com

PENTAIR REBATE PROGRAM: TAKE ADVANTAGE



PENTAIR AQUATIC SYSTEMS appreciates the support of IPSSA membership. Pentair is pleased to continue offering IPSSA a rebate incentive based on individual product purchases of each member.

Pentair will reimburse IPSSA National one dollar (\$1.00) for each whole good that a member purchases throughout the year. The list of qualifying whole goods is the same that are listed in Pentair's PIP program, but basically pumps, filters, heaters, heatpumps, cleaners, automation systems, sanitizers and colored lights are included.

For IPSSA to receive payment each member must register individually on the Pentair IPSSA [Incentive Program Registration Form](#) and also available on the IPSSA member portal site under [Member Only Exclusive Offers](#). This will allow Pentair to monitor and collect electronically from participating distributors purchase details, or direct from the member purchases for the rebate accumulation.

If a member does not register, their purchases will not qualify and cannot be added later. The Pentair Incentive Program reflect purchases made between the dates of October 1st through September 30th during each rebate year.

This program does not affect any member purchases that may also currently be individually enrolled in the PIP program.

If dealers have any questions regarding the program, please have them dial 800-693-0171 or send an email to rewards@pentair.com.

The funds generated will be used for IPSSA's continuing education and research programs. ■

CALLING ALL IPSSA REGULAR MEMBERS



IPSSA is Recruiting for Volunteers to Serve on the IPSSA BORD Committees

THE COMMITTEES MEET FOUR TIMES a year through Virtual experience. With this format very little time is taken away from your business or family. You will be able to work with the IPSSA BORD to ensure your organization is doing all it can to help the members and the community it serves.

The committees are as follows:

- Education - provides advice to the BORD on the strategic directions, development of the educational activities (leadership seminar) of IPSSA and supports the ED FUND.
- Legislation and Regulation develops and implements strategies to ensure that the association's public policies and government affairs activities are fully addressed and communicated.
- Marketing and Communications - designs and implements strategies for promoting IPSSA by continuously strengthening its brand and developing web, social media, and print materials (including the IPSSAN). MCC's objective will be to execute a comprehensive marketing and communications strategy which clearly presents IPSSA's mission and its services.
- Membership Program - promotes and facilitates the recruitment and continuity of IPSSA members, which clearly presents IPSSA's mission and services.

Please submit your email intent with your name, and committee you wish to serve. Those wishing to volunteer may select one-committee to serve. If interested, please submit your name right away. If you are not selected for the committee of choice, please know that committees change throughout the year and we will keep your name on file. If you are interested or would like more information about the committee purpose and how best you can serve, please feel free to contact me, Rose Smoot at 888- 360-9505 or rose@ipssa.com. ■

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Resource Corner

IPSSA MEMBERS Retrieve the Arrow/HUB Insurance Claims Report, via IPSSA Member Portal under resources. If you can't find it there, check out the IPSSA Chapter toolbox, it will be waiting for you there.

Upcoming IPSSA and Industry Events

HOTT SHOW
January 19, 2022

The Phoenix Club, Anaheim

REGION 7 TABLETOP SHOW
January 29, 2022

Four Points by Sheraton, San Diego

IPSSA'S WEEKEND OF INSPIRATION CONFERENCE & BORD MEETING
February 4-6, 2022

Kona Kai Resort, San Diego

SOUTHWEST POOL AND SPA SHOW
January 19-22, 2022

Henry B. Gonzalez Convention Center
San Antonio, Texas

DESERT POOL AND SPA SHOW
January 13-15, 2022

Phoenix Convention Center
Phoenix, Arizona

Industry Events This Month

WORLD AQUATIC HEALTH CONFERENCE
December 7-9, 2021
Virtual

Things to do in December

- Buy new equipment and/or trucks
- Send Holiday greetings to customers
- Get new service contracts from customers
- Reward yourself

INSURANCE COVERAGE FOR SWIMMING POOL BUILDERS, REMODELERS, & SERVICE TECHS SINCE 1982



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- Popped pools
- Excess limits to \$5M
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- Tools & equipment
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- A-rated carrier

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7 Tips to Take With You On Service Calls

From the Fluidra Pro Academy Team

WHEN IT COMES TO servicing pools, every experienced technician knows that there are simple things you can do to make the job easier. The quicker you can get in and out, the more pools you can service. So, before you head out on your next service call, here are 7 tips you can take with you to help get the job done fast and get it done right.

TECHNICIAN TIP #1

Before starting to troubleshoot any issue, put your hands in

your pocket and survey the equipment pad. Your powers of observation are your number one tool for troubleshooting anything. Once you've taken a close look you'll be better equipped to dive in and start tinkering with the equipment if need be, but more often than not, the issue can be as simple as a breaker that is off, a wire that is disconnected or improper installation — it just takes your keen eyes and knowledge to recognize it.

TECHNICIAN TIP #2

Once you take your hands out of your pocket, utilize the technology you carry in there every day. Your mobile phone might just be your most useful tool. Before replacing parts, take pictures or videos of wire placement, hose positioning or anything else that you may question later. Rather than wondering if the red wire was 'here or there,' take photos to ensure that the correct wires are re-positioned in their

appropriate places when your work is complete.

TECHNICIAN TIP #3

You don't have to know the solution to every problem. Inevitably, as a pool service professional, you will encounter situations where you're not sure what the issue is or how to

resolve the issue. Don't stress it! It happens to the best of us. What is important to know is where to go to get the answers you don't already know. Once again, your phone becomes a powerful tool because technical support, local manufacturing representatives and web sites are all readily available to you. For instance, Fluidra offers an expedited call line for service pros and live video feed 'See It' service support for on-site assistance where you can actually see and share what you're looking at with a customer support technician to help guide you.

TECHNICIAN TIP #4

Have the right tools for the job. A proper diagnosis requires the correct tools. Nothing is worse than getting to a site, knowing what the problem is and realizing you don't have the right tools to troubleshoot it. Although it might be a bit redundant, try keeping separate tool bags in your truck for electronics, heater repair, plumbing and so on. Although there are duplicate tools between each bag, you can be certain you'll have what you need at your fingertips every time.

TECHNICIAN TIP #5

This one is sort of a 'trick of the trade.' When installing variable-speed pumps, set the minimum speed high enough that the homeowner cannot slow the pump down below the speed required for proper circulation. This will save you from unnecessary service calls for potential circulation-related issues in the future.

TECHNICIAN TIP #6

Many problems with gas fired appliances (heaters and fire features) start with incorrect gas pressure and volume. If you just verify the meter is sized correctly and test the gas pressure with every installation and service call you can avoid problems down the line.

TECHNICIAN TIP #7

Another 'trick of the trade'... When installing a wireless controller, remember that wireless signals can interfere with each other. Something we don't always think about is that most sprinkler systems, outdoor lighting, power meters, gas meters and water meters are broadcasting a wireless signal as well — so keep your control system antennas at least 10 feet away from those devices.

Whether you've been a pool service technician for fifty years or five days, the biggest tip that you can take away is to be open-minded to new ways of problem-solving. Upgrading your technical skillset can save you time and money. Invest in your learning! Attend every training session offered, like those offered by Fluidra Pro Academy — because knowledge is something that can never be taken away from you. ■

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Abraham Lincoln
16th President

November 5th and 6th, 2021 BORD Meeting Highlights

By Rose Smoot, CAE, Executive Director



NOVEMBER 5, 2021 HIGHLIGHTS

MSC BORD approved that chapters update and/or redraft standing rules by April 1. Upon April 2 those chapters that did not update and/or redraft their standing rules will have their chapter shares withheld. Smoot to provide current standing rules and a template to all chapters in the outreach email, once directors provide current officer information.

NOVEMBER 6 MEETING HIGHLIGHTS

Financial Report: Hawes reported for the period ending September 30, 2021. Revenue and expenses 2021 YTD. Revenue, \$371,420. Expenses \$266,034. Net revenue, \$ 118,097 Changes in revenue and expenses.

Revenue:

- Associate member dues less due to the loss of a titanium membership and larger companies purchasing small suppliers.
- IPSSAN ad sales less because ads are tied to associate member dues
- No leadership event revenue

Expenses:

- Areas where expenses decreased, were the leadership event 2021, which includes the annual membership and BORD meetings, cancelled due to COVID-19 pandemic.
- Increase in merchant fees, which are the fees you pay for processing all dues payments electronically.

Census Report: Hawes report there were three regions that had less than 150 members. Smoot was asked to contact McDonald to provide directors information on those chapters that had less than 10 members.

EXECUTIVE COMMITTEE:

- MSC: BORD approved Terry Cowles awarded to Ken Tipton from Region 5. Gardner and Harris discussed having more than one award for IPSSA Members. Further discussion sent to membership program committee.

Insurance Program Task Force update:

- MSC: BORD approved Insurance exclusive Endorsement Agreement RFP as presented.

FINANCE COMMITTEE

- Hawes presented 2022 Proposed Budget with highlights to Weekend of Inspiration and Trade Show grant program, which includes \$1,500 per region.
- MS- Failed. Remove from the budget the \$10,000 from line item PSATC and call for a private vote.
- MSC: BORD approved 2022 budget as presented.
- MSC: BORD approved billing and collection would be collected by the chapter or region that levied the fines to individual members.

MEMBERSHIP PROGRAM COMMITTEE:

- MSC: BORD approved Port Charlette Sick Route plan as presented.
- Harris and Gardner informed the BORD about IPSSA tag line - Knowledge through Community for IPSSA material.

NEW BUSINESS

- MSC: BORD approved Meeting and Event Code of Conduct and COVID-19 Event Attestation Waiver as presented. ■

HEY RAY!

Ray Arouesty, Senior Vice President of Arrow Insurance Service, a division of HUB International Insurance Services, answers commonly asked insurance and liability related questions from pool service professionals.

QUESTION:

What is the best way for pool techs to limit their liability for pool-related claims?

ANSWER:

A written service agreement is without doubt, the best way for a service tech to reduce their exposure for damage and injury claims. The swimming pool area includes many areas of concern, including defective gates, slippery decks and steps, improper signage, and missing or inadequate safety equipment. A pool tech may find himself involved in litigation for injury or wrongful death at the pool site based on his failure to report these defects, even though he believed that his sole job was to maintain the swimming pool water. If you're working without a service agreement you might be very surprised when a court determined that your duty involved at least notifying the pool owner of all those safety defects.

A service agreement is the solution to this problem. It defines a pool tech's area of responsibility. Ambiguities involving safety issues, for example, can be eliminated and even a simple service agreement can be the basis of a motion to dismiss a lawsuit. A service agreement doesn't need to be complex. It should, however, clearly define what tasks the pool tech agrees to do. Is the tech providing solely chemical maintenance? Is filter cleaning included? How often is service to be performed. These are the minimum elements of a service agreement that need to be included. But the agreement should also address who is responsible for compliance with municipal codes, safety equipment and defects in the pool's construction.

There is no disadvantage to working with a service agreement. To the contrary, it can effectively limit the pool tech's liability exposure and provide a strong legal defense to an allegation that the tech's negligence was the cause of the claimed damages. ■



IPSSA Code of Ethics

As a member of the Independent Pool and Spa Service Association, Inc., I will utilize my professional knowledge and skilled practical workmanship in providing quality customer service. To that end, it will be my responsibility to keep informed of developments in the pool and spa industry including new techniques and product applications.

My second obligation will be to the members of IPSSA by giving them any professional assistance they may need including sick route coverage. With respect to sick route coverage, I will treat sick route clientele with professionalism and respect and will not solicit the business of a sick route client while providing sick route coverage.

My final responsibility will be to my community and its citizens. I will strive to communicate the necessity for pool safety and other issues of importance to pool and spa owners.

In these ways, I will promote the ideals and objective of the Independent Pool and Spa Service Association, Inc.

PHTA Challenges Industry to Step Up for Step Into Swim Initiative

The Pool & Hot Tub Alliance aims to create more swimmers through enhanced program, calls on industry to get involved

THE POOL & HOT TUB ALLIANCE (PHTA) and its foundation announced the expansion of Step Into Swim, an initiative committed to safe swim education, during the International Pool | Spa | Patio Expo in Dallas, Texas. PHTA is asking its members and other industry professionals to mobilize in reaching a \$500,000 fundraising goal in support of the program. Funds will enable PHTA to share its water safety messaging and resources with families across the U.S., provide professional swim instruction to those who would not otherwise have access, and tap into its robust network to support safety in the industry.

Three-time Olympic Gold Medalist Rowdy Gaines is leading the Step Into Swim initiative on behalf of PHTA. "The gift of swim lessons can make a difference in the life of a child and their family," said Gaines, Vice President of Partnerships and Development for PHTA. "We can all do our part as swimming ambassadors to make a real impact through Step Into Swim and provide children with the education they need to be safe in the water."

Drowning is the leading cause of death among children ages 1 to 4, and second leading cause of unintentional injury death after motor vehicle crashes in children ages 1 to 14 in the U.S. Learning to swim from a qualified instructor drastically reduces the risk of drowning by 88 percent and is critical in keeping children safer in the water. By investing in the next generation of swimmers through learn-to-swim programming, Step Into Swim aims to instill confidence, empower long-term participation in water activities, tout the positive benefits of water play, and advocate for safe practices.

Step Into Swim has gifted more than 285,000 swim lessons since 2012. The updated initiative expands beyond swim instruction, adding consumer awareness initiatives and educational programming. This will include an enhanced

website with added resources and content, presence on Facebook and Twitter to target a consumer audience and join existing conversations about water safety, digital advertising, as well as an extensive media relations campaign to tell impactful stories. PHTA will work closely with its members and the Step Into Swim Champions Board to elevate consumer awareness around the importance of pool and swim safety in an effort to decrease drowning and increase swimmer confidence.

"We know our members are looking for opportunities to give back and get involved in a more meaningful way," said Sabeena Hickman, CAE, President and CEO of PHTA. "In addition to sharing program highlights and working alongside our members to reach our \$500,000 fundraising goal, PHTA will share a member toolkit with customizable materials to promote safe swim practices. This will allow members to connect with customers directly, champion safety in their market, and celebrate their support of Step Into Swim."

The revamped Step Into Swim program was announced at the start of the International Pool | Spa | Patio Expo, where industry advocates and PHTA members can speak with Rowdy Gaines at Booth #1545 and learn about fundraising opportunities to support the important cause. Step Into Swim is fully funded through donor contributions and 100 percent of donations go directly to educational initiatives and learn-to-swim programming. In collaboration with supporters and partners, including International Swimming Hall of Fame and Every Child A Swimmer, Step Into Swim will continue to create more swimmers. ■

TO LEARN MORE about Step Into Swim and how to get involved, visit stepintoswim.org/donate or contact Rowdy Gaines at rgaines@phta.org.





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Off-Season Recruiting: Tips to Finding Seasonal Help Before You Need It

By Rudy Stankowitz

OCTOBER THROUGH JANUARY is prime time for recruiting when you run a business that has its Christmas in July. Everybody starts to ramp up as your season winds down, and if you look at the opportunity correctly, that's a good thing. It could also be your key to filling your employment needs for the upcoming season.

When you see people putting on their Santa hats, it's time for you to don your recruiting cap. You're not even going to have to go out of your way — just ensure you always have a handful of business cards with you.

Everyone hires seasonal help for the holidays. These people want to work, and they are all right there at stores you were going to anyway. Many of these folks have a day job and need extra cash, but many workers in these places will be unemployed after January. They took the position because they want to and need to work.

Whether you have a year-round business or a company that employs from March through September, a counter-seasonal business might just be an HR gold mine. Imagine a summer where your pool company has no vacant positions. While you are out shopping, whether in Macy's or Bass Pro Shops, when you see someone working hard, hand them your card. Easy peasy. Even the person at the Christmas tree stand knows their days are numbered. Hand them your card.

Sometimes you don't even have to leave your house. Trucking companies like UPS, DHL, FedEx and — cover your ears, I'm gonna say a bad word — Amazon hire extra drivers and driver helpers for the holiday rush. If you see someone who impresses you, hand them your card. Yes, you will wind up giving your contact information to some full-time, year-round employees in the process, but who cares. That person may have been waiting for opportunity to knock, and here you are banging on their door.

WAIT!!! You're not going to just hand them

a blank business card, are you? Where's the call to action? When you approach the potential candidate, take a moment to write the time, date and place on the back for when you will be conducting interviews. Schedule it someplace you're going to be anyway; this way, if the person decides not to come, it doesn't inconvenience you. Make sure your business cards are blank on the backside and made of material you can easily write on. It's like a personalized invitation.

Use the Slow Season for Business Evaluation. Take this a step further and up the odds by reaching out to the store manager of one or more of these locations and starting a recruitment relay. Initiate a program where you send seasonal hires back and forth. The mass merchants (or whoever) send you their temp team in February as their busy months end for you to put to work in March as your scheduled pool openings begin. Come October, you send them all back again.

A win-win for everyone involved. Both year-round and spring/summer pool ninjas may even find those employees worthy of training for a full-time role. So, the counter-seasonal business doesn't get a few of them back. Oops.

This method worked exceptionally well for me, whether I was operating retail pool locations in the north or running my service company in Florida. Store managers of these locations know they will lay off employees after the gift return/exchange rush has passed. They also know they will need to staff up again in the fall.

With the market the way it has been and unemployment paying more than some could earn, it's refreshing to see people who want to work. I'm not looking to start an argument about whether or not unemployment benefits are to blame — some say there's much more to it than that — but it really doesn't matter. The truth is, the only workforce shortage we need to solve is yours. ■

Article originally published by in Show Season 2021 Issue of Pool Pro Magazine.



Q&A

with John Bokor,
Director of
Sales, Haviland
Pool & Spa



KEEP FILTERS WORKING AT THEIR BEST— WHAT COMES TO MIND?

Whenever I do a seminar on chemicals, I always start by saying: "Water Clarity is only as good as the filter will allow it to be." Our chemicals can do all kinds of amazing things but if the filter isn't working properly, all those fancy things don't help.

It's extremely important to keep filters running efficiently. The most frequent call that pool professionals receive in the summer is that of a pool owner saying: My water is cloudy. And too often, the person on the other end of the line says, add a clarifier. But a clarifier won't clear the water if the filter is all gummed up and not filtering properly.



WHAT DO YOU RECOMMEND TO POOL PROFESSIONALS WHEN IT COMES TO CLEANING FILTERS?

I recommend to pool professionals that they always CHEMICALLY clean all types of pool filters at least once a year. The ProTeam Filter Magic is a product that many

service professionals love because it's one bottle product that contains a mix of wetting agents, surfactants, cleaning compounds and release agents that Quickly loosens and removes oils, combined organic matters, calcium deposits and biguinide polymer material. It can be used as a backwash or as a soak cleaner and is compatible with ALL types of sanitizers and ALL filter types. It's an ideal product to use to thoroughly chemically clean filters. With cartridge and DE, use this chemical by soaking the filter. With sand filters, soak the filters pour it into the skimmer during the backwash and let it soak into the filter media to clean.

BEST PRACTICES FOR CLEANING FILTER MEDIA?

Here are some best practices steps for chemically treating filter media:

- **Sand:** Turn off inlets for all chemical feeders. With pump running and filter in the backwash position add 6 - 16 ounces through the skimmer. You can also add directly into the filter media, let soak for 4 hours or longer. After soaking, start pump with filter in the backwash position.
- **Cartridge and DE filters:** Simply remove the media from filter and spray from top to bottom. Allow to stand for 5 minutes. Rinse thoroughly with a hose and replace for normal operation

The service professionals that do the best work are those that take the filter media with them when they close the pool for the season, clean it at their shops and bring back clean, ready-to-use filters in the spring when they re-open the pool. They charge extra for the filter cleaning service and they have a customer with cleaner pool water all summer.

WHAT ABOUT MEDIA SUPPLEMENTS:

Sand filters are still one of the top filter types throughout the country. So it's important to know how to keep a sand filter functioning properly. ProTeam has a dry clarifier additive product that really gives sand filters the extra help they need to remain effective. The dry clarifier is simply added to the skimmer and it coats the sand bed, basically filling in the nooks and crannies in the sand. The beauty of the product is that it washes out of the filter completely during the backwash and doesn't leave any residual. Sand doesn't filter out small particles (small micron size) so adding in a dry clarifier really makes the sand filter work better.

When it comes to spas, this filter cleaning needs to happen monthly as spa filters collect a lot more material in the filters in that small body of water. ■

ABOUT JOHN BOKOR

John Bokor is Director of Sales at Haviland Pool & Spa and has more than 25 years of experience in the pool and spa industry. Bokor, a certified pool operator (CPO) and regularly speaks to pool and spa professionals about water chemistry and maintenance. He can be reached via email at jbokor@havilandusa.com.

California Pool Algae in the Southeast

By Rudy Stankowitz, Aquatic Facility Training and Consultants

ARE THE SUDDEN MUSTARD algae blooms in swimming pools across the United States directly due to the wildfires on the west coast? It's a strong possibility. California pool algae in the southeast may be the final bon voyage kick to the nuts we get from the 2021 season.

The time to hesitate is through.



ROBERT ALAN KRIEGER

Certain species of freshwater Diatoms (mustard algae) quickly produce 'resting' spores when faced with inhospitable conditions. The thickness of the cell's walls and nutrients within allow these little suckers to deep sleep for a long ass time (100+ years) and in some adverse environments—evolution's method of survival of the species.

We know algae spores can become airborne, and this is primarily how they travel to your pool from a pond (lake, river, stream, swamp, etc.). But how are

they getting into the air?

CALIFORNIA POOL ALGAE IN THE SOUTHEAST

Waves crashing to the shore are the means of jettison on larger freshwater bodies such as the Great Lakes, Electrostatic attraction to water droplets contained within fog or mist has been known to tote some spores along. Then there is dispersal due to the splashing of rain or precipitation that launches the light sources of spores into the air for the wind to carry them away.

A CENTURY OLD SPORE

What about long-distance atmospheric transport by wildfire smoke? It could even be 'resting' diatom spores from an area currently threatened by fire where a pond had once been.

A FUNGUS AMONG US

Scientific publications do exist evidencing fungus doing just that, traveling coast-to-coast in a cloud of smoke. Using state-of-the-art numerical simulations of atmospheric transport and meteorological data, researchers can follow the trajectory of fungal spores

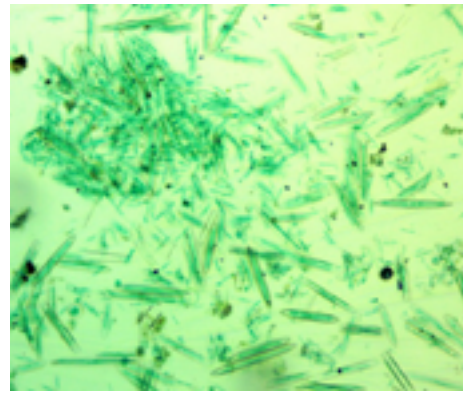
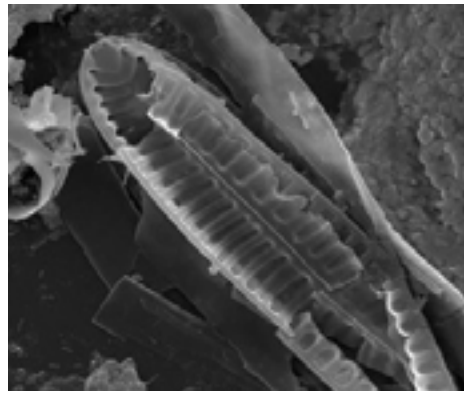


across North America. Although patterns emerge, unpredictable trajectories do occur due to differences in the strength of turbulence of day versus night.

ON THE RIO GRANDE

Tauber pollen traps have been used in New Mexico in the southern Rocky Mountains to measure the travel of algal spores. Here the freshwater green algae *Pediastrum boryanum boryanum* was collected and monitored over eight years. The thing that makes this noteworthy is the closest body of water with a living population of *Pediastrum* in Cochiti Lake, over 26 miles away. Strong southwesterly winds are believed to entrain and transport *Pediastrum* from the surface water of the lake.

Scientists have also found upon analysis with electron microscopy of aerosols collected at a site on the northeast coast of South America that freshwater diatoms from paleolakes in Africa were contained within. The travel by fire method of colonizing pool after pool in California makes perfect sense, but could diatoms in flight on wildfire smoke to Atlanta explain the sudden blooms in Decatur and other east coast destinations? There is enough published scientific research to warrant air quality analysis. IMO ■



I can feel it coming through the air tonight.



PHIL COLLINS



ABOUT THE AUTHOR

Rudy Stankowitz is a 30-year veteran of the swimming pool industry and President/CEO of Aquatic Facility Training & Consultants.

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Spa and Hot Tub Maintenance: The Differences That Make a Difference

By Alicia Stephens, BioLab

LET'S FACE IT, SPAS and hot tubs are not 'little pools,' so the water chemistry in these soaking vessels can't be maintained in the same way as pool water. When a person gets into a hot tub, waste from their body stays behind. This waste includes sweat, dirt, oil, lotions, perfumes, colognes, makeup, and more. While a lot of what's left behind is harmless, this type of contamination is a contributing factor to the overall wellness of hot tub water.

Understanding the differences between spa water chemistry and pool water chemistry will help pool professionals maintain and treat spa water so users can enjoy their soaking experience.

THE DIFFERENCES THAT MAKE A DIFFERENCE

The four main differences between pool and spa water maintenance are:

1. Temperature
2. Turnover rate
3. Aeration
4. Water volume per bather

Understanding how each of these differences contributes to hot tub water problems will help spa professionals take action to ensure these soaking vessels provide the expected experience for users.

DIFFERENCE #1- TEMPERATURE

Let's start by delving into how water temperature effects spa water chemistry. The higher water temperature in spas can lead to volatility of the sanitizer, volatility of carbon dioxide, calcium solubility issues, and an increased rate of bacterial growth in the spa. As a result, it's important to understand how the spa's water temperature can lead to chemical imbalance and unsafe soaking conditions.

Temperature Effect

#1: Volatility of Sanitizer:

Remember that temperature ranges in pools are roughly 77-86 degrees Fahrenheit, while the typical temperature range for spas is 98-104 degrees Fahrenheit.

Higher temperatures can cause sanitizers to become volatile and leave the water through gassing off. This can be particularly detrimental in chlorinated spas because chlorinated compounds are "lighter" than brominated compounds. So this makes it difficult to maintain the proper sanitizer residual in the spa water.

Temperature Effect #2:

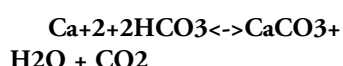
Volatility of Carbon Dioxide:

The higher temperatures of spa water cause the water to lose carbon dioxide. The problem with this carbon dioxide loss is that this causes the pH in the water to

increase. And when pH is high, the water becomes 'caustic' (OH-). Loss of carbon dioxide also causes total alkalinity to decrease, resulting in a loss of bicarbonate (HCO₃⁻). Loss of total alkalinity will also contribute to pH balance issues.

Temperature Effect #3:

Calcium Solubility: Going back to our water chemistry lessons, calcium is less soluble in warm water. As a result, the calcium "falls out" of the water in the form of scale (usually calcium carbonate) as water temperature increases. Additionally, high pH can also cause scale. Both of these effects are a direct effect of the higher water temperatures in spas and hot tubs.



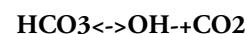
The biggest problem with the scale that forms (as a result of this 'fall out') is that this scale can damage the heat exchangers in the spa as well as lead to cloudy water. In addition, spa surfaces are also susceptible to deposits that can also damage the spa interior. All of which leads to a less enjoyable soaking experience, not to mention serious damage to the spa or hot tub vessel.

Temperature Effect #4:

Bacterial Growth Rate: The growth rate of the type of bacteria that causes infections in humans grows fastest in spa temperatures of 95-104 degrees Fahrenheit. Because spa water temperatures are close to human body temperature, these types of bacteria need very little time to start growing in the spa water. Turnover rate and sanitizer are key to combating the bacteria growth in spas.

DIFFERENCE #2: TURNOVER RATE

Spas and hot tubs are designed for rapid turnover because they handle a smaller volume of water and because that water is warmer and more susceptible to bacterial growth. While swimming pools have a typical turnover rate of 6 hours, spas, on the other hand, have a typical turnover rate of 30 minutes. In spas, the rapid movement of water, particularly through elbows in the plumbing, forces carbon dioxide out of the water, increasing the pH and decreasing the total alkalinity.



Let's think about why the turnover rate in a spa is 30 minutes versus being 6 hours in a pool. Compare the size of a small hot tub to an Olympic-sized swimming pool. Bacterial infections and viruses in large pools, even pathogens, and fecal matter, have more space to roam around. But if the same amount of germs were to enter a hot tub, the potential exposure is increased because the volume is so much smaller, and the risk of infection is much higher. Therefore although this rapid turnover rate is designed to help prevent bacterial growth and disease, it also has side effects that can start to cause problems in spa water—namely with the higher pH and lower alkalinity.

Turnover rate is positive for water clarity and cleanliness, but it does cause other issues that need to be addressed.

DIFFERENCE #3: AERATION

Unlike pools, spas have jets designed to create soothing bubbles to help relax the muscles of those enjoying a soak. These jets, in fact, 'aerate' the water pushing carbon dioxide out of the water and causing an increase in pH while decreasing alkalinity. As a result of the increased pH and decreased alkalinity, calcium scale begins to form.

In addition, aeration leads to 'splash out' or evaporation that may also cause the sanitizer to be pushed out of the water. Therefore, it's important to keep an eye on the residual sanitizer to avoid dropping too low. These three components of spa water chemistry: temperature, turnover, and aeration, all contribute to high pH and low total alkalinity in the spa environment, leading to water quality issues and balance concerns.

DIFFERENCE #4: VOLUME OF WATER PER BATHER

The volume of water per bather (or bather load ratio) significantly contributes to the rapid flux in water chemistry changes in a hot tub versus a pool. There is obviously, far less water per person in a hot tub than in a pool. To put it in perspective, having two people in a 350-gallon spa is the same as having 200 people in a 35,000-gallon pool. Another way to visualize this is to think of it in terms of gallons of water per bather. In a pool with 35,000 gallons of water, four people have 8,750 gallons of water each. In a spa with 350 gallons of water, four people have 87.5 gallons of water each. Not only is there less

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Spa and Hot Tub Maintenance

Continued from page 15

water per person, but the warmer water of a hot tub also causes the human body to increase its perspiration, while jets rapidly remove dead skin cells and body oils. As a result, spa water invariably will quickly change its chemical composition as these 'contaminants' are quickly added to the water (as the bathers soak).

Additionally, most people don't shower before they get in hot tubs. Apart from being gross, this situation also severely impacts water quality. Chlorine and bromine react with bather waste, including sweat, urine, and other personal care products that bathers bring into the water. These water contaminants react with the sanitizer and impact the spa water in many ways. This includes causing turbid or cloudy water, and reacting with nuisance organic compounds that settle out along the waterline and provide a protective coating where bacteria can grow. The list of germs that love to hang out in hot tubs is long, and even more concerning is that people aren't aware of how their own choices affect other bathers.

Even when people shower prior to entering a hot tub, contaminants from their bodies can cause the sanitizer to be used up very quickly. The more people you add and the longer they stay in the hot tub, the more rapidly sanitizer levels decrease. This results in a lower concentration of sanitizer levels than there needs to be to kill all the bad bacteria. Add in the skin cells other bather wastes from the body

that can interact with chlorine to produce chloramines, and you can have irritation to the eyes, skin, and respiratory tract.

For all of these reasons, a hot tub-specific approach for sanitizing and routine physical maintenance in hot tubs is required.

SANITIZE, OXIDIZE, MAINTAIN BALANCE AND PREVENT BIOFILM

Spa retailers and service professionals need to ensure that spa water is always chemically balanced to prevent disease transmission. Unfortunately, because water chemistry in spas changes so quickly (as explained above), it's challenging to provide spa water chemical service often enough to ensure water chemistry balance for bathers. Therefore educating your spa clients on the importance of water balance between service visits is imperative.

Sanitizers are key because they kill the bacteria in a hot tub. However, not only do sanitizers get used up quickly with so much organic waste in the water, the heat of a hot tub actually breaks down these chemicals faster, creating the need to add them more often. Ideally, the sanitizer in a hot tub should be adjusted after every single use, and the filter should be cleaned and/or replaced frequently. Supplement shocking is important in spas. The client needs to keep an eye on the sanitizer levels in between service visits.

To help maintain the water balance in hot tubs, consider incorporating a broad-

spectrum enzyme into the recommended water care routine. Enzymes break down non-living organic waste such as hair products, lotions, oils, and more. By breaking these items down using enzyme technology, you can reduce the amount of time and effort spent maintaining a crystal clear hot tub. Enzymes help to reduce the frequency of filter cleanings, prevent unsightly scum lines and unpleasant odors.

Service Tip: laminated checklist:

Many service techs now leave a laminated 'Enter/Exit-Checklist' attached to spa covers. This is meant to encourage users to check sanitizer and disinfectant levels as they open and close the spa when they both enter and exit. It's important that water balance parameters are in range and that a sufficient amount of sanitizer is present in the water for all the reasons previously discussed.

PREVENTING BIOFILM

Preventing 'biofilm' is very important and sometimes overlooked as a part of hot tub maintenance. When microbes stick to the surface of the hot tub, they grab on tightly and begin dividing. In fact, they double in number in about 20 minutes! In a very short time, a 'slime layer' forms to protect the microbes, allowing them to emit chemicals to signal and attract more microbes. When enough microbes are present, the metabolism transforms into a 'biofilm' that protects the microbes making them more resistant to sanitizers in the

water. To prevent biofilm formation, it's imperative to maintain the sanitizer residual in the water to kill the micro-organisms that create biofilm before they get a chance to adhere to the surface of the hot tub. In addition, it is also very important to physically remove the slime layer by scrubbing the hot tub surface, especially around the waterline.

GETTING OUT OF TROUBLE: DRAIN, REFILL, DECONTAMINATE

What if the spa gets into too much trouble? It happens. Luckily, because spas use a smaller volume of water, draining and refilling can be a viable option. Adjust the alkalinity if the water balance has gotten out of control (usually due to high pH and low total alkalinity). Then test and adjust pH frequently.

If biofilm is present, it's best to implement a decontamination procedure before getting the hot tub ready for users. The first step in spa decontamination is to remove the filter, clean it or replace it. If cleaning, use a chemical filter cleaner for a deep clean. This involves thoroughly rinsing the filter then submerging the filter in a 1:10 solution of liquid chlorine for 1-4 hours. Next, raise the water level to 1/2 inch above the high water mark and raise the chlorine level to 20ppm. Circulate for the water for one hour, turning the blower on for 30 sec every 5 min. Turn off the jets and aerator and drain the spa rinsing down the sides as it drains. Be sure to clean the surfaces thoroughly. Then refill, sanitize and balance the spa water.

CONCLUSION

With the surge in demand for all things backyard living, hundreds of thousands of new spas have been installed, which means there are hundreds of thousands of new spa owners who need regular spa water service or need to be taught how to maintain their spa water chemistry. As temperatures get cooler and hot tubs and spas are getting more use, now is the time to proactively educate your spa clients on how temperature, aeration, turnover rate, and bather load affect spa water chemistry and how to ensure they are soaking in clean water. Be sure your clients have a 'checklist' to refer to as they get in and out of the spa. And remember that if that spa gets into too much trouble, take the time to decontaminate that spa water and get your clients into clean, sanitized, and well-balanced water for a truly relaxing winter-soaking season. ■

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ABOUT THE AUTHOR

Alicia Stephens is the education and training manager for Biolab Inc. In her 21 years with the company, she has focused primarily on education, training, and development, as well as technical support and new product research and integration. Currently, Stephens supports all education and training initiatives for the Biolab Pro Dealer division. She can be reached via email at alicia.stephens@biolabinc.com.



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Pool Heater Maintenance Keeps Customers Happy

By Phil Bach, Pentair

MORE THAN EVER, CONSUMERS are enjoying their outdoor living spaces longer into the offseason. Pool owners want to maximize their investment by extending their pool season into the late fall and opening their pool in the early spring. Since keeping the water warm is a must during colder months, pool heaters are being turned on for longer periods. As a result, pool owners may experience additional maintenance needs beyond the usual seasonal wear and tear.

Following the trend, pool professionals can benefit from offering regular heater service maintenance to their customers. Giving clients all the facts about how pool heaters work and keeping their equipment running in top shape will ensure they are getting the utility they want out of their pools. By stressing regular maintenance, pool professionals will have the potential to increase their service and sales profits and may also improve customer loyalty for years to come.

OFFERING A HEATER CLEANING SERVICE

Consumers understand a pool heater is a big-ticket item that requires care and maintenance, much like their family car. Therefore Kathi Belcourt, manager at Aqua-Tech Pools in Winnipeg, recently brought back her heater cleaning program, modeled after the 10-point inspection offered during an oil change.

“Much like adding fries to your burger, we offer pool heater

cleaning with your pool opening. We tack on an extra \$150 to a service that we don't otherwise make a lot of money on, and it's a win-win deal to help prevent heater problems,” Belcourt says. “This inspection also allows us to sell other services in the future.”

PROVIDING A HEAT EXCHANGER INSPECTION

Just as the heater cleaning service can be easily added to a pool opening service, a heat exchanger inspection can be added on during pool closing.

“The heat exchanger inspection has been terrific for our service department,” says Belcourt. “By doing this inspection, we are able to tell our clients what the heater looks like on the inside, so we can put together a plan for the spring pool openings.”

Much like the heater cleaning service, Aqua-Tech charges another \$150 for the pool heat exchanger inspection and once again takes their cues from the auto industry.

“Like a car tire inspection in which they measure the millimeters of the wear on the tires, we tell the customer about the scale formation and pinholes and explain how lucky they are that the heater hasn't failed,” says Belcourt.

ESTABLISHING A HEATER MAINTENANCE PROGRAM

It is important to establish a pool heater maintenance and service program for your customers. Here are five issues that will need to be addressed in this program.

1. Buildup on the heat exchanger tubes: Heat exchanger tubes buildup with chemical residue and calcium that cause the heater to lower its water flow. If the pool water has a high pH, the water starts scaling, causing calcium to fall out of

suspension. The calcium then adheres to the inside of the heater tubes, which lowers heater efficiency and could eventually destroy copper heat exchangers and thermal regulators. Ensuring proper water chemistry balance is the best way to protect against this issue.

2. Low gas pressure: Having low gas pressure can also lead to buildup on the internal parts of the heater, which can block the heat exchanger. To avoid this issue, it is crucial to check gas pressure lines and ensure the installed heater is getting the correct gas pressure per the product manual. It is also important to check that the client is not running a 400,000 British thermal unit (Btu) heater using a gas line meant for a 200,000 Btu unit. If this is the case, the gas line will need to be upgraded to a larger model, so the heater can operate efficiently. The gas meter needs to be properly sized to ensure it will supply enough gas to the heater and other gas appliances that may be used on the same meter.

3. Lack of ventilation: Insufficient air supply for proper combustion and ventilation acts as an insulating layer on the exchanger so the heat does not transfer to the water efficiently. The colour of the heater's flame is a good indicator of whether the unit is receiving enough combustion air to function properly. A clear, blue flame indicates the unit is burning 100 percent of the gas. If the flame is not getting enough air, it becomes orange and releases carbon that turns to soot and clogs

Continued on page 19



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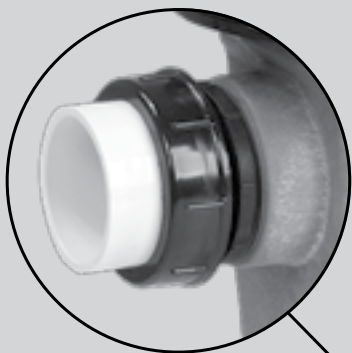
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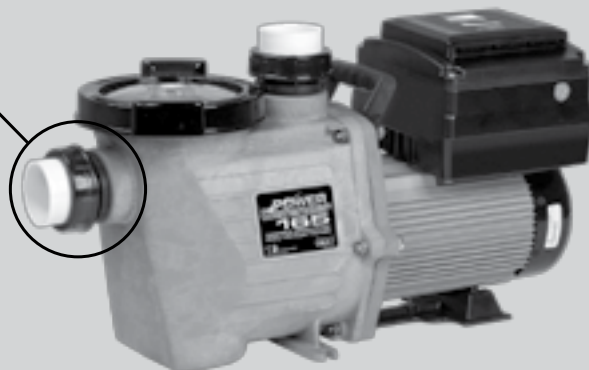
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Pool Heater Maintenance

Continued from page 18



heat exchangers. This is another reason to stress the importance of regular heater maintenance. Service technicians should also take the time to clean out spider webs, leaves, rodent nests, and debris that can gather within the vents and the heater itself, and prevent damaged heater components

4. **Reduced water flow:** Water that is moving too fast through the heater will cause condensation. If it is moving too slow, the heater cannot warm the water efficiently, and it might cause the unit to cycle on and off—ultimately, this can damage the heat exchanger. Checking the water flow going into the heater is an essential part of regular maintenance.

By addressing these five key areas, service professionals will be able to keep pool heaters operating as efficiently as possible.

Because pool heaters can be expensive to use, taking the time to explain to clients how the heater works will make it easier to sell them on the importance of a maintenance program. Additionally, educating pool owners on heater operation and efficiency lays the groundwork for eventually upgrading to a more efficient pool heater in the future.

EXPLAINING POOL HEATER OPERATION

Some pool professionals forget the importance of explaining how heaters work. However, even a basic description of the water heater mechanism will lead to an explanation of a pool heater maintenance program, or the need to eventually upgrade to a high-efficiency pool heater to enjoy the energy savings benefits.

It is important to explain the pump circulates the water, which is drawn from the pool, then passes through the filter and into the heater. Next, the

heater's combustion chamber ignites the gas, heating the copper tube arranged above the burner tray. As the water passes through, the heat from these copper tubes is conducted to the water, increasing the water temperature. The water then returns to the pool and re-circulates for consistent heating. This simple process provides quick, controlled heating of the pool water. Explaining how a pool heater operates will lay the groundwork for understanding the efficiency rating of the heater.

EXPLAINING HEATER EFFICIENCY

It is especially important to explain the heater's original efficiency rating does not remain the same throughout its operating life. Unfortunately, most heaters lose efficiency over time, just from

basic operation. As a result, if the client is looking to spend less money to obtain warmer water, they will need to get a newer, higher-efficiency heater.

Heater efficiency can be easily explained by providing an illustrative example to the pool owner. For example, if the heater is 82 percent efficient, for every dollar spent on gas, 82 cents go into heating the pool water. The remaining 18 cents go up the vent pipe or into the atmosphere. The customer will likely appreciate that their existing pool heater has been maintained at its highest efficiency rating over the past few years. But, eventually, no amount of maintenance will be able to outweigh the benefits of a newer, higher-efficiency pool heater. This is where it becomes crucial to explain the benefits of an upgrade. Some manufacturers of high-efficiency heaters now offer warranties for as long as three years.

MAINTAINING LONG-TERM CLIENT RELATIONSHIPS

Pool professionals are realizing this is the year to promote heater service and maintenance programs to keep clients happy.

"Pool professionals are in a long-game business," says

Belcourt. "We know we are going to sell them a new pool, then we'll sell them new filters, then we'll sell them a new pump, a new heater, and a new liner, and they'll come back to us again when they buy a new house and want a new pool."

Maintaining positive relationships fosters customer loyalty. Heater maintenance and service is a tool to help increase customer loyalty, while also generating short service revenue and long-term product revenue. ■



ABOUT THE AUTHOR

Phil Bach is the senior sales manager for Pentair in eastern and central Canada. He has been working in the pool industry since 1978, starting as a pool service technician. Bach joined SwimQuip in 1988 and stayed with the company as it became Sta-Rite and then Pentair. He can be reached via email at phil.bach@pentair.com.

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The Lighter Side of Pool Service

Effectively communicating your marketing message

By Mark Feldstein, CFO/Marketing Director

"I GUESS WE ARE FINALLY at the 5th type of marketing," I said to Dane, my Marketing Guru, as we awkwardly stepped onto the chairlift adjusting our skis.

"Yes, we are. Hot Button Marketing," he said.

"So, okay, I'll bite. What is it?"
"Instead of explaining what it is, I will tell you a great story that uses Hot Button Marketing. I think it will be truly clear by the end of the story."
"This should be rich."

"One of the greatest marketing stories I've ever heard that utilized Hot Button Marketing was about Target and Walmart.

Our slow climb on the chair lift began to accelerate towards our double-black diamond run.

"Obviously, they are huge competitors in the retail space, always trying to grab the consumer's attention and beat out the other company.

"You may not know this, but the ultimate mecca of all consumers is the pregnant woman or the woman who has recently given birth. The reason why this specific consumer, almost more than any other type, is such an important target market for retailers like Target and Walmart is because they know that, more than likely, they will make certain very predictable purchases such as diapers, baby milk, a crib, a car seat, baby clothes and the list go on and on.

We looked down to watch the skiers zip down the mountain. Someone skied into a tree.

"It is also well known in the retail space that once a consumer begins to buy from a certain source for a product, like diapers, they will continue to buy from the same source. It is only natural. It is easier to go back and repurchase than to shop around. Once a mother finds a product that the baby or she is happy with, they tend to stick to it. Why rock the cradle, so to speak?"

"Oy."

"Anyway, the goal of retailers is to capture that purchasing pattern as early as possible in the chain of events. In other words, the earlier in the pregnancy you can capture that client, the more sales you will enjoy.

"Years ago, these two giant retailers tracked the purchasing patterns of women, and it was easy to pick up items related to having recently given birth and would immediately begin a coupon campaign for diapers and other baby related items.

The chair lift continued to climb higher and higher up the mountain, above the clouds.

"One day the Target marketing team came up with a brilliant idea. They figured out by tracking such purchases as prenatal vitamins, parenting books and the like, they could target that consumer earlier in the buying cycle. Now they had an advantage over Walmart. They began sending coupons to pregnant women for their pre-birth needs as well as coupons with later expiration dates that they could use once the baby arrived.

"This is the perfect example of Hot Button Marketing!" he finished his story with a flourish, or so I had thought.

"That is a great story. I can see that timing is everything."

We could finally see the end of the chairlift ride, shifted to the seat edge and readied our ski poles.

"Yes, but there is a very funny footnote to the story. And a great lesson in marketing. Want to hear it?"

"Do I have a choice?"

"Nope. One day, an enraged father appeared in the store of a Target and demanded to see the

manager. Gripped in his hand was a bunch of coupons that had been mailed to his teenage daughter for prenatal vitamins. He exploded at the store manager wanting an explanation as to why the store was sending his teenage daughter coupons that should be going to a pregnant woman. Obviously, the store manager had no clue. The man stomped out angrily.

"The story goes on to explain that the man showed up in the store a few days later and apologized to the same manager. Turned out that his daughter, unbeknownst to him, was pregnant."

"Hilarious. Target knew the daughter was pregnant before her Father did!" We slid off the seat, made a 180 degree turn and began our ski run down the mountain.

"Yep, and here is the smart solution Target implemented because they didn't want this issue to repeat. Obviously, they weren't going to give up trying to capture the buying pattern of the pregnant woman no matter what her age might be. So, they simply mixed in a variety of coupons, a random mix, into the same mailer, so the prenatal coupons did not stand out in any particular way. Of course, to the pregnant woman, the coupons that made the most sense and would stand out. Problem solved. Brilliant."

We expertly skied over moguls. I hit a half-pipe at full speed and did a 360 degree spin.

"So, in summary, Hot button Marketing is very targeted marketing used like a preemptive strike like in the example with Target. Hot Target Marketing, in the Pool Service world, targeting the consumer early in the process, would be to target the prospect while the pool is being built.

To achieve this, a Pool Service Professional might partner with Pool Builders. Have the builder include a flyer for pool service, for example, in their own sales packet. The builder would be more than capable of answering questions regarding why it is important to have a professional maintain the pool. Another way, without having to go through the Builder, might be to check permits being pulled for new builds and starting a mailing campaign."

"Those are great ideas!"

"That's only the beginning," Dane explained, "Hot Button Marketing is more than simply catching a consumer early in the process. It brings up objections, and addresses them before the prospect has the chance. Again, preemptive strike. It can also identify the prospect's major concerns and show that the Professional shares those same concerns. This can't be achieved if the decision-making process of prospects hasn't been clearly identified as well as the needs and wants of clients. Want an example? Watch TV ads on medication. That is truly the definition of Hot Button Marketing. You and I may ignore those ads, but, if you are suffering from a disease or condition, believe me, you will stop what you are doing and listen.

To the right is the life cycle of

Continued on page 21

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Lighter Side of Pool Service

Continued from page 20

Hot Button Marketing to help clarify the process.

“We sure are,” I said, “a long way from throwing up a website claiming the “best Pool Service Company.”

“Marketing is expensive and time-consuming. If you are not doing it right and getting the most bang for your buck, you are wasting precious resources,” he stated.

We halted for a moment before hurtling down the rest of the run.

“Agreed. What’s next, Guru?”

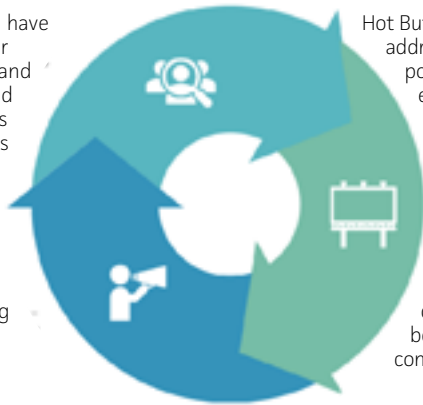
“Next? Why, we ski down this 38 degree slope and have a beer.”

We then used our controllers and finished the PlayStation ski game and had a couple of beers.

To be continued... ■

HOT BUTTON MARKETING

Once you have done your research and discovered the needs and wants of your clients, you can utilize Hot Button Marketing



Hot Button Marketing is addressing those pain points and wants by emphasizing ways your service will benefit them, by neutralizing their objections or concerns, and by highlighting your ability to do those things better than your competition

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COMPANY NEWS



Haviland Enterprises, Inc. Announces Promotion of Meg Post to President

Grand Rapids, MI - Haviland Enterprises, Inc. announced today the promotion of Meg Post to President. Post will report to Mike Karasiewicz, CEO, and will work directly with Karasiewicz and the company's

Senior Leadership Team on strategic initiatives and executing the company's growth strategy. Members of the Senior Leadership Team will report to Post.

Post joined Haviland in 2018 as Vice President of Finance and became CFO in 2020, overseeing the company's financial operations including accounting and business analysis, as well as IT and marketing. She has been working alongside Karasiewicz and Haviland's Board of Directors over the past three years to increase shareholder value while strengthening the company's ownership culture.

“Meg has been a key member of the Senior Leadership Team over the past several years, working cross functionally and strategically to drive growth in profitability and shareholder value for Haviland's 265 employee-owners,” said Karasiewicz. “Meg's background has created a unique combination of financial and interpersonal skills that make her a good fit to lead our strategy and operations going forward.”

“I'm thrilled to take on this new role,” said Post. We have a talented team and significant growth opportunities ahead of us. I'm looking forward to executing our growth strategy; developing innovating solutions for our customers while providing the very best work environment for our employees.”

Before joining Haviland, Post spent 11 years at Adamy Valuation, directing valuation services for private and public companies. She provided leadership on valuation projects involving mergers and acquisitions, employee stock ownership plans, succession planning, financial reporting, and corporate strategic planning.

ABOUT HAVILAND ENTERPRISES, INC.

Founded in 1934, Haviland Enterprises, Inc. is a chemical supplier for cleaning, plating, recreational water, and other applications. It is an employee-owned ESOP company comprised of two divisions, 260 employees and over 600,000 square feet of manufacturing space. The company has six production and warehousing locations throughout the United States including its headquarters in Grand Rapids, with additional manufacturing facilities in Kalamazoo North Bend, Ohio and Chandler, Arizona.

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BioGuard® Recognized as PHTA Education Partner

BioGuard is proud to announce that it has been approved as a Pool & Hot Tub Alliance (PHTA) Education Partner. Modules in the brand's “H2Know® Virtual Academy” underwent a thorough review for accuracy and

consistency of educational standards and this approval means the Virtual Academy modules meet or exceed the guidelines set by the International Association for Continuing Education and Training (IACET).

HOW DOES GETTING PHTA ACCREDITATION FOR H2KNOW WORK?

The H2Know Virtual Academy is made up of eight individual modules with certification quizzes. Each module is worth 1-2 CEUs (Continuing Education Unit) with PHTA. Once an individual completes a module and passes the quiz at the end, a report will be generated and sent to PHTA. PHTA will then apply CEUs monthly to all registered PHTA members that complete the H2Know training. There is no need to submit any forms to receive the credits – simply pass the quiz and the process will occur. Each participant can earn up to nine CEU's with PHTA if all modules are completed.

The PHTA Education Partner Program provides a centralized location to help professionals maintain their records and ensure they have the resources needed to maintain their continuing education. It also lets them know about available training options to meet their certification requirements.

For more information on the BioGuard H2Know Virtual Academy, please contact Alicia Stephens (alicia.stephens@biolabinc.com). ■

FICTION VS. FACT

1. Membership in IPSSA means you have to participate in the IPSSA Insurance Program through Arrow/HUB Insurance Service.

FACT: Membership in IPSSA requires you to have general liability insurance with a minimum of \$1Mil limit. Proof of insurance must be provided upon acceptance of membership.

2. As a new member of IPSSA you must pass the IPSSA Water Chemistry Exam immediately.

FACT: A new member has up to one year to pass the IPSSA Water Chemistry Exam or may provide a certificate of training from one of the following courses: IPSSA Water Chemistry Exam, Professional Pool & Spa Operator (PPSO), Pool Chemistry Certified Residential (PCCR), Certified Pool Operator (CPO), LA County Health Department License, Florida Registered/Certified Pool and Spa Exam. Each Chapter can accept alternate certification or still require IPSSA Water Chemistry to be passed. All proof of alternate certification must be sent to IPSSA National by the Chapter President, not the Member.

3. As a prospective member you must attend three meetings before acceptance of membership.

FACT: That is not IPSSA National Policy, chapters do have the authority to adopt meeting requirements for their prospective members.

4. Chapters must learn how to file insurance claims.

FACT: Chapters are not required to file an insurance claim. Individual members should be responsible for filing and contacting their insurance broker.

5. IPSSA National and Chapter dues include insurance fees.

FACT: Your membership dues (formerly known as fees) do not include insurance or any service fees.

6. Members pay a reinstatement fee.

FACT: IPSSA National does not charge a reinstatement fee. The only time member is charged a fee by IPSSA National is for returned checks.

7. IPSSA National collects fines for chapters on individual members.

FACT: Chapters and regions are responsible for collecting fines to individual members.

8. Chapters can buy gift cards or hand out cash to chapter members from dues, chapter support and/or manufacturer rebate programs.

FACT: Chapters may not expend any Chapter funds for general gifts for chapter members (including their families, employees, and designates); distribution of excess revenues of the Chapter; payment of business expenses of Chapter members (including most insurance) unless approved in advance and in writing by the IPSSA Board of Regional Directors.

9. IPSSA doesn't contact or call me when I haven't paid my dues.

FACT: Multiple emails are sent out during the month noted "IPSSA Membership Past Due - First Notice/ Second Notice." If we don't receive payment by the end of the month a cancellation notice is sent out to the member and we alert Arrow Insurance if you are enrolled.

10. IPSSA won't let me rejoin after I've been cancelled for membership.

FACT: IPSSA is more than willing to have members rejoin that accidentally dropped. All we ask is for the members to pay their past membership dues so there is no lapse in membership. ■



The IPSSA Board of Region Directors held their first in person meeting in a year and a half on November 6th in Monterey, CA. As a team building exercise, they participated in a scavenger hunt and charity bike build activity. They ended up successfully building four new bikes to donate to the local Boys and Girls Club.



IPSSA is dedicated to bettering our local communities. A recent example of this is from our Bakersfield Chapter who donated \$5,000.00 to the Wounded Heroes Fund. Pictured: Trevor Smith - Bakersfield IPSSA President, Beau Braisher - IPSSA Region 2 Director and Wendy Porter - Executive Director Wounded Heroes Fund.



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HAYWARD'S NEW UNIVERSAL HC SERIES dual-fuel heater offers powerful heating performance for just about any pool, but particularly those with minimal pool-pad space. The Universal HC Series' ultra-small footprint (the smallest in the industry among leading competitors) comes from two big improvements: 1) the ultra-compact unit design, and 2) the ability to operate with zero wall clearance. But small size isn't the only thing the Universal HC Series has going for it. Its dual-fuel design and easy-out orifice shift from liquid propane to natural gas with just a twist, and the patented butterfly bypass valve, quick-access top panel and exclusive plumbing adapters make servicing easier than ever. Simply put: Hayward's Universal HC Series heater delivers maximum heating performance in a minimal footprint.

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Chapter Information and Meetings

REGION 1 Northern California
Dave Hawes, Director
925-828-7665 | david@hhpools.com

Capital Valley (Sacramento)
First Wednesday, 7:00 p.m.
VFW 8990 Kruthof Way, Fair Oaks
President: [Jason Hilton](#), 916-224-3113

Delta (Stockton)
Third Wednesday, 6:00 p.m.
The Elks Lodge
19071 N. Lower Sacramento Rd. Woodbridge
President: [Rick Plath](#), 209-456-1605

East Bay
Third Tuesday, 6:00 p.m.
Pleasant Hill Community Center
320 Civic Drive Pleasant Hill
President: [Katrina Pedersen](#), 925-289-9231

East Contra Costa
Fourth Tuesday, 6:00 p.m.
La Fuente Mexican Restaurant
642 1st Street, Brentwood
President: [Kirk Olsen](#)

El Dorado
Second Thursday, 6:30 p.m.
Shingle Springs Community Center
4440 S. Shingle Road, Shingle Springs
President: [Shawn Panico](#), 916-201-6245

Elk Grove
Second Wednesday, 7:00 p.m.
Logan's Roadhouse
9105 W. Stockton Blvd., Elk Grove
President: [Jerry Marquardsen](#)

Gold Country
First Monday, 6:00 p.m.
2515 Grass Valley Hwy., Auburn
President: [Ryan Ruminson](#), 530-401-7346

Modesto Central Valley
Third Tuesday, 6:00 p.m.
Mi Casa
624 N. Golden State Boulevard
Turlock, CA 95380
President: [Albert Camarillo](#), 209-628-2717

Sacramento City
Fourth Wednesday, 7:00 p.m.
Plaza Hofbrau
2500 Watt Avenue, Sacramento
President: [Kelli Carrillo](#), 916-730-7636

Tracy
Fourth Thursday, 6:00 p.m.
Perko's Cafe
1321 W. 11th Street, Tracy
President: [Beau Hoff](#)

West Placer
First Thursday, 5:30 p.m.
Strikes Bowling Alley
5681 Lonetree Blvd., Rocklin
President: [Bryan Soto](#), 916-258-5114

REGION 2 Central California
Beau Braisher, Director
661-332-4952 | braisherpools@gmail.com

Bakersfield
First Tuesday, 5:30 p.m.
Rusty's Pizza
6675 Ming Ave., Bakersfield
President: [Trevor Smith](#), 661-472-5288

Central Coast
Second Wednesday, 6:00 p.m.
Nino's Grill, Templeton
President: [Matt Mazzo](#), 805-614-3114

Conejo
Second Wednesday, 7:30 p.m.
Alpha Water Systems
725 Cochran Street #A, Simi Valley
President: [Dennis Van Sloten](#), 805-813-6154

Conejo Valley
Second Wednesday, 6:30 p.m.
Superior Pool Products
1200 Lawrence Drive #400, Newbury Park
President: [Michael Flanagan](#), 805-444-7960

Fresno
Fourth Tuesday, 7:00 p.m.
Roundtable Pizza
First & Bullard, Fresno
President: TBD

Santa Barbara
Second Monday, 6:30 p.m.
Rusty's Pizza Parlor
232 W. Carrillo (downtown), Santa Barbara
President: [Joe Burich](#), 805-451-1963

Ventura
Third Tuesday, 7:00 p.m.
Poinsettia Pavilion
3451 Foothill Rd., Ventura
President: [Tracy Sands](#), 714-726-4059

Visalia
Third Wednesday, 6:00 p.m.
Amigo's Cantina
5113 W. Walnut Avenue, Visalia
President: [John Cossey, Jr.](#), 559-380-8886

REGION 3 Northern L.A. County, California
Terry Snow, Director
909-982-9962 | tls.pools@verizon.net

Antelope
Second Monday, 6:00 p.m.
SCP Antelope Valley

4514 Runway Drive, Lancaster
President: [Steven Polovina](#), 661-236-6095

Diamond Bar
First Thursday, 7:00 p.m.
PEP 563 W. Terrace Drive, San Dimas
President: [Robert L. Betts](#), 626-757-6707

Foothill
Third Thursday, 7:00 p.m. via Zoom
849 Foothill Blvd. #4, La Canada
President: [Jay Laughrey](#), 818-957-5298

San Fernando Valley
Third Wednesday via Zoom
President: [Rich Gallo](#), 661-803-9919

San Fernando Valley Metro
First Tuesday, 7:00 p.m.
Canoga Bowl
20122 Vanowen, Canoga Park
President: [Eric Nielson](#), 818-710-1628

San Gabriel Valley
Second Thursday, 7:00 p.m.
PEP 1862 Business Center Drive, Duarte
President: [Ron Hopwood](#), 626-806-4670

Santa Clarita Valley
First Thursday, 7:00 p.m.
Vincenzo's Pizza
24504 1/2 Lyons Avenue, Newhall
President: [Glen Batista](#)

REGION 4 South L.A. County, California
Adam Morley, Director
310-493-3565 | adam@paradisepools.biz

Central Los Angeles
Second Monday, 6:30 p.m.
Han Woo Ri Presbyterian Church
1932 S. 10th Ave, Los Angeles
President: [Fred Choi](#), 213-598-0078

East Long Beach
Second Tuesday, 6:30 p.m.
Ecco's Pizza
2123 N Bellflower Blvd., Long Beach
President: [Matt Mann](#), 562-420-9061

South Bay
Second Wednesday, 7:00 p.m.
American Legion Hall
412 S. Camino Real, Redondo Beach
President: [Rick Morris](#), 310-755-5279

West Side
Second Tuesday, 6:30 p.m.
American Legion Hall
5309 S. Sepulveda, Culver City
President: [Richard Okamoto](#), 310-927-2411

Whittier
First Wednesday, 7:00 p.m.
Superior Pool Products Santa Fe Springs
President: [Albert Navarro](#), 562-927-6757

REGION 5 Orange County, California
Michael Denham, Director
714-891-6180 | denhampools@gmail.com

Anaheim
Third Wednesday, 6:30 p.m.
Roundtable Pizza
12829 Harbor Blvd., Garden Grove
President: [Cal Pratt](#), 949-230-7462

Central Orange County
Last Tuesday, 7:00 p.m.
Coco's Restaurant
14971 Holt Avenue, Tustin
President: [Mark Harrison](#), 949-874-8234

Dana Point
Second Tuesday, 6:00 p.m.
Coco's Restaurant
Crown Valley at I-5, Dana Point
President: [Cliff Gross](#), 949-587-9773

Mission Viejo
1st Tuesday of every month, 6:00 pm
Laguna Hills, CA 92653
President: [Chris Dodds](#), 949-683-6076

Orange Coast
Last Monday, 5:00pm
Roundtable Pizza on Adams and Beach
President: [Rob Mangus](#), 714-318-1254

Orange County Pool Professionals
Last Monday, 6:00 p.m.
Claim Jumper (Banquet Room)
18050 Brookhurst St., Fountain Valley
President: [Jim Romanowski](#), 714-404-2550

Southwest
First Wednesday, 6:00 p.m.
ABC Pools
10560 Los Alamitos Boulevard, Los Alamitos
President: TBD

Surf City
Third Tuesday, 6:30 p.m.
Superior Pool Products
10865 Kalama River, Fountain Valley
President: [Frank Malavar](#), 714-960-3558

Tustin/Irvine
Second Tuesday, 6:00 p.m.
PSOC Waterline Technologies
220 N. Santiago Street, Santa Ana
President: [Rich Foley](#), 714-974-1514

Yorba Linda
First Wednesday, 6:45 p.m.
(Please verify meeting time with president)
Lampost Pizza

21480 Yorba Linda Blvd #D, Yorba Linda
President: [David Hartson](#), 714-306-4864

REGION 6 Inland Empire, California
John Dixon, Director
951-316-1675 | waterwhisperer1@verizon.net

Corona
Second Tuesday, 7:00 p.m.
Marie Callenders
160 E. Rincon St (at Main St), Corona
President: TBD

Hemet
Third Wednesday, 6:00 p.m.
Megabite's Pizza
1153 S. State Street, Hemet
President: [Kenneth Campbell](#), 951-733-4330

Menifee Valley
First Wednesday 7:00 p.m.
My Buddies Pizza
2503 E. Lakeshore Drive #A Lake, Elsinore
President: [Renee Marier](#), 951-285-9672

Ontario/Rancho Cucamonga
Second Tuesday, 7:00 pm.
Location varies. Please contact chapter
president for more info.
President: [Ron Goodwin](#), 909-989-0406

Palm Desert
Third Thursday, 6:00 p.m./7:00 p.m.
(Please verify meeting time with president)
Sloan's, 81539 US Hwy 111, Indio
President: [Gary Kauber](#), 760-702-5865

Palm Springs
First Wednesday, 5:30 p.m.
Superior 5700 Indian Springs Rd., Palm Springs
President: [Jim Elliott](#), 760-413-0463

Redlands
Second Tuesday, 6:00 p.m.
Hickory Ranch
32971 Yucaipa Boulevard, Yucaipa
President: [Bill Brooks](#), 909-553-5780

Riverside
First Tuesday, 6:00 p.m.
Cask N Clever
1333 University Ave., Riverside
President: [Howard Hill](#), 951-213-6131

Temecula/Murrietta
Third Wednesday, 7:00 p.m.
Pat & Oscar's
29375 Rancho California Road, Temecula
President: [Scott Peterson](#), 951-255-4175

REGION 7 San Diego County, California
waterwatcher.org
Michael Harris, Director
619-395-6700 | barrowpoolsd@gmail.com

Carlsbad
Third Wednesday, 6:00 p.m.
El Rancho Restaurant
1565 N. Santa Fe, Vista
President: [Jonathan Dodge](#), 760-845-5501

Escondido
Third Wednesday, 6:30 p.m.
Call for location
President: [Bruce Smith](#), 760-741-3960

North County Coastal
Third Tuesday via Zoom, 6:00 p.m.
(meeting link is sent out a week prior).
Please contact the Chapter President by
email for more information.
President: [Aden Dunne](#), 760-801-5526

Rancho Del Mar
Third Monday, 5:30 p.m.
12840 Carmel Country Rd.
San Diego, CA 92130
President: [Ed Finney](#), 858-750-8842

San Diego
Third Wednesday, 7:00 p.m.
Admiral Baker Clubhouse
2400 Admiral Baker Road, San Diego
President: [Mark Curran](#), 619-269-3888

San Diego East County
Third Tuesday, 6:00 p.m.
Superior Pool Products
1973 Friendship Drive, El Cajon
President: [Marc Impastato](#), 619-270-6617

San Diego Metro
Fourth Thursday, 6:00 p.m.
Sammy's Wood Fired Pizza
8555 Fletcher Pkwy, La Mesa
President: [Bert Vexland](#), 619-445-7887

REGION 8 Arizona and Nevada
Bill Goosen, Director
602-531-0035 | goosse-man@cox.net

East Valley (Phoenix)
Third Thursday, 6:00 p.m. MST
Pool Electrical Products - Tempe
In the back parking lot
1245 W Geneva Dr Tempe, AZ 85282
President: [Angela Clark](#), 480-489-2577

North Phoenix
Third Tuesday, 6:00 p.m.
SCP
18201 N. 25th Avenue, Phoenix, AZ
President: [Stillman Brown](#), 623-229-3494

Southeast Valley
Second Thursday, 5:30 p.m.
Superior Pool Products

7330 S. Atwood, Mesa, AZ
President: [Daniel Morris](#), 480-284-4296

Tucson
Third Wednesday, 6:30 p.m.
Superior Pool Products
4055 S. Runway Street Tuscon, AZ
President: [Perry Wingate](#), 520-240-0806

West Valley
Third Wednesday, 6:00 p.m.
Cloud Supply
1100 N. Eliseo Felix Way, Avondale, AZ
President: [Frank DeAngelis](#), 623-293-7353

Western Las Vegas
First Monday, 6:30 p.m.
Vietnam Vets Hall
6424 W. Cheyenne, Las Vegas, NV
President: [Linda Cross](#), 702-524-8453

REGION 9 - TEXAS SOUTH
ipssatexas.com
Becky Clayton, Director
210-240-3121 | beckyclayson@yahoo.com

Austin
First Tuesday, 6:00 p.m.
Texican Cafe
21361 Manchaca Road, Austin, TX
President: [Mark Mastropietro](#), 512-550-1100

Clearlake
Fourth Tuesday, 7:00 p.m.
Rudy's BBQ
21361 Gulf Fwy Webster
President: [David Potts](#), 208-887-6486

Corpus Christi
First Thursday, 6:30 p.m.
SCP in Corpus Christi
President: [Michelle Wilkinson](#), 209-604-6460

Hill Country
Third Tuesday
TJ's Burgers
259 TX-337 Loop, New Braunfels
President: [Jascha Wood](#), 512-216-7663

Houston
Second Tuesday, 7:00 p.m.
Pappy's Cafe
12313 Katy Frwy., Houston
President: [David Queen](#), 281-807-5442

North Austin
Second Wednesday
Casa Chapala
9041 Research Blvd. #100, Austin
President: [Thomas Long](#), 512-293-7831

North Houston
Third Tuesday, 7:00 p.m.
El Palenque Mexican Restaurant
1485 Spring Cypress Road
Spring, TX 77373
President: [Stephen Titone](#), 281-773-8643

San Antonio
First Monday, 6:30 p.m.
Longhorn Cafe
17625 Blanco Road, San Antonio
President: [Jorge Martinez](#), 210-549-7665

West Houston
First Tuesday, 7:00 p.m.
Spring Creek Barbeque
21000 Katy Freeway, Katy, Texas
President: [Bill Williams](#), 832-593-6299

REGION 10 Bay Area South, California
Gary Heath, Director
510-223-7537 | gary@thepooldoctors.com

Fremont
Second Monday, via Zoom
All Members/Guests (Jan-July)
Board Officers (Aug-Dec)
PIN: 823 5019 6796
P/W: BluePools1
President: [Bruce Barrios](#), 510-750-2866

Marin and Sonoma County
Third Wednesday, 7:00 p.m.
Lucchesi Park Petaluma Community Center
320 N. McDowell Blvd., Petaluma
President: [Darrell O'Neal](#), 707-217-1546

Mid-Peninsula
Last Tuesday, 7:00 p.m.
Superior Pool Products
2692 Middlefield Road, Redwood City
President: [Thurlough Cunningham](#)
650-868-9310

Monterey Coast
Fourth Wednesday, 7:00 p.m.
85 Neilson Street, Ste.201, Watsonville
President: [Terry Page](#), 831-297-2215

Santa Clara Valley
Third Thursday, 5:30 p.m.
SCP
2036 Martin Ave Santa Clara
President: [Fred Doering](#), 408-685-8078

Silicon Valley
Every Wednesday, 5:30 p.m.
Mountain Mikes Pizza
1724 Miramonte Ave, Mountain View
President: [David Guslani](#), 650-333-1351

Tri-Valley
Second Thursday, 6:00 p.m.
(No meetings in July and August)
Location varies. Please contact chapter
president for more info.

President: [Ken Yecny](#), 925-371-4521

REGION 11 Florida and Georgia
ipssafl.com
Todd Starnier, Director
941-915-2135 | tstarnier@tampabay.rr.com

Gold Coast (Ft. Lauderdale area)
Second Tuesday, 6:30 p.m.
Wings Plus
9880 W. Sample Road, Coral Springs, FL
President: [Ana Labosky](#), 954-224-7733
www.ipssagoldcoast.com
President: [Ana Labosky](#)

North Georgia
First Monday, 7:00 p.m.
Please contact chapter president for
meeting location and directions.
President: TBD

Osceola (Orlando/Kissimmee)
Second Wednesday, 6:30 p.m.
Fat Boy's Restaurant
2512 13th Street, St. Cloud, FL
President: [Diane Fowler](#), 407-460-6680

Port Charlotte
Fourth Monday, 6:30 p.m.
Buffalo Wings & Rings
1081 W. Price Blvd., North Port, FL
President: [Raymond Kurilavicius](#),
941-743-2010

Sarasota (Sarasota and Manatee Counties)
First Tuesday, 6:30 p.m.
Gecko's Grill & Pub
351 N Cattlemen Rd. North of Fruitville Rd.,
Sarasota, FL
President: [Marvin McMahan](#), 941-925-2251

Treasure Coast
Fourth Tuesday, 7:00 p.m.
Duffy's Sports Bar
6431 SE Federal Hwy Stuart, FL
President: [Paulette Hester](#), 772-485-5489

REGION 12 Texas North
ipssatexas.com
Casey Gardener, Director
469-835-5674
service@noworriespoolcare.com

Dallas
Fourth Tuesday, 5:30 p.m.
Senor Chachote Cantina & Grill
7602 N Jupiter Rd, Garland
President: [Travis Coleman](#), 214-799-7739

Fort Worth
Third Tuesday, 6:30 p.m.
La Playa Maya Restaurant
1540 N Main Street, Fort Worth
President: [Paul Nelson](#), 254-968-6298

Mid-Cities DFW
First Monday, 7:00 p.m.
SCP
2107 Hutton Drive, Carrollton
President: [Casey Gardner](#), 469-835-5674

Tarrant County
First Tuesday, 7:00 p.m.
El Chico's Cafe
7621 Baker Blvd., Richland Hills
President: [Jason Wilson](#), 817-366-1200

Waxahachie
Second Wednesday, 7:00 a.m.
Denny's
408 Westchase Drive, Grand Prairie
President: [Bryan Courville](#), 817-3089874

ASSOCIATION INFORMATION

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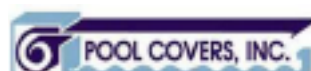
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Pool & Spa Apprenticeship and Training Committee (PSATC)

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