

# THE IPSSAN



June 2021  
Volume MMXXI, Issue 6

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.

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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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## Pool Automation: Effortless Control Anywhere You Go

**AUTOMATION UNLOCKS ENDLESS POSSIBILITIES** for operating and maintaining your pool. From checking in on sanitizer performance to turning on your pool lights, pool automation makes managing your pool a breeze.

Most people are familiar with the benefits that come along with home automation, many leaning on those appliances to streamline tasks like turning on and off lights or regulating the temperature of a home. Similarly, when it comes to your pool, automation allows you to do those things and much more. Information about your pool's health or the ability to turn specific products on and off can all be done through your phone or computer. Some products can even be controlled through wearables like a smartwatch or via smart speakers.

### CREATING YOUR CUSTOMIZED, ON-DEMAND OASIS

While automation may seem like a "nice to have" rather than a "need to have," the benefits of pool automation can be a real time and money saver. Through pool automation, you can take control of your pool's important service, programming and monitoring tasks wherever and whenever you want. Not to mention, pool automation can save the hassle of scheduling unnecessary on-location service calls.

### REAL-TIME UPDATES: PUSH NOTIFICATIONS AND DASHBOARDS

Imagine receiving an alert when your pool pump is disconnected, or your pH levels

are unbalanced in your pool. In many cases, being able to address potential problems with your pool early can save you headaches and money in the long run. Mobile and web-based apps are a lifeline for providing proactive and reactive alerts and dashboards to simplify your pool maintenance needs. Through virtual dashboards, you're able to see a helpful snapshot view of the health of your pool and monitor the performance of your water chemistry.

### PRE-PROGRAMMED SETTINGS: ENERGY & TIME SAVINGS

In addition to streamlining pool maintenance, pool automation also helps cut down on energy costs. According to the Department of Energy, pool pumps alone can be the second-largest source of energy consumption in a house following heating and cooling. Through mobile or web-based apps, you can set up pre-programmed schedules that allow you to automate and optimize a variety of pool maintenance operations such as running a pump at different speeds for different needs to allow for more control over energy usage.

Pre-programmed settings are incredibly beneficial during the winter months. For example, if your pool has a heater attached, you can easily set up a program that will automatically turn on your heater when temperatures dip below a predetermined temperature.

Certain apps will also allow you to set up a "theme," or "routine," which will turn on specific features for you.

For example, when going on vacation, you can establish that "Vacation" mode will clean the pool at specific times and run the pump at a lower speed, whereas "Pool Party" mode, will turn the heater and lights on to create a fun atmosphere without you having to move a muscle. Automation allows users to spend more time enjoying their pool and less time programming.

### REMOTE ACCESS: TURN FEATURES OFF OR ON

Did you go on vacation and forget to turn something on or off in your pool? Have you been stuck behind your desk all day and you know you'll want to dip in a warm pool after work? Through automation, you can have remote control of pool features and functions, giving you control of your pool features from anywhere at any time, just a hand's reach away.

### GETTING STARTED WITH POOL AUTOMATION

Different automation solutions allow for control of different features, so it is important to know what options are out there. Just a few features and functions you can control through automation include:

- Pumps
- Jets
- Heaters
- Water Features
- Lights
- Sanitizers
- Filters
- Cleaners

Whether you're looking for basic control or the latest bells and whistles, there are many pool

automation options available to choose from. To make sure you're choosing the right solution for your needs, connect with a dealer who can walk you through all the options that may be a good fit for you and your needs while keeping your budget and specific pool in mind.

### MAKING THE MOST OF YOUR TECHNOLOGY

To set up pool automation systems, you will need to ensure you have a reliable internet connection. Newer smart control systems can easily connect wirelessly with home WiFi connections, but they will need download speeds of at least 3 Mbps wherever the smart device is located.

When you're adding automation technology to your pool, also be sure to check for benefits like product rebates. Because several automation products or settings can help save energy – or some manufacturers like to offer a nice perk – companies may offer special offers or rebates.

An important step after you purchase a product is to register that product with the manufacturer. By registering your products, you can streamline future service needs as manufacturers can view your history.

Like any technology, pool automation systems require ongoing software updates. As tempting as it may be to skip those updates, it is recommended to run updates on an ongoing basis to ensure your pool equipment is working exactly how it should.

### MORE POOL TIME, LESS STRESS

Simply put, pool automation exists to make your life easier. Through these tools and programs, you're able to get the most out of your pool while making pool maintenance and management more convenient. Whether your whole pool is connected and automated or just a feature or two, there are many opportunities to create an on-demand oasis from anywhere you are. Contact your pool dealer today to learn more about the pool automation tools available to you so that you can spend more time enjoying your pool time and less time worrying about maintenance. ■

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## The IPSSAN

Official Publication of the Independent Pool & Spa Service Association, Inc.

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Please contact [editor@ipssa.com](mailto:editor@ipssa.com) to obtain the deadline for submission of articles each month. Material submitted late will be considered for the following month.

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## We want to spotlight our members!

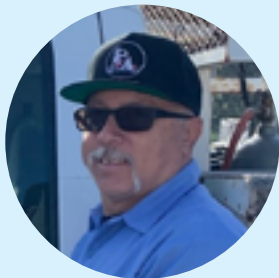
### CALL FOR CONTENT

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](mailto: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](mailto:memberservices@ipssa.com)

## A MESSAGE FROM IPSSA PRESIDENT ADAM MORLEY



## How Can I help?

IF FOR SOME REASON you haven't read any communication about IPSSA's mobile app, here is an opportunity to engage with IPSSA in a new way – See your Member information, chat with and seek answers from other IPSSA members - view member exclusive offers and much more all at your fingertips!

### Instructions for successful Member log in to app

1. Download from Apple store or Google Play — Search for IPSSA, you will see the IPSSA logo.

#### Find IPSSA on your Mobile Device App Store



2. You must sign in using the email registered with IPSSA. If you use a different email address, member content will not be viewable.
3. Once you enter your email into the app you will receive a verification code. If you remain logged into the app, it will remember you the next time it opens, and this step will not have to be repeated.



ADAM HAS BEEN A MEMBER OF IPSSA for 30 years. He served on the IPSSA BORD from 2007 to 2013 and previously held the office of President in 2012. He also held the office of Secretary and Sick Route Chair for his chapter and was the Treasurer of Region 4 from 2007 – 2019. He re-joined the IPSSA BORD in 2017 and has held position of Secretary, Communication Chair, and the Executive Editor of the IPSSAN.

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## School's win for Pool & Spa Apprenticeship Academy

FOR THE FIRST TIME EVER, pool and spa companies in California have a program in place to train their employees to become better technicians. This program also offers an opportunity for anyone wanting to start on a career path in the industry. That is all being provided by the Pool & Spa Apprenticeship Academy (PSAA), founded by the Pool & Spa Apprenticeship and Training Committee (PSATC). We have begun the first phase of instruction—marking a milestone that has long been in the works.

We are delighted to announce that our inaugural class of apprentices have completed the course work and passed the exam to become Certified Pool Operators. This is the first course section toward the 144 hours of on line training and 2000 hours of on the job training. Our participating Employers are excited to have CPO's on their staff and continue to work with PSATC to further the learning process of the PSAA.

If you are interested in supporting the PSATC or enrolling an employee in the PSAA, send a note to [jennifer@poolapprenticeship.com](mailto:jennifer@poolapprenticeship.com) and Jennifer Farwell, our Program Director, will be happy to answer any questions you may have and work to get you and your employee signed up as registered participants if you so desire. Any media inquiries can be directed to [dan@poolapprenticeship.com](mailto:dan@poolapprenticeship.com).

PSATC—works for you... and PSAA—works for you. ■

### IPSSA Events

**BORD MEETING**  
August 7, 2021  
Virtual

**BORD MEETING**  
November 5, 2021  
Virtual

**WEEKEND OF INSPIRATION CONFERENCE**  
February 4-6, 2022  
Kona Kai Resort, San Diego

### 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](mailto:rose@ipssa.com). ■

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## A Message from Monte... Intruder Alert!

By Monte Routon,  
American Leak Detection Sacramento

YOU HAVE DETERMINED THAT THE POOL IS NOT LEAKING, but is there a leak somewhere else? Use the Water Meter Test.

There are some obvious signs of a water leak -- visible water, water flooding a house or yard. These usually indicate a broken, pressurized water pipe. But there are some not-so-obvious signs of a leaking, concealed pipe, including:

- The sound of running water when no water should be running (could be a leak in your slab)
- The water meter spinning when no water is being used on the property
- Water continuously flowing from yard drains or across the sidewalk
- The swimming pool water level dropping or the auto-fill constantly running
- A hot spot on the floor

- Cracks in walls or floors (caused by a leak in your slab)
- Mildew or excessive moisture under carpets (again, could be a slab leak)
- Unusually high water bills (could be a slab leak or leak in a wall or pool)
- The water company informs you that the average water usage is above normal
- Irrigation systems are also a source for water leaks, shutting the irrigation supply valve can determine if the leak is in this system

If any of these symptoms exist, try the Water Meter Test. You will need to conduct the test for 30 minutes when no water is being used anywhere on the property. Here's how:

- Find your city water meter.



- Check the triangle or star-shaped leak indicator for movement. If it spins, this indicates a possible leak in the system.



- If the meter is not spinning, water is not moving through the meter.
- Write down the numbers indicated on the meter at the start of this test.
- Return to check the meter reading in 30 minutes.
- If the numbers did not change, you do not have a leak in your pressurized water system. If the number has changed, continue with the following steps.
- Shut off the valves at every toilet in the house and repeat the steps above.

If the numbers have not changed, you may have a running toilet that should be serviced by a plumber. If the numbers have changed, this indicates water consumption even though water was not being used during the test. You may need a leak detection test! ■

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**It makes us so happy to see our Chapters giving back to their communities!**



**IPSSA SAN ANTONIO** recently raised \$1500 for Water Safety programs at 3 different YMCA locations, and is looking into sponsoring lifeguard training as well. Pictured are IPSSA San Antonio President, Jorge Martinez and Treasurer, Brian Tully with YMCA Director Crystal and her staff.



**IPSSA REGION 6 DIRECTOR, JOHN DIXON**, recently hosted Josh the Otter with Betty Gould, Mayor of Kanarrville, Utah to educate children about water safety so they can have fun enjoy a safe summer.

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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.

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# A Balanced Approach to Saltwater Chlorination

By Rocco Russo, Fluidra Pro Academy Regional Training Manager – East

HAVE YOU EVER RECEIVED this call from a service client, “There’s no chlorine residual in my pool; my salt machine must be broken.”?

As we face an impending shortage on trichlor tablets, many pool owners may transition to saltwater chlorination this summer as an alternative solution. Most service technicians know the proper operation of an electrolytic salt chlorine generator cell is just one of many factors that contribute to having measurable chlorine residual. A few other factors include pH balance, stabilizer content, presence of phosphates, and salt content for starters. If we explore how each of these factors could contribute to proper performance and longevity of a salt cell, we can see that troubleshooting a salt chlorine generator issue must first start with resolving water chemistry issues.

## PH BALANCE

It’s a fairly common misnomer that the installation of a salt chlorine generator excuses pool owners from the responsibilities of chemical maintenance. The fact is, although a salt chlorine generator decreases the wide range of pH bounce that can occur with the use of erosion tabs, cal-hypo or liquid chlorine dosing, chlorine produced from a salt system has an inherently high pH balance. Chlorine gas produced at the

cell has a higher than balanced alkalinity content. This may translate to a lack of available and residual chlorine, due to the way that chlorine reacts to an off balance pH reading.

The Pool and Hot Tub Alliance (PHTA) calls for a pH range of 7.4-7.6. At 7.5, about 50% of the pool’s chlorine content is in the molecular form of hypochlorous acid. This is our aggressive and active oxidizer. As we generate chlorine through the electrolytic process, the water’s pH has a tendency to climb. This makes the pool water “base” or alkaline. When left unchecked, at a pH of 8.0, about 80% of the available chlorine assumes the molecular state of hypochlorite ion. This is a much weaker version of chlorine that will struggle to oxidize organic material. When chlorine takes this form, much more of it is needed to maintain a sanitary condition. This could translate to unnecessarily overworking the salt machine and causing premature failures in order to compensate.

## STABILIZER CONTENT

Pool water conditioners, or stabilizers, are used to prevent UV burn-off of chlorine. When the sun hits the pool’s surface, if an inadequate amount of stabilizer is present, the pool can be left without a sanitizing agent. More than half of the chlorine in our customers’ pools can be destroyed

by sunlight in less than an hour!

As my first CPO instructor once put it, “Stabilizer is sunscreen for chlorine.” Cyanuric acid is the industry’s most commonly used stabilizer. This acid binds itself to chlorine, and then allows a slow release of the chlorine molecules. This extends the time needed to deplete each dose. A pleasant side effect of the addition of cyanuric acid (which has a pH of 2.8) is that the pH of the water will be brought down—counterbalancing the high alkalinity level of chlorine gas produced at the cell. When the chlorine that’s being produced lasts longer due to the presence of this stabilizer, the cell doesn’t need to continue working to replenish quickly depleted sanitizer.

Cyanuric acid is classified as, “essentially non-toxic,” by the USFDA. PHTA calls ideal stabilizer content between 30 and 50ppm. Some long-time industry authorities on chemistry now recommend the free chlorine level should be 7.5 percent of CYA. The recommended level of 2 to 4 ppm doesn’t always work,

and many state and local codes limit the use of CYA in public pools. For this reason, you should contact your local authority having jurisdiction prior to using.

## PRESENCE OF PHOSPHATES

The presence of phosphates or nitrates in our service customers’ pools are not uncommon. Phosphates break down in water, into orthophosphate, which are microscopic plant nutrients and the primary food source for algae. The presence of high levels of phosphates in the pool signals an impending algae bloom. These compounds are introduced to the pool in a number of ways: any time wind blows dirt into the pool; leaves, branches and twigs carry phosphates; fertilizers run off into the pool, etc. In some cases, municipal water supply districts have tested over 400ppm phosphates in tap water!

When understanding how chlorine generators struggle with phosphates, it’s important that we understand Reduction and Oxidizing (aka Redox, or ORP). Reduction potential is a measure of the water’s tendency to acquire electrons from contaminants; the more positive the potential (measured in MV), the greater the affinity for electrons. Every organic species has an intrinsic reduction potential. When the water’s ORP is greater, the water will gain electrons from the species, creating chloramines, oxidizing those contaminants. The water is then considered reduced; it will have expended a portion of its sanitizing agent in the process, reducing its ability to further oxidize.

Phosphates have a very high ORP, whereas chlorine generators produce a slow and steady injection of a small dose of chlorine gas. A greater amount of sanitizer, more than what can be produced by salt generators alone, is required to quickly oxidize phosphates as they are introduced into the water. Keep in mind that ORP shows the activity of the disinfectants—with consideration for pH, temperature and other factors—not just applied dose content. Conversely, pool water’s ORP can be greatly increased by decreasing chlorine’s workload with the addition of supplementary sanitizers, such as minerals like Jandy® TruGuard™ or ozone generators.

Chlorine residuals can be nonexistent out in the pool, while extremely high content can be measured at the cell’s discharge. If this is the case,

measure for phosphates. If levels exceed 100ppb (parts per billion), a phosphate remover should be added to the water. Phosphate remover treatments cause the phosphate molecules to bind, or coagulate, in order to facilitate easy removal by filter, vacuum, or automatic pool cleaner. Salt chlorine generators will work excessively in the presence of phosphates, producing no chlorine residual, and increasing the likelihood of component failure.

## SALT CONTENT

Confirming the proper salt level in the pool is also crucial to troubleshooting and ensuring proper operation. When salt levels are low, chlorine production will be diminished. When salinity is high, excess conductivity of the water will cause damage to the cell blades and strip their protective coating. This could leave the blades exposed and susceptible to rust and corrosive deterioration. Having the correct amount of salt in the pool will help keep generators performing and producing for years.

Troubleshooting an electrolytic salt cell should also include visually inspecting the inside of the cell. Electrolysis is the technique that uses DC voltage to drive an otherwise nonspontaneous chemical reaction. In this case, energizing the cell blades while a saline solution passes through will cause the chlorine molecules to break free from within the salt. During this process, calcium deposits form on the electrodes. This buildup will impede the cell’s ability to produce additional chlorine. If left unchecked, this can block the pool’s return line, restricting flow throughout the filtration system. It’s best to refer to manufacturers’ instructions for safe ways to clean buildup from their cells.

The best thing we can do to ensure the longevity of a chlorine generator salt cell is to properly maintain our service customers’ pool water chemistry. A steadfast adherence to PHTA standards is crucial in keeping a sanitary pool, and our service clients satisfied. Troubleshooting a salt chlorine generator should always start with confirming proper pool water chemistry guidelines are strictly followed and maintained. Providing a safe and sanitary swimming pool may be the most critical aspect of being a service provider in our industry. Salt chlorine generators, working together with a supplemental sanitizer, may be the perfect combination for providing the perfect pool and wellness experience. ■

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# Relax Swimmers! There Is an Abundant Supply of Liquid Pool Chlorine Available for the Summer Season Ahead

**HASA, a leading supplier of liquid pool chlorine for the past 55 years, states that product is widely in stock to meet growing market demand**

SAUGUS, CA—MAY 3, 2021—

The 2021 summer swimming pool season officially starts this Memorial Day weekend, and there is great news for pool owners who may have heard recent widespread rumors about possible shortages of certain types of pool chlorine. [HASA Inc.](#), a leading supplier of sodium hypochlorite (also known as “liquid pool chlorine” or “liquid bleach”) for commercial and recreational swimming pool water treatment, today announced that, contrary to potential concerns raised, liquid pool chlorine is widely available and will be fully in stock for the

summer pool season. The company has reassured the industry and pool customers there is no liquid chlorine shortage and that a more-than-adequate product supply chain will easily meet the growing demand for pool sanitizing supplies throughout the 2021 swimming pool season, as well as future seasons. HASA, which produces and distributes Sani-Clor® premium liquid pool bleach, services the most prominent Western-region pool markets in the country and has been the industry’s key supplier of liquid pool chlorine since 1964.

While a variety of industry

dynamics have created a shortage of trichlor tablets (one type of dry chlorine product) as recently reported in the press, liquid pool chlorine has not been affected by these industry changes. Sani-Clor® liquid pool sanitizer can be readily purchased by pool service professionals through leading pool supply distributors—or by the general public (residential pool owners who prefer to handle their own pool care) from local pool retailers and specialty pool supply shops throughout the Western United States.

In addition to the numerous advantages of liquid pool sanitizer over trichlor tablets, Sani-Clor®

liquid chlorine also is:

- Free of unnecessary trichlor tablet ingredients such as cyanuric acid (CYA) that can actually make chlorine less effective
- Contains no calcium that can lead to damaging scale
- Safer for pool service pros and pool owners to transport and handle
- Made in the USA
- Offers the best cost per use and value on the market
- Is frequently the preferred choice of high-end hotels and resorts because of the brilliant color and water clarity associated with using liquid sanitizer
- Can be administered using HASA’s liquid feeder system that automatically dispenses daily doses of sanitizer for hands-free pool treatment and maintenance

Additionally, HASA’s signature yellow 4x1 Sani-Clor® reusable, returnable gallon deposit

case program (that allows pool service techs to return and refill liquid chlorine bottles) helps to keep more than 25 million discarded plastic bottles out of our oceans and landfills each year. This commitment to greater sustainability within the pool care industry is an ethos that both pool professionals and pool owners alike can embrace.

“Liquid chlorine is a proven, safe, and responsible pool sanitizing product that is widely available to any and all pool service professionals and pool owners who are looking to safely and effectively treat their pool during the coming swimming season,” said Chris Brink, CEO of HASA, Inc.

To learn more about the overall benefits of Sani-Clor®, and for information about where to purchase liquid pool chlorine in your area, please visit [Hasa.com](#). ■



#### ABOUT HASA

HASA, Inc. is a leading producer and distributor of high-quality water treatment products used to sanitize and maintain water systems, including swimming pools, water tanks and containment vessels for recreational, industrial and municipal end markets. Founded in 1964, the company operates out of facilities in California, Arizona, Washington, Nevada and Texas.

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# The Lighter Side of Pool Service

## Creating a unique identity to rise above the competitive noise

By Mark Feldstein, CFO/Marketing Director

DANE AND I DECIDED TO FOCUS back in on our conversation on a hike near Mt. Hood in Oregon. Luckily, we both decided on an easy trail, aka, a gradual elevation change in hiking lingo.

“In our last conversation, we were discussing identity vs. company differentiators. We left off on how to develop a key differentiator from the competition,” I reminded Dane, my Marketing Guru.

“Each company has to devise their own differentiator depending on what they are willing to offer, how they may want to position themselves in the marketplace or what they may be open to change.

“Just to be clear. An identity is how a company packages itself. What it wants to be known as. A differentiator is what separates you from the competition. Going back to Nike, their identity is that they offer products that will help you reach your goals. Their

differentiator is design, innovation and sustainability in their product line.

*“Remember this – an identity will get the consumer to step into the store, but differentiators will help them decide to buy.”*

“Wow. Mind blown,” I said sincerely.

“Hehe. Ok, so for Pool Service companies, before they can figure out a differentiator and then an Identity, they need to first answer two questions:

1. What are the needs and wants of their ideal customers?
2. What is the decision-making process of their potential customers?

“Every time we step forward answering these questions, it seems we have to take a step back,” I pointed out.

“No pun intended, but we actually need to take a few steps back, I think we wandered a

bit off of the trail here,” Dane interjected.

Back on trail and continuing our conversation...

“Yes, I understand that, but it’s not that complicated. Think of it this way. In the world of marketing, you need to follow logical steps to maximize your return on your investment in your marketing budget and efforts. Otherwise, you may fall into a price war and be just a commodity or not even attract the right prospects. Initially, it’s four steps, but there is more after that we can discuss.

“**Step One**, you need to know who your ideal target buyer is. Why do they need or why should they need your service or product? What do they want that they are not getting? It may be something they want that is missing from prior service providers or that is missing from the industry.

“**Step Two**, how does that

buyer make decisions? On what basis do they make a final decision and choose the Pool Service company?”

“**Step Three**, how does the Pool Service company want to be known as a company and will that identity work to attract your buyers?”

“**Step Four**, what differentiates them from the competition? What makes them stand out and be different in an important enough way to help push a prospect off the fence and select them?”

“Sounds logical enough,” I said rather skeptically. Sounded like a lot. He could tell that I was feeling a little overwhelmed.

“It’s not that complicated. Really,” he laughed.

“Let’s take it step by step. Step One should be easy for Pool Service companies. Their target customer must own a pool or spa and need service, right?” I asked.

“Well, yes and no. While it is true they need service unless they are willing to service their pool themselves, however, unless you want to deal with high customer turnover or compete by price, you need to know what the customer wants as well as needs. You need to know their pain points,” he explained.

“Listen,” I interrupted, “I’d like to make one comment before we go much further. You keep referring to the buyers as customers.”

“So? Aren’t they customers?” he asked curiously.

“No, they are clients,” I responded with confidence. This was, at least, something I had a strong opinion about.

“Whether your business model is Business to Consumer (B2C) or Business to Business (B2B) or a combination of both, we refer to buyers by some title, right?” I began.

“What do you mean by title?” he asked.

“The label we assign our buyers. Have you ever considered why some industries refer to buyers as customers while others as clients? You would never hear an attorney refer to his client as a customer. Or a consultant. Why is that? In fact, when you really give this some thought, many service providers we encounter every day, refer to buyers under many different titles. Sometimes, this is purely based on historical habit. For others, it establishes roles. Still others, it may be an attempt to create a type of relationship where one does not exist and has changed over time,” I was warming up to my topic now.

“In recent years,” I continued, “hotels have been referring to their buyers as guests. Many other industries, such as movie theaters, have adopted this same euphemism. A guest means “one who is entertained at the house or table of another,” according to the Oxford English Dictionary. Calling a buyer who is paying for services a “guest” is trying to establish a different relationship, one that is more personal or caring than the simple exchange of payment for service. It is also an attempt to change the mindset of the service provider, the staff member. You instinctively take better care of a guest as compared to a customer.”

“I see that,” Dane said, “Sometimes, this is taken too far. The other day I phoned a ski shop about some gear. I asked for the person I had spoken to before and the person on the phone said that she was helping another “guest”. It struck me as strange. Calling a customer in a store a “guest” was slightly off.”

“I agree. This can be taken too far where it no longer makes sense. The question here is what prompts our role to change from

Continued on page 13

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### MOVING BUSINESS FORWARD DOESN'T MEAN YOU HAVE TO GET THERE ALONE!





# Service Pros Should Focus on Filter Efficiency for Easier Pool Maintenance

By Chris Marcano

**SERVICE PROFESSIONALS KNOW** that one of the most important components of successful pool maintenance is how efficiently the filter works. This summer, keeping those filters working efficiently will be one of the greatest challenges for service techs as many pool owners remain at home enjoying their ‘staycation’

pool. This article provides a few reminders on increasing filter efficiency for easy maintenance, which will ultimately make homeowners more satisfied with their pool investment. This is especially important this summer with the increased number of new pool owners that have emerged over the course of the pandemic

and have never maintained a pool.

## INCREASING POOL FILTER EFFICIENCY

Proactively performing routine maintenance, such as backwashing and rinsing is one of the best ways to improve filter efficiency, and this applies whether a pool uses diatomaceous earth (DE)

grids, cartridge filters, or sand. Remember that chlorinated water passing through the filter can get distracted by oxidizing organic and inorganic wastes that buildup over time. These wastes also impact water flow and can reduce circulation. By keeping the filter media clean and avoiding this build-up, pool filters will function more efficiently.

Service techs know and understand the need for getting the very best circulation to get water flowing freely through the filter to obtain the highest quality water. By doing so, the filter works at its peak efficiency so the water is the cleanest it can be. When water is continuously circulating at a slow rate, it allows the filter to operate more efficiently in terms of removing debris, in addition to keeping the water chemistry more balanced. This is where variable speed pool pumps can really impact filter efficiency. “We have been focusing on variable-speed pumps (VSPs) for years and are a firm believer pump speed is the starting point to ensure filters work more efficiently,” says Tom Landi of New Jersey-based Landi Pools & Games. According to Landi, he gets a lot of positive feedback from clients once they have a VSP. “All of my customers agree their water looks better, is easier to maintain, and best of all, their electricity and chemistry costs go down because they are using less of both,” he says. “They all agree the extra cost associated with a VSP pays off within the first season. Afterwards, those savings become earnings year after year, which the homeowner can use toward something else. Landi adds his clients’ openings are easier whereas, in the past, they dreaded the work associated with getting their pools up and running in the spring, in addition to the seasonal maintenance.

## PRODUCTS THAT CAN HELP WITH FILTER EFFICIENCY

In addition to backwashing or rinsing, specially formulated filter cleaners are an option. For example, many pool professionals choose to use acid-based cleaners, which do a great job of whitening cartridges. However, these cleaners can set grease and oils into the media, reducing the effectiveness of filtration. So, while the filter element might look better, it is not working as well as it would have if the owner removed the grease and oils using an enzyme-based cleaning option, which breaks down these non-living contaminants.

Additionally, incorporating a weekly enzyme maintenance routine can help. Enzymes work as a continuous filter cleaner, breaking down the unwanted non-living contaminants before they have a chance to build up on the filter. This not only



### ABOUT THE AUTHOR

Chris Marcano is the national account director for KIK Custom Products, a manufacturer of pool and hot tub chemicals as well as detergent, automotive, and personal care product categories. Marcano has more than 19 years of experience in the industry and is a Certified Pool/Spa Operator (CPO) instructor, and a member of the education committee for the National Plasterers Council (NPC). He is also active on the Pool & Hot Tub Alliance (PHTA's) board of regents and is a PHTA fellow. He can be reached via email at [cmarcano@kik.com](mailto:cmarcano@kik.com)

**Proactively performing routine maintenance, such as backwashing and rinsing is one of the best ways to improve filter efficiency, and this applies whether a pool uses diatomaceous earth (DE) grids, cartridge filters, or sand.**

CHRIS MARCANO  
national account director, KIK Custom Products

provides an easier ownership experience with less filter maintenance required, it also offers crystal clear water with less work for the homeowner.

When servicing pools, Landi adds enzyme products to the water as part of his maintenance regimen to help improve the efficiency of the overall pool program. “We use a product that combines a naturally based enzyme with a phosphate remover that breaks down the oils, bather waste, and tanning lotions. This way, the sanitizer isn’t being used up to remove these oils from the water,” says Landi. The phosphate remover in the product helps to maintain low levels of problem-causing phosphates. By proactively removing phosphates weekly, pool owners can reduce potential problems and improve water quality.

## CLEAN PLUMBING HELPS THE FILTER

It is also important for maintenance professionals to clean areas of the pool that most people typically do not think

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## Bio-Lab Is Taking Extra Steps to Help Pool Retailers Manage Through the Chlorine Shortage

### EVER SINCE HURRICANE

Laura damaged their plant in Louisiana last August, Bio-Lab management knew they would have a challenge on their hands – not only with replacing the supply of trichlor the plant produced, but with the added demand for chlorine products created by consumer stay-at-home megatrend.

Bio-Lab President Jon Viner says “We understand the importance of pools in people’s lives, especially as we approach summer. Pool owners count on specialty retailers within our industry to help them maintain their pools during these critical times. As a major supplier, we knew we had to step up efforts to do whatever we could to keep products on shelves and to educate both consumers and retailers on the best ways to manage the situation. It was equally important that we kept our dealers and distributors informed of our progress along the way so they could plan accordingly.”

“We are actively working to rebuild our plant, which is a \$170 million investment slated to be completed in spring of 2022, which will operate at 30% greater production capacity. This means we will be well-positioned to rapidly address the shortage of pool disinfecting agents in North America. Until then, we’ve been able to secure alternate sources of raw materials and are still producing chlorine tablets that we will be supplying to our retailers throughout the season.

Unfortunately, there may be times when retailers do not have adequate supply on the shelves. In those cases, we are encouraging pool owners to keep visiting their retailers for added solutions.”

Bio-Lab has increased educational efforts to consumers by issuing a press release to all major North American news media outlets. The release focuses on recognizing the challenges pool owners face and encouraging them to visit their local retailers for product solutions and expert advice. The websites of their major brands, BioGuard® and Natural Chemistry®, have been updated with information detailing alternatives and best practices to enhance the performance of chlorine-based products. They also plan on creating additional tools and events to help spread the educational message as well.

Their recommendations are to take steps to boost chlorine performance wherever possible and to protect chlorine from conditions that may impact how long it can last. The Bio-Lab team is also emphasizing that frequent testing is also needed to ensure everything is in balance so treatments are working as they should.

Retailer training has always been a critical element for the company, and it has laid some chlorine-enhancing groundwork with the “efficiency” focus during the recent product launches of BioGuard’s Pool Juice™

and Natural Chemistry’s Pool Perfect® MAX. It now plans to expand upon that education to showcase other maintenance and treatment efforts that prove valuable in enhancing chlorine effectiveness and efficacy.

Alicia Stephens, the Education Manager for Bio-Lab, says, “While the season is already well underway, we can still offer dealers, distributors and their staff ways to improve the customer experience and keep them recognized as the local experts at a time when consumers are actively looking for answers.” She adds, “We will keep finding creative ways to keep our network informed and ready to handle the ongoing challenges, so they can help everyone keep swimming this year.” ■

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### ABOUT BIOLAB

Based in Lawrenceville, GA, BioLab, Inc., the Pool Division of KIK Consumer Products Company, has been supplying water treatment products for recreational applications on a global basis for over 50 years. Additional information concerning KIK is available at [kikcorp.com](http://kikcorp.com)

## The Lighter Side of Pool Service

Continued from page 11

a customer to a client? What is the difference?”

“I’ve never thought about it,” he admitted.

“A customer,” taking on my best professorial tone, “is someone to whom you sell something. It is not an on-going relationship. While you may sell the same customer repeatedly, that repetition does not morph the customer to be a client. Wal-Mart has customers. They don’t have clients. Consultants have clients.

“A client is someone you guide, serve, and protect. A company serves their clients by guiding them to find the proper solution and protect them from making incorrect decisions. This could be due to the type of business the company is in or due to the level of expertise the service provider has or both.

“Consider an attorney again. You go to an attorney for their guidance because they have the legal expertise that you do not possess. That is why, from the attorney’s point of view, you are a client, not a customer. Now, consider the poor remodeling or pool service business. A pool is an expensive asset. Our jobs are to guide the pool owner to make the right decisions, to protect them from wrong choices and to serve them beyond the length of time it takes to simply sell a product.

“Yes, I can see that,” he said thoughtfully.

“A pool service provider can shorten the life span of a pool finish by not handling water chemistry properly, not suggesting when it may be time to replace a pump or heater or allowing algae to grow unchecked. Pool Service Professionals are consultants. Therefore, the buyer is a client, not a customer.”

“I see your point. Calling

the pool owner a client can also change the mindset of the employees. If you think your buyer is someone to serve, guide and protect to help make the right decisions then this is a different mind shift and different attitude,” Dane confirmed.

“Exactly,” I said, “Guiding your client does not mean to convince them to buy the most expensive choice in your tool kit. Guiding a client means helping them make the right decisions that fit within their budget, usage, vision or whatever fits the industry.

As we hiked the trail, we noted a similar path with each step we took. Dane had been on the trail before. He knew the terrain and what to expect. He pointed out various things - how many times we would cross a meandering stream, a lake where the stream originated from, and the expected rate of people we would pass along the way based on time of year and day of week. And why, today of all days was a perfect day to hike this trail.

“I will admit, full disclosure, most Pool Service Professionals do not refer to their buyers as clients. A quick website review reveals this. I have taught many seminars and taught this distinction and consistently received feedback that this simple change does have an impact on the business because it changes how one communicates with the client.

“Well, I will certainly adopt this concept going forward,” Dane announced, “So, shall we get back to pain points?”

We arrived at our destination. A beautiful lake that reflected an image of Mt. Hood. It was a magnificent hike. Luckily, we had plans to go ballooning afterwards

To be continued... ■

## Filter Efficiency for Easier Pool Maintenance

Continued from page 12

about during routine care. Many pool owners are unaware of the buildup that can occur inside the plumbing. Running chlorinated water through dirty plumbing can cause the sanitizer to decrease prematurely as it breaks down any non-living buildup inside the lines. A broad-spectrum enzyme product with surfactants can dislodge and displace this buildup, thereby removing it into the body of the pool where it can be properly treated with a heavy chlorine-based shock. Landi says there are several products on the market that work well and can be put into a skimmer to purge the plumbing lines. “We find the buildup is less in the pools we service because we use VSPs,” says Landi. “By running the pump longer, water is flowing almost

continuously, which helps to avoid these problems. As a part of regular pool maintenance, we recommend cleaning the plumbing every few years.”

### CLEAN FILTER MEDIA IS KEY

The age and condition of the filter media can have a big impact on its ability to remove dirt and debris from the water. Sand filter media should be replaced every five to seven years, ensuring sand particles still have the sharp edges necessary to catch and remove contaminants. Pool owners using cartridge filters should have a spare set available to rotate when they are rinsed or cleaned as it is important to replace them with dry filters every time. Each set of cartridges should be replaced every two years to make sure

the pore size in the fabric is not stretched out and unable to catch dirt and debris. Finally, DE filter media should be replenished with every backwash so it can be consistently fresh and ready to filter.

When it comes to water filtration, Landi swears by DE media. “We do a lot of service work and find DE provides the best water clarity on the pools we service,” he says. “In fact, not only do we find the water is clearer, but we also find our customers whose pools are equipped with this type of filtration media use fewer chemicals.” In the long run, Landi says homeowners save on the cost of chemicals when using a DE filter and, when combined with a VSP, it increases efficiencies.

However, Landi admits, DE

filters can be a bit messy from a servicing standpoint, opposed to backwashing a sand filter. However, the act of backwashing requires more water to be used, which means more chemicals need to be added to the pool to keep the water balanced.

According to Landi, most filters they sell last five years, but some of his customers have had theirs for 10 years.

It is simple for service professionals to keep filters clean and in good working order. When the pressure goes up on the filter, it means it is getting dirty and it is time to clean and rinse it off.

“At the end of the season, I have my customers soak their filters using a cleaner that gets into the pores,” he says. “It’s like bathing. When you take a shower,

you don’t just rinse off, because that isn’t going to get the grime off your body. You need to use a soap to open up your pores to really get clean. “By following these steps, pool owners will be able to get through the entire season with minimal cleaning. If done every year, they will not have to do as much cleaning and the filter will work more efficiently, last longer, and they will not only spend less on chemicals, but also be happier with the pool.”

As pool service professionals are working overtime his summer to ensure their pool clients have the cleanest, clearest water, make sure those filters are operating at their most efficient for easy maintenance throughout the season. ■

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# Protecting Vinyl Pool Liners from Nutgrass

By Kevin Vlietstra

AS SERVICE PROFESSIONALS prepare for another busy summer, it's important to be ready for anything that might throw a wrench in your operations or, in the case of vinyl pool liners, nutgrass popping through the vinyl liner. With so many new above-ground and in-ground vinyl liner pools being installed, it's more important than ever to prepare the ground to ensure against trouble-free summer. This article will explain how to help prevent nutgrass from rearing its ugly head into your busy work schedule and help you ensure your customer enjoys a trouble-free summer of swimming.

## WHAT IS NUTGRASS?

Nutgrass is the common name used for 'nutsedge' – a perennial, grass-like plant that wreaks havoc on vegetation, crops, and other types of agriculture by taking away resources from other types of growth. When untreated or undertreated, this plant can

poke through basic landscaping materials such as bark or plastic ornamental mulch. In some instances, nutsedge can penetrate asphalt, rock-covered blocks and beds, and even vinyl pool liners. With respect to pools, nutsedge usually grows between the liner and the wall, and will eventually penetrate through the liner. It is also capable of growing directly under the liner, too. Regardless of its location, there are no viable recourses to remedy a hole in a pool liner caused by the growth of nutgrass.

Although nutsedge and nutgrass are often used interchangeably, it is important to know this plant is not a type of grass, but rather a sedge. Grasses typically have hollow, soft, and rounded stems that can be easily pushed to the ground and are capable of bouncing right back. On the other hand, sedges grow much more upright and have solid stems that are triangular in shape, which make them stronger plants.

Additionally, sedges have much thicker and stiffer leaves compared to grasses. Sedges also tend to grow at a much faster rate, too. As a result, their stronger structure and vertical growth allows these species of plants to easily pierce through several types of surfaces and materials.

The most common types of nutsedge are yellow nutsedge (*Cyperus rotundus*) and purple nutsedge (*Cyperus esculentus*). They are recognized by many agriculture organizations as an invasive species. In fact, nutgrass is a weed in more than 90 countries and is one of the world's most invasive weeds based on its distribution.<sup>1</sup> Nutsedge thrives in moist, nutrient-rich soil and is a highly adaptable plant. When given enough time to germinate, it can tolerate drought conditions, poorly maintained soil, and even mountainous areas. It is native to North America, but of sub-tropical origin and has spread north into temperate regions.<sup>2</sup>

Though prominent in the southern U.S., some genera of the plant have started to develop in the northern states, along both coastlines, and into Canada.<sup>3</sup> Other minor types of nutsedge plants are already present in several Midwest and northern states.

## WEEDING WILL NOT WORK AGAINST NUTGRASS

Some common weeds can be removed by tilling, scooping, or simply pulling them out; however, these methods are non-effective at eradicating nutsedge. This is because a small bulb will develop at the end of the plant's root structure, deep beneath the soil. These bulbs are often referred to as the 'nut' of the plant (hence its name), but are actually called tubers. Though typically small, depending on the type of nutsedge, tubers can grow as big as a ½ inch in diameter. It is the tubers that make nutsedge removal difficult. Whether they are attached or separated from the plant structure, they will fully develop into a new plant.

Tubers can retreat deep into

the soil, upwards of 1 foot below the surface. At this depth, the difficulty in removing nutgrass and its tubers by hand from the area where a pool is going to be installed is practically impossible. The most effective method of eliminating nutsedge in areas where the plant is established and actively growing is to remove the soil from the pool installation site and replace it with clean fill. Unfortunately, however, this is not a practical option for most homeowners or pool professionals.

## TREATING AND PREVENTING NUTGRASS

Since removing all the soil from the installation site isn't practical and weeding doesn't work against nutgrass, the next best option is to chemically treat the ground under and around the pool liner using an off-the-shelf weed killer that contains glyphosate as the active ingredient. When used as directed, these herbicides are doused over the plant and will kill the stalk and some of the root structure. Though this treatment will kill off the plant above the surface, these treatment products may only minimally impact the plant's tubers, especially if they are fully grown. When tubers are intact, they are free to grow and spawn new nutsedge stalks. To help prevent future growth—after removing what has grown above the surface—products containing dichlobenil should be used as a ground treatment.

Available in dry and liquid forms, dichlobenil is a 'selective' herbicide, which means it will only kill off perennial grasses and weeds, rather than all vegetation it comes in contact with. More specifically, the herbicide is only applied to the top layer of soil, so established shrubs, trees, and other plants with deep root structures will not be affected by its application when used in accordance with the label directions.

## DETERMINING THE APPLICATION AREA FOR TREATMENT

Knowing the size of the pool area is important to determine the amount of dichlobenil that will be required to prevent the re-emergence of nutgrass. It is also important to factor in an additional 2 to 3 feet beyond the pool perimeter. This additional treatment around the area where the pool is being installed will account for treatment of the long root structure of the nutsedge.

After following the manufacturer's directions with regards to the application rate, the material can be uniformly scattered. Using a hand-operated spreader is ideal. After it is applied, the material should be raked to make sure it gets mixed well into the soil. When using the crystalline version of dichlobenil, the treated area needs to be saturated with water to start eroding the dichlobenil crystal. As it erodes, the crystalline eventually leaches to a small surrounding area to form a herbicidal barrier. A



## ABOUT THE AUTHOR

Kevin Vlietstra is the technical director and regulatory specialist with Haviland Pool and Spa Products. He has been working in the recreational water industry for more than 20 years. He can be reached via e-mail at [kevin@haviland.com](mailto:kevin@haviland.com)

**Nutgrass is the common name used for 'nutsedge' – a perennial, grass-like plant that wreaks havoc on vegetation, crops, and other types of agriculture by taking away resources from other types of growth.**



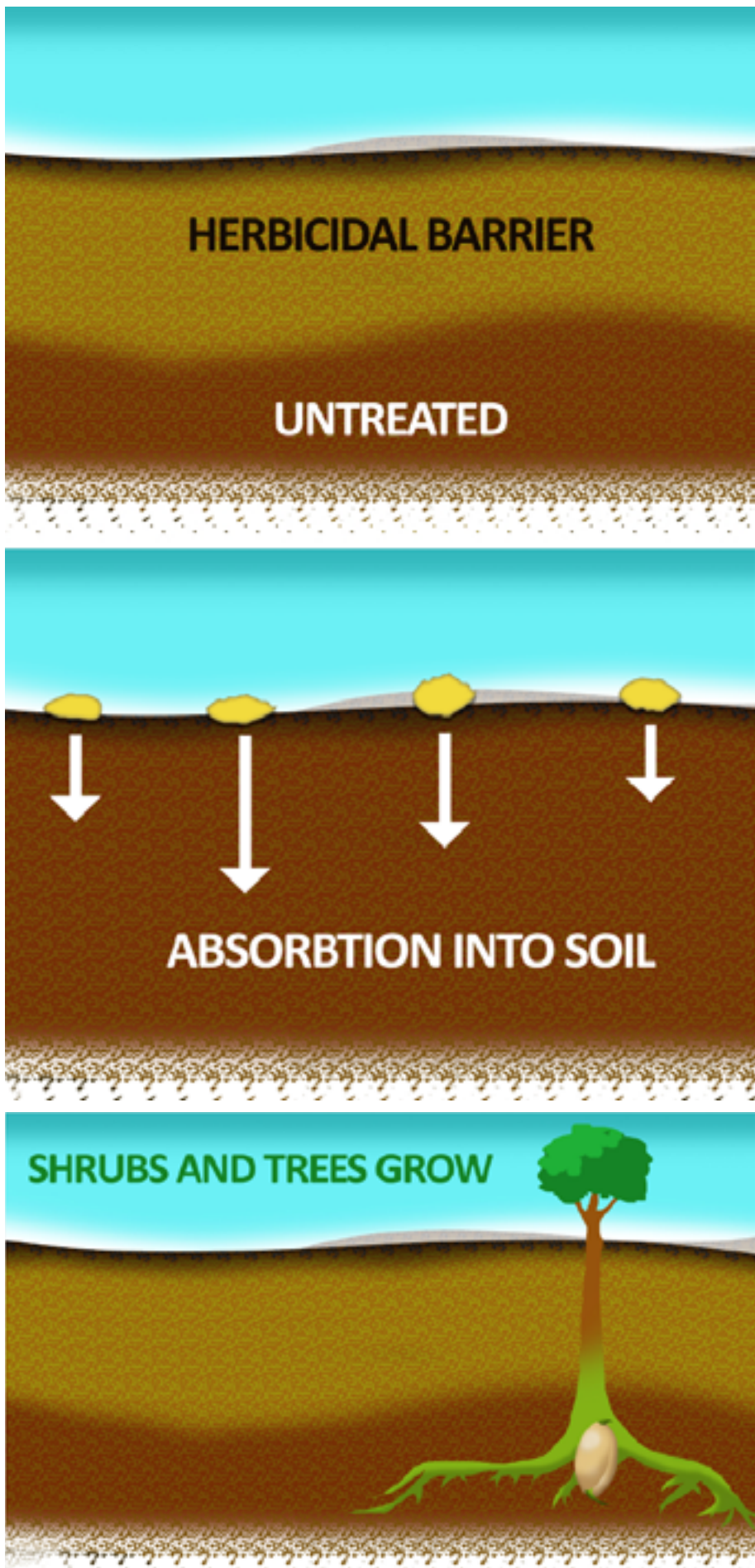
**KEVIN VLIETSTRA**  
technical director and regulatory specialist, Haviland Pool & Spa Products

liquid application of this herbicide will also provide this barrier, but its effects are not as long-lasting.

Keep in mind, tubers, deep in the soil, will start to produce new nutsedge plants. Once the barrier is established at the soil surface, the new plants coming up though the soil will die off as they germinate into and through the herbicidal barrier. Using a ground preparation treatment should be considered if the bordering area of the property, or even the surrounding neighborhood, is known to have nutsedge infestations. Reapplication should be performed around the pool perimeter on an annual basis to ensure new growth does not permeate through the ground.

## CONCLUSION

If you know that nutgrass has been a problem in your area, it's best to include a preventative treatment plan for the soil under and around all inground and above-ground vinyl liners. The last thing you need this summer is to have a customer call you because they have 'grass' poking up through their liner and their pool is leaking or worse. Now is the time to put a 'nutgrass treatment plan' into place that will eliminate costly, time-consuming service calls but more importantly, by having a nutgrass treatment plan in place, your clients will enjoy a nutgrass-free summer of swimming. ■







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# IPSSA BORD Meeting Highlights: May 8, 2021



**By Rose Smoot,  
IOM, CAE, IPSSA  
Executive Director**

## BORD MEMBERS PRESENT

David Hawes, CFO, Region 1  
Beau Braisher, Region 2  
Terry Snow, Region 3  
Adam Morley, President, Region 4  
Michael Denham, Assistant CFO, Region 5  
John Dixon, Region 6  
Michael Harris, Vice President, Region 7  
Bill Goossen, Secretary, Region 8  
Becky Clayson, Region 9  
Gary Heath, Region 10  
Todd Starner, Region 11  
Casey Gardner, Region 12

## CONTRACT STAFF PRESENT

Rose Smoot, CAE, Executive Director

## GUESTS

Ray Arouesty, Arrow/HUB Insurance  
Manuel Margain, Region 2 Member  
Eric Nielson, Region 3 Member  
Mike Lasher, CPSA Executive Director

## FINANCIAL REPORT

Hawes reported for the period

ending March 31, 2021. Revenue and expenses for the first quarter 2021. Revenue, \$123,172. Expenses \$92,217. Net revenue, \$ 30,515 Changes in revenue and expenses.

## REVENUE

- Associate member dues less first quarter due to the loss of a titanium member
- 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.

## MEMBER CENSUS

As of April 2021, there has been a slight decrease in membership in most regions by 35 member drops.

## WEEKEND OF INSPIRATION (FEBRUARY 4-6, 2022)

Starner reported the following: Classes offered insurance, legal and breakout sessions. Breakout sessions to include: The Business of Pool Service, speaker Mark Feldstein, Mastering today's challenges in the pool business, David Hawes (Region 1 Director and BORD CFO) and Rich Gallo (region 3 Member, SF Valley Chapter President) and How to Maximize your Chapter Meetings, by volunteers and staff.

## EXECUTIVE COMMITTEE

Hawes reported on two agenda items. McDonald AMC contract renewed. Second, distribution and gifts to members policy, authored by M. Alcorn of Alcorn Law Firm. MSC: to approve distribution and gifts to members policy as presented. The essence of the policy: distribution of chapter funds is that they are required by law to be distributed only for a purpose that advances the legal purposes and interests of the entity. Direct distributions or gifts of chapter funds or property constitute a "private inurement" and are illegal under tax and corporate laws. Please refer to policy located in member portal, resources, IPSSA Governance. <https://www.ipssa.com/ipssa-policy.html>

## FINANCE COMMITTEE

Hawes informed the BORD that an outside CPA firm had been selected to conduct the first ever financial audit of IPSSA. A financial audit is an important way to build your reputation for integrity and provide transparency to your BORD and members. Think of it the same way you think about IPSSA Water Chemistry Exam or CPO training. It is your way of providing a level of assurance to your customers that you know how to service their pool. The same can be said about IPSSA the

organization. Having a financial audit, is IPSSA's assurance that reports to chapter, members, state and federal entities are true and correct.

## CPSA

Lasher provided an update on CPSA and PHTA. CPSA is monitoring drought activity within the State of CA. Also being tracked is Decarbonization.

## MARKETING & COMMUNICATION COMMITTEE

Heath provided an update to the BORD. Sticker contest went very well. Increased activity to Facebook and Instagram. IPSSA National responsible for running targeted Facebook ads in AZ, NV, South TX and So Los Angeles to promote the benefits of joining IPSSA. Next ad using Google and Facebook is "Find a Pool Professional" to promote hiring a IPSSA member. Outcome noted in next BORD communication.

**With the exposure from PoolPro Magazine (PPM) there has been interests from pool techs in states where we have no chapters. Smoot was asked to start promoting the affiliate membership type in PPM and a press release to multiple news feeds.**

## MEMBERSHIP PROGRAM COMMITTEE

Starner discussed affiliate memberships with the BORD. With the exposure from PoolPro Magazine (PPM) there has been interests from pool techs in states where we have no chapters. Smoot was asked to start promoting the affiliate membership type in PPM and a press release to multiple news feeds.

## INSURANCE REPORT

Arouesty updated the BORD on the general liability coverage transition from Markel to Axis Insurance Services. Arrow/HUB remains the broker of record for all IPSSA Insurance programs. See member portal, resources, insurance policies, 2021-22 Policy information and highlights for a quick view of the policy. Entire general liability policy and other insurance information is located there as well. <https://www.ipssa.com/insurance-program-information.html>

## NEW BUSINESS

Hawes informed the BORD that the P.I.E. Show will be held this year in September in Monterey. Education and tradeshow offered. See P.I.E. Show website for more information. Hawes updated the BORD on the progress for the Apprenticeship program (PSATC) and classes that have begun. ■



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# Off the Deep End .....

## Pool Bob's Hydro-Eclectic Musings

GOT DIRTY STINKY FOAMY spa water? Drain and refill it with fresh water. Give it the old "Flush and fill". When in doubt - dump it out, I always say. There's nothing like clean and fresh spa or pool water. In the good old days, the family would have a "bath day" about once a week, typically on Saturday and usually in a wooden barrel or the animal's water trough. Of course, dad would get in first, then mom, the oldest child and on down the line. Needless to say, like a modern day overly used spa, that old bath water would be quite "out of balance" and have a certain unpleasant smell. And now you'll know, where we got the expression, whenever you hear children, young and old, squealing with delight, while running to the swimming pool, ocean, lake or

that ole' watering hole, "the last one in's a rotten egg!"

In the good old days, when a sailor fell overboard and was fished out by fellow shipmates, CPR was provided somewhat differently than today. The waterlogged sailor was placed, face down, on a tipped over wooden barrel and then, rocked back and forth, to clear the flooded lungs, hopefully. The expression, "they've got you over a barrel", means you are at their mercy, whether they know what they are doing or not. It must have worked often enough in the past. Who knows, maybe, someday, we will be required to have wooden barrels provided, next to the life ring, reach pole and signs, at the all the commercial pools.

The brand-new Taylor K-2005 test kits come with a new updated Pool and Spa Water Chemistry booklet, that includes new borate and cyanuric acid corrections for alkalinity charts, on the last page. I'm glad they are following the current "Better with Borax" pool chemistries. Pool techs, in the know, have been finding their borated pool waters are sparkling clear, silkier feeling to the bathers, more algae free and best of all, those pesky "pool bugs" (wasps, striders and those nasty biting "water boatman") drown from the reduced water surface tension. The Taylor S-1342 borate test strips accurately measure between 0-100 ppm and help pool techs achieve the ideal 50 ppm. Now, if we could just get

the distributors to start stocking  $\text{Na}_2[\text{B}_4\text{O}_5(\text{OH})_4] \cdot 8\text{H}_2\text{O}$ , instead of having to fetch it at grocery store's laundry aisle.

"The Hydroxychloroquine", is a new 2021 summer pool tech's party adult beverage I've created and I believe it greatly reduces the stresses of CoVid 19 uncertainties.

- **Hydro** stands for that good ol' molecule,  $\text{H}_2\text{O}$ . Water.
- **xy** is the chemistry nomenclature for an inter-halogen compound but prepared in a solid form. Basically, it is  $\text{H}_2\text{O}$ , mixed with a halogen, in solid form (frozen).
- **chloro** is, of course, every pool tech's very favorite halogen, chlorine. I like it about 1.0 ppm. I prefer a slightly alkaline water blend. Test and adjust the pH to 7.7 and the alkalinity, as needed, to about 120ppm. This is to prevent any indigestion (see box of Arm and Hammer baking soda instructions). And there should be a minimum calcium level of about 150-200 ppm, depending on the 8 oz. vessel's surface being cementitious, ceramic or glass (not vinyl or Poly Vinyl Chloride). Note, the Langlier Saturation Index will not be applicable, given the very low final temperature. Of course, the water should be free of borates, iso-cyanurates and algaecides, so, don't use pool water, for the ice, no matter



**ROBERT (POOL BOB) BLADE** operates Aloha Pool and Spa and is a 20+ year member of the Monterey Coast IPSSA chapter, past president, Region 10 secretary and PIE Show museum curator.

how good of a pool tech you think you are. Tap water is, usually, fine. Use 2, maybe 3 large cubes - not too many.

- **qu** is for quinine, which is readily available in the store-bought tonic waters (Schweppes or Canada Dry). Add about 2-3 ounces to taste.
- **ine** is for gin, with the Old English spelling and pronunciation, but the G is silent, so why bother writing it down? Add about 1 measure. Stir with a net or brush the walls, to mix. Not shaken. Do not splash, no running, no horseplay. Rinse and repeat, as needed, for desired results.

I'm working on a Hydroxybromoquine for spas and a Hydroxyflouroquine that whitens teeth. ■



## 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.

**"The Hydroxychloroquine", is a new 2021 summer pool tech's party adult beverage I've created and I believe it greatly reduces the stresses of CoVid 19 uncertainties.**

POOL BOB  
Aloha Pool & Spa

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## IPSSA INFORMATION, UPDATES, AND MAXIMIZING YOUR MEMBERSHIP EXPERIENCE

**New Additions You Want to Read and Review**

### USE OF CHAPTER FUNDS AND MEMBER REBATE DISTRIBUTION

Must read, contains important information about chapter distributions to members from vendor rebates and officer stipends. [IPSSA Policy - Use of Chapter Funds.](#)

### GENERAL LIABILITY INSURANCE POLICY

Review the highlights of your policy and [download it here.](#)

### DRIVING MORE CUSTOMERS TO YOU TO GROW YOUR BUSINESS

IPSSA has been advertising our [IPSSA Pool Service Professionals Directory](#) tool to the public, and we have had hundreds of clicks - Did you know every member has the opportunity to enhance their company listing on IPSSA.com? Upload your Logo, link your business website, link your business social media accounts, add photos of your work. It's free to all members - what are you waiting for? Need access help? Email [Memberservices@ipssa.com](mailto:Memberservices@ipssa.com) for more information.

### Be a Part of the Bigger IPSSA Community - Get Engaged!

### WEEKEND OF INSPIRATION

February 4 – 6, 2022, save the date. Registration begins July 1, 2021. Weekend includes, Friday night cocktail reception, Saturday

education seminar, offering tips on marketing, running your business and chapter management.

### JOIN THE CONVERSATION

See what is going on with other IPSSA members and have access to Member Exclusive Discounts/Programs, by downloading the IPSSA app or join us online through IPSSA Facebook and Instagram accounts. We post a lot of training opportunities, chapter happenings, and contest information through these portals - let's connect!

### SWIM FUND APPLICATION

Matches up to \$500 for monies spent by chapters or regions to improve swimming lesson and accessibility: [download the application here.](#)

### MATCHING GRANTS APPROVED UP TO \$1,000 PER REGION

The spirit of the matching grant is to foster IPSSA promotions by facilitating new ideas from

individual members, chapters and regions. [Download it here.](#)

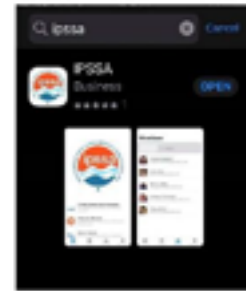
### APPLY FOR A SCHOLARSHIP THROUGH THE IPSSA ED FUND

Get reimbursed up to \$200 two times a year for qualified classes - Qualified Classes include anything related to improving your skills in the pool industry to business classes designed to better run your business. [IPSSA Education Fund - Independent Pool and Spa Service Association](#)

### YOUR LEADERSHIP MANUAL FOR CHAPTER AND LEADERSHIP MANAGEMENT

Everything from officer job descriptions, running a meeting, opening a checking out, chapter shares and water safety tools. You can access the Leadership Manual anytime by logging into the Member Portal on IPSSA.com and clicking the Resources Link located in the blue menu bar: [Officer Tools and Training - Independent Pool and Spa Service Association](#) ■

Find IPSSA on your Mobile Device App Store



Click Open to Download

## PENTAIR REBATE PROGRAM

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 one dollar (\$1.00) for each whole good that a member purchases throughout the year. The listing of qualifying whole goods is the same as listed in the Pentair's PIP Program, for example, pumps, filters, heaters, heat pumps, cleaners, automation systems, IntelliChlor and colored lights.

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 dates reflect purchases made from October 1, 2020 through September 30, 2021.

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 and speak with their program coordinator.

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

## Things to do in June

- Filter Maintenance
- Increase Filter Run Times
- Check Conditioner Levels



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### STEP 1 - PREP

1. Before Draining: (keep swimmers out during the process)
  - Raise the waterline above any scale, dirt or slime along the tile line
  - Pour 1 gallon Bio-Dex **Protect-All Supreme** per 10,000 gallons into the water and allow to circulate for 24 to 48 hours.
2. Drain the water according to city regulations and builder recommendations.

### STEP 2 - THE MIX

Using a 5 gallon bucket.

1. Pour in two gallons water (warm water if very cold for easier mixing)
2. Pour in one gallon acid
3. Pour in 8 oz **Plaster White 'n Brite** (may be used for all colors and types of pool surfaces including black plaster)
4. Pour in 8 oz **Aquadex 50 Stain-Off**
5. Blend, using something like a paint mix stick.

### STEP 3 - THE WASH

Garden Sprayers may be used but the mix may need to be adjusted for ease of use

6. Standing on the deck, at the edge of the pool, pour the mixture down the side. Continue around the perimeter until completion. Scrubbing is optional at this time.
7. With a hose, begin rinsing at the initial starting point and continue to rinse all the way around the pool.
8. Pump or drain excess residual. Use Bio-Dex **Foam Stop** if excess foam is a problem.

### STEP 4 - START UP

**All doses per 10,000 gallons**

- Refill the pool adding 6oz of **Protect-All Supreme** in thirds as the pool fills. (total 18 oz)
- Balance the pool water as needed
- Add 2 oz **Clearrex 500** to the skimmer when the filter is turned on.

### STEP 5 - MAINTENANCE

**NOTE:** Smaller doses can be added weekly

- Add 6 oz **Protect-All Supreme** monthly
- Add 6 oz **Aquadex 50 Stain-Off** monthly
- Add 3 oz **Clearrex 500** monthly

Process below is per 10,000 gallons:

**NOTE:** Maintain normal chlorine levels throughout the full process

### STEP 1

- Raise the water line over scale, dirt and soil if possible
- Apply 1 quart **Protect-All Supreme** by pouring around the perimeter of the water.
- Pour 2 oz **Clearrex 500** Clarifier in the skimmer.
- Run the Filter for 24 hours and brush if possible.

### STEP 2

- Turn off the filter and apply 2 quarts **Aquadex 50 Stain-Off**, pouring in areas where the stains are most severe. Allow to dwell for 4 to 8 hours.

### STEP 3

- Turn on the filter and run for at least 8 hours

### STEP 4

- Add 2 more ounces **Clearrex 500** and adjust chlorine and ph as needed.
- Continue to brush for 7 days if possible.

**TIP:** Process can be repeated as needed for maximum results

### STEP 5

#### MONTHLY MAINTENANCE

**NOTE:** Can be added weekly in smaller amounts

- Add 6 oz **Protect-All Supreme** monthly
- Add 6 oz **Aquadex 50 Stain-Off** monthly
- Add 3 oz **Clearrex 500** Clarifier monthly





# New Products

## Hayward HydraPure® UV & Ozone AOP Sanitization System

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[WWW.PENTAIR.COM](http://WWW.PENTAIR.COM) 800-831-7133 [LEARN MORE](#)

## Nature's Care offers new Pure-Zyme Max

NEWLY RE-IMAGINED NATURE'S CARE BRAND NOW OFFERS PURE-ZYME MAX—a powerful and convenient product that combines a broad-spectrum enzyme with a phosphate remover that together breakdown and reduce pool water contaminants. In fact, this product's effectiveness increases as water temperature rises—making it ideal for mid-summer heat! Using powerful enzymes, this product breaks down the bonds of oils and sweat to keep sanitizers free to do their job. This product also reduces and controls phosphate levels in pool water and helps reduce filter maintenance to improve water quality and clarity. Great for use in salt pools. Available in new convenient 64 oz/2 quart size. Made in USA. ■



[WWW.NATURESCAREPOOL.COM](http://WWW.NATURESCAREPOOL.COM) 616-365-9515 [LEARN MORE](#)

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- Calculated tests:**
  - Combined Chlorine
  - Total Chlorine
  - LSI (Langelier Saturation Index)

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# Chapter Information and Meetings

## REGION 1 Northern California

**Dave Hawes, Director**  
925-828-7665 | [david@hhpools.com](mailto:david@hhpools.com)

### Capital Valley (Sacramento)

First Wednesday, 7:00 p.m.  
VFW 8990 Kruithof 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: [Bob Dundon](#)

### 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.  
El Rosal Restaurant  
3401 Monte Vista Ave., Turlock  
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](mailto: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: [Manuel Margain](#), 559-307-1072

### 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: [Charles Roque](#), 559-213-4021

## REGION 3 Northern L.A. County, California

**Terry Snow, Director**  
909-982-9962 | [tls.pools@verizon.net](mailto: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](mailto: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](mailto: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 # 9

Second Wednesday, 7:00 p.m.  
Dad Miller Golf Course  
North Gilbert Street, Anaheim  
President: [Douglas Beard](#), 714-534-5405

### 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](mailto: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

**Michael Harris, Director**  
619-395-6700 | [barrowpoolssd@gmail.com](mailto:barrowpoolssd@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: [Wayne Maynard](#), 858-361-8313

### 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](mailto: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 Tucson, 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](mailto:beckyclayson@yahoo.com)

### Austin

First Tuesday, 6:00 p.m.  
Cherry Creek Catfish Company  
5712 Manchaca Road, Austin  
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 Café  
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 Café  
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: TBD

## REGION 10 Bay Area South, California

**Gary Heath, Director**  
510-223-7537 | [gary@thepooldoctors.com](mailto: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

**ipssaf.com**  
**Todd Starnier, Director**  
941-915-2135 | [tstarnier@tampabayrr.com](mailto:tstarnier@tampabayrr.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](http://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: [Dustin Weaver](#), 941-685-0701



# Associate Members

## TITANIUM PARTNERS



**BIO-DEX**  
bio-dex.com  
623-582-2400  
Lori Brumagin: [lori.brumagin@bio-dex.com](mailto:lori.brumagin@bio-dex.com)  
Paul Matthews: [pmatthews@bio-dex.com](mailto:pmatthews@bio-dex.com)  
Manufacturer of professional strength pool and spa chemicals



**HASA**  
hasapool.com  
661-259-5848  
Rick Sawin: [RickSawin@HASApool.com](mailto:RickSawin@HASApool.com)  
Randy Johnson: [RJohnson@HASApool.com](mailto:RJohnson@HASApool.com)  
Liquid swimming pool chemicals, dry chemicals, pool and spa specialty chemicals



**Arrow Insurance Service\***  
arrowinsuranceservice.com  
Ray Arouesty: [ray.arouesty@hubinternational.com](mailto:ray.arouesty@hubinternational.com)  
General information and certificate requests:  
800-833-3433  
Insurance billing information: 844-574-1134  
Insurance issues

## PLATINUM PARTNERS



**AQUASALT, LLC.**  
aquasalt.com  
Susan Stevens: [sstevens@aquasalt.com](mailto:sstevens@aquasalt.com)  
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**Easycare Products**  
easycarewater.com  
559-299-7660  
Matt Wyant: [mwyant@easycarewater.com](mailto:mwyant@easycarewater.com)  
Jose Valdovinos: [jvaldovinos@easycarewater.com](mailto:jvaldovinos@easycarewater.com)  
Rosemarie Arenas: [rarenas@easycarewater.com](mailto:rarenas@easycarewater.com)  
Manufacturer of water treatment chemicals



**Hayward Pool Products Inc.\***  
haywardnet.com  
909-594-1600  
Fred Manno: [fmanno@haywardnet.com](mailto:fmanno@haywardnet.com)  
John Rodriguez: [jrodriguez@haywardnet.com](mailto:jrodriguez@haywardnet.com)  
Bob Seward: [bseward@haywardnet.com](mailto:bseward@haywardnet.com)  
Manufacturer of swimming pool equipment.



**Leslie's Swimming Pool Supplies**  
lesliespool.com  
Jeff Manno: 480-527-7494 | [jmanno@lesl.com](mailto:jmanno@lesl.com)  
Aaron Wax: 480-469-7504 | [awax@lesl.com](mailto:awax@lesl.com)  
Isaac Crouch: 909-964-2108 | [icrouch@lesl.com](mailto:icrouch@lesl.com)  
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Steve Gutai: 800-822-7933 X 3323

## GOLD PARTNERS



**Industrial Test Systems**  
sensafe.com  
800-861-9712  
Mike McBride: [mmcbride@sensafe.com](mailto:mmcbride@sensafe.com)  
George Bailey: [gbailey@sensafe.com](mailto:gbailey@sensafe.com)  
Manufacturer of water quality test strips and meters for the pool and spa service industry



**King Technology**  
kingtechnology.com  
952-933-6118  
Lynn Nord: [lynn.nord@kingtechnology.com](mailto:lynn.nord@kingtechnology.com)  
Manufacturer of water purification products using minerals and 50% less chlorine



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poolectrical.com  
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**PoolRX Worldwide**  
poolrx.com  
949-502-5851  
Fred Schweer: [fred@poolrx.com](mailto:fred@poolrx.com)  
Pete Ashby: [pete@poolrx.com](mailto:pete@poolrx.com)  
Manufacturer of algacide



**SCP/Superior/NPT\***  
poolcorp.com  
James Davis, SoCal Division Sales Manager  
[james.davis@poolcorp.com](mailto:james.davis@poolcorp.com)  
4900 E. Landon Drive, Anaheim, CA 92807  
Office: 714-693-8037  
Fax: 714-693-8033  
Mobile: 951-415-2968  
Service industry related



**Waterway Inc.**  
waterwayplastics.com  
805-981-0262  
Jerry Hyland: [jerryh@waterwayplastics.com](mailto:jerryh@waterwayplastics.com)  
Mike Tuttobene: [miket@waterwayplastics.com](mailto:miket@waterwayplastics.com)  
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## SILVER PARTNERS



**Haviland**  
havilandusa.com  
John Bokor: [jbokor@havilandusa.com](mailto:jbokor@havilandusa.com) | 616-322-8353  
Established in 1968, Haviland Pool & Spa is a leader in the manufacturing of pool and spa water treatment products. Haviland produces eight house brands including ProTeam and SpaPure, while also private-labeling pool and spa chemicals.



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Geoff and Johana Matthews  
Toll Free: 888-401-8111  
Direct: 619-571-3393  
[geoff@healthcoverage365.com](mailto:geoff@healthcoverage365.com)  
Providing individual, family and business/group health insurance coverage



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619-733-9167  
Vernon Thomas: [hydroscribe.info@gmail.com](mailto:hydroscribe.info@gmail.com)  
Complete cloud-based software and apps for managing pool service and repair companies. Includes separate menus and functions for pool techs, administrative staff, and customers.



**NC Brands L.P.**  
ncbrands.com  
203-295-2300  
Jay Bertschy: [jay@ncbrands.com](mailto:jay@ncbrands.com)  
Jamie Novak: [jamie@ncbrands.com](mailto:jamie@ncbrands.com)  
Chemical manufacturer



**Pool Covers Inc.**  
poolcoversinc.com  
800-662-7665  
Cheryl MacLennan: [cmacLennan@poolcoversinc.com](mailto:cmacLennan@poolcoversinc.com)  
Claire King: [cking@poolcoversinc.com](mailto:cking@poolcoversinc.com)  
Sales, service and installation of safety swimming pool covers and safety spa covers

## ASSOCIATE MEMBERS

**Alphawater Systems**  
awspoolsupply.com  
562-408-6447  
Sheila Shaffer: [Sheila@awspoolsupply.com](mailto:Sheila@awspoolsupply.com)  
Proud supplier of wholesale pool supplies to the pool professional

**Blake Sales Associates\***  
blakesales.net  
800-748-5756  
John Grucky: [john.grucky@blakesales.net](mailto:john.grucky@blakesales.net)  
Products which we represent

**CDC Pools Inc.**  
cdc-pools.com  
Contact: John Jones  
[chase@cdc-pools.com](mailto:chase@cdc-pools.com)  
480-798-6113  
Pool and Spa Remodeling

**CMP**  
c-m-p.com  
770-632-7112  
Rich Simpson: [rsimpson@c-m-p.com](mailto:rsimpson@c-m-p.com)  
Manufacture pool, spa & bath components/global supplier

**Compass Minerals**  
compassminerals.com  
913-344-9100  
Lauren Fallon: [fallonl@compassminerals.com](mailto:fallonl@compassminerals.com)  
Manufacturer of Sure Soft® Pool Salt. Designed specifically for use with electrolytic chlorine generators. Contains high purity, extra fine crystals that dissolve rapidly

**County Leak Services / The Pool Center**  
countyleakservices.com  
714-632-0134  
Bill Campbell: [bob.campbell@countyleakservices.com](mailto:bob.campbell@countyleakservices.com)  
Swimming pool and spa leak locating, repairs, remodel

**Freedom Solar Energy**  
freedomsolarenergy.net  
760-806-3733  
Kristal Needham: [kristal@freedomsolarenergy.net](mailto:kristal@freedomsolarenergy.net)  
Solar Pool Heating System Installation and Service. Solar electric, Solar hot water heating, battery integration and security installations

**Horizon Spa & Pool Parts**  
horizonparts.com  
520-295-9750  
Raymond Thibault: [ray@horizonparts.com](mailto:ray@horizonparts.com)  
Bruce Johnson: [bruce@horizonparts.com](mailto:bruce@horizonparts.com)  
Wholesale distributor of pool parts, spa parts, business education

**Intermatic**  
intermatic.com  
815-675-7000  
Allen Ustianowski: [austianowski@intermatic.com](mailto:austianowski@intermatic.com)  
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**Kent Westfall Pool Inspections**  
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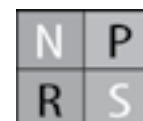
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