

THE IPSSAN



September 2021
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The Independent Pool & Spa Service Association, Inc. exists for the mutual professional benefit and growth of its members and for the continued improvement of the pool and spa service industry.

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CPSA Update

California's Drought Situation Spiraling into a Dangerous Situation

CALIFORNIA'S WORSENING DROUGHT is threatening industries dependent on water. Agriculture, wine production, fishing, and pool construction are or could be substantially affected by the need to conserve water for health and drinking water purposes.

Reservoir levels in the state are where they were at some three years into the last drought. 85% of California is considered in a severe drought situation. California's water districts and cities are implementing emergency conservation plans.

Forced to reckon with a worsening drought, California's water regulators are preparing to forbid thousands of farmers from tapping into the state's major rivers and streams. In Sonoma County, the state already determined using water for agriculture was an unreasonable use in order to pre-empt priority water rights.

It's an extraordinary step—and one that regulators didn't take during the last drought, which was considered one of the worst on record.

The State Water Resources Control Board on Friday, July 30 released an "emergency curtailment" order that would cut thousands off from rivers and streams in the Sacramento and San Joaquin River watersheds.

Eileen Sobock, the board's executive director, said the proposed order shows the dire conditions of California's water supply. There "is just not enough to meet all of the legitimate demands," she said.

"We don't take this action lightly; we know that it's going to impose hardships on folks," she said. "We're trying to protect drinking water supplies; we're trying to protect endangered fish in the system." State officials have warned that most winter-run Chinook salmon could die in the Sacramento River this year.

HOW ARE THESE RESTRICTIONS ON THE USE OF PUBLIC WATER GOING TO IMPACT THE SWIMMING POOL AND SPA INDUSTRY?

"Thus far, the impact of the drought on the pool and spa industry in California has been minimal," said John Norwood, CPSA's lobbyist. "It's fortunate that, as an industry, we are currently reaping the rewards of our efforts during the last drought to protect the industry



from crippling water use laws and ordinances."

During the last drought, CPSA implemented the Let's Pool Together campaign. This was a statewide effort to inform the public, media, and elected officials about the fact that swimming pools and spas do not use much water and actually conserve water over the long run. CPSA proactively developed the facts about water use by swimming pools and spas and distributed those to California's 700 water districts as well as the water district trade association. CPSA developed a Speaker's Kit for the industry to use with homeowners considering the purchase of a pool, media outlets, and local city councils considering restricting water to fill new pools. This media campaign resulted in numerous radio talk show appearances as well as positive articles in print media like the LA Times and National Geographic. The City of Santa Margarita performed a water use study confirming that, compared to irrigating the landscape a pool replaces, swimming pools save water even in the first year of construction—approximately 10,000 gallons—and save some 30,000 gallons per year thereafter. Lastly, CPSA appeared before a number of city councils to oppose their Urban Water Management Plans that proposed to include restrictions on the use of public water to fill new pools.

All that work during the last

drought is now paying dividends. CPSA is receiving 5 to 10 notices per day of cities implementing some stage of their Urban Water Management Plans. Most of these plans either do not contain any restrictions on filling new swimming pools and spas or those proposed restriction are contained in later stages of their contingency plans. Where there are proposed restrictions, CPSA is engaging with the mayor, city council members, and the city manager where appropriate. Only about 8 cities so far have had water use restrictions on filling new pools. Rarely do we see any restrictions on filling new spas.

Our message is simple: Any restrictions on using public water to fill new pools and spas is merely a symbolic act. All the city is doing is putting pool builders, sub-contractors, and pool material suppliers out of business after struggling to make it through the COVID shutdown and restrictions. Furthermore, filling all the new pools expected to be constructed annually in any community take much less water than that being used by carwashes that recycle their water, and no city has proposed to shut down carwashes that recycle.

A notable fact is swimming pool construction has the highest economic impact per acre-foot of water used of any industry in California other than high tech. Pool construction employs more people per acre-foot of water used than any other industry in the state. Overall, the industry

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.....

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has a great argument against imposition of any water use restrictions on filling new spas and pools. Our challenge is to proactively get the facts about water use by swimming pools and spas out to water districts, cities, elected policy makers, the press, and the public through social media. We also need our local pool builders to get involved in protecting their livelihood by weighing in with local city council members and being willing to speak to and educate elected officials and local media about the facts of water use by swimming pools. CPSA has the materials to help, including the Speaker's Kit that will prepare builders to be experts on this topic. ■

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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 **Clearex 500** to the skimmer when the filter is turned on.

STEP 5 - MAINTENANCE

NOTE: Smaller does can be added weekly

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



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We want to spotlight our members!

CALL FOR CONTENT

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

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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

Letters to the Editor

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



IPSSA Tucson Chapter Secretary & Education Chairperson, Robert "Bob" Lewis, presented The Pueblo Optimist Club President, Pablo Hernandez, a \$700 check for the Pueblo Optimist Club & Wings for Women "Christmas Family Adoption Program". This program has been an ongoing program since the 1960's. The program provides a minimum of three assorted food boxes and grants a family wish list of clothing & gifts for needy families in the area of South Tucson, Arizona. This is the 8th year the Tucson IPSSA chapter has participated in the "Christmas Family Adoption Program".

Find out more about the Optimist Club of Pueblo [HERE](#).

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. ■



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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How To Keep Clients Happy When You Can't Give Them What They Want

By Brett Lloyd Abbott, Pool Builder Marketing LLC

BETWEEN COVID, widespread shortages, and overwhelming demand, doesn't the pool industry have enough to worry about already? Well, apparently not. You can add to this list "Clients and prospects who are mad at you because you can't deliver in the timeframe they want."

And we're not just talking about delays in a customer's scheduled pool service. Some pool

companies get one-star reviews simply because they can't respond to phone calls and online requests fast enough. It hardly seems fair, right? You haven't even had a chance to TRY to help them, and you are already getting a negative review.

Fortunately, this can be avoided with just a little preemptive work on your part. And if you stick with me here, I'll

give you pretty much exactly what you should say to your clients and prospects, to keep them happy from start to finish.

Nobody likes unpleasant surprises. So "Job #1" is to set realistic expectations right up front.

Suppose you've decided it's time to buy that brand new 500SL Mercedes convertible you've been dreaming about for

years. You call the dealer, who says "Yes indeed, that is a beautiful vehicle. You have excellent taste. There is approximately a 16-week backlog on that vehicle. So if you were to order today, we would be looking at mid-July for delivery. Would you like to come in and discuss the details?"

Would you be angry at the dealer? I don't know about you, but personally, I would think to

myself "Darn, I didn't realize it was such a long backlog. I should have called them months ago!" In other words, I would blame myself, not the dealer. The fact that there is a backlog is simply that - a fact. If I'm a victim of anything, it's my own poor planning.

With that in mind, let's politely and proactively educate our new prospects on the reality of this situation right up front, so they too can understand that if they're going to be mad at anyone, they should be mad at themselves.

To be sure, how you explain it will have a direct impact on their reaction. Rather than saying "Oh, I'm sorry; you really should have called us sooner..." I would have a conversation more along the lines of this:

"Great! I can help you with that." (That's an ideal response, no matter what they're asking. Note that we are not committing to any particular delivery date or completion date. We're just verbally committing to help them.)

"We specialize in <whatever they are asking for>, so this is right up our alley. Now if I may, let me tell you a little bit about what's going on in the pool industry right now.

"First of all, thanks to Covid, there has been overwhelming demand for this kind of thing, all over the United States and beyond. Quite honestly, the demand unprecedented. As a result, there are numerous shortages and delays in materials and labor, such that our completion dates are a bit more unpredictable than we would like.

"But not to worry, we are working full time to manage our projects and minimize delays as much as possible. I just want you to know up front that we are likely to be hit with some surprises and delays along the way. But if you are patient, and willing to work with us, I promise you will be thrilled with the end result."

What we're doing here is leveraging at least four of Robert Cialdini's six principles of persuasion, such as:

- **"AUTHORITY"**
This is a complicated and challenging situation. But this is not our first rodeo. We know how to handle this.
- **"SCARCITY" / "Fear Of Missing Out"**
There is overwhelming demand right now, because everybody wants what you want. If you really want this, you should move quickly.
- **"LIKING"**
I would prefer to be honest, up-front and sincere with you. This is a challenge, but we'll get through this together.

Continued on page 8

What might be heard at Mount Rushmore about Salt Water Pools...

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16th President

Adopting Technology that Advances the Industry

By Jennifer Doan

JEFF NEAMAND, PRESIDENT OF AQUASUN POOLS, has been in the industry for more than 20 years. Neamand and his team at AquaSun are best known for building, renovating and servicing high-end custom pools in the greater Philadelphia area. The dedication to customer satisfaction and being meticulous in all they do has awarded AquaSun continual growth year over year.

Upgrading legacy pool automation has become an exciting new business opportunity for service companies such as AquaSun looking to increase their bottom line. Historically, a customer would not be interested in an automation upgrade until there became an unrepairable problem with their current system. However, with The Attendant powered by Poolside Tech, modern technology that delights both homeowners and pool professionals alike has hit the market and AquaSun exponentially increased its automation installs by offering this upgrade.

The Attendant offers a mobile-first experience that speaks to the simplicity that a pool owner expects when controlling their oasis is a differentiator when it comes to usability. With the flexibility of being compatible with all equipment from existing manufacturers in the industry, there is strong buy-in for pool professionals like Neamand.

We sat down with Neamand to understand more about this shift in his business model.

Q: This year (2021), you installed a record number of pool automation systems in the first three months of the pool season compared to all of 2020. Jeff, to what do you attribute this sudden increase in demand?

A: Personally, I don't believe that there's been a significant change in demand for automation solutions from my clients. The interest has

been there for years. Each year a large portion of my customers reached out to me to discuss their automation options.

Unfortunately, when I explained and even demonstrated existing products on the market, my clients were left underwhelmed. Most pool owners have been exposed to polished home automation products like smart thermostats and lighting controls. There is an expectation of quality, design and reliability of execution that simply wasn't available from existing systems. More experienced pool owners quickly realized that the "smarts" of existing systems are at best equivalent to a timer and remote control. It's very difficult to justify the significant investment in pool automation for a homeowner when the capabilities are so limited.

Q: It sounds like you weren't very enthusiastic about installing pool automation systems. What changed?

A: I've always been enthusiastic about pool automation, however it fell short of the modern conveniences that my customers have come to expect. In February 2021, I was introduced to the team at Poolside Tech. They're a group of technology entrepreneurs with decades of experience building connected devices, who also happen to be pool geeks like myself. I learned about the new pool automation system they were bringing to market, The Attendant. At first, I was skeptical, as there have been a number of companies trying to bring similar solutions to market before. Despite my skepticism, I decided to try The Attendant in my own personal pool, as this was the first truly new product in the space in a number of years. To my surprise, the system performed better than I expected. I was impressed with the thoughtful design of the app, it's truly innovative smart features,

but most of all, just how much better The Attendant nailed the basics like staying online.

Q: Seems as though you've had issues with the performance of other automation systems. How was your experience different with The Attendant?

A: For my company, the biggest challenge with existing automation solutions has been their lack of reliability. Customers expect automation to babysit their pools, yet I'd frequently find myself babysitting the automation. Throughout the years, we've always struggled with pool automation systems that failed to stay connected to Wi-Fi. Random lockups and other software failures are so common that you almost come to expect them. All the time spent troubleshooting these types of problems, the constant need to visit the customer's pad to fix things or educate my clients would outweigh any benefits for me as the pool pro...and caused frustration for my customer.

With The Attendant, one of the biggest revelations was the fact that the system worked seamlessly post-installation. The application is not only reliable but it's built with the pool professional in mind. The Attendant has all the tools I need to help my clients without ever visiting sites, and the team at Poolside Tech is constantly adding new pool pro-friendly features that keep improving the experience. In fact, my team has come to rely on the alerting we receive from The Attendant in the field to get ahead of problems. Something as simple as test-firing a heater during the week ahead of a customer

arriving at their shore house on the weekend has saved my crew countless emergency visits.

Q: When it comes to installing The Attendant on a pad with an existing legacy automation system in place, what is the level of difficulty for you and your team?

A: These retrofit situations are quite straightforward with the implementation of The Attendant. The time to upgrade is minimal, taking my team only a few hours to complete, including homeowner training. One large benefit is that the system doesn't require an outside electrician in most cases, which means that my team can complete the upgrade without needing to work around someone else's schedule. As a business owner, I appreciate this, as an electrician's hourly rate is costly and cuts into job profit margin.

Another important benefit is the compatibility with all the major types of equipment in the marketplace. The Attendant automatically discovers the equipment on the pad and has an easy-to-use Configuration Wizard, which adds to the simplicity of the install. On top of that, the

Visual Flow Editor ensures that no matter the plumbing design, we can configure more complicated scenarios to work seamlessly. This configuration tool was truly built for pool professionals and doesn't lock you into legacy hard-coded configurations.

To learn more about The Attendant, visit Poolside.Tech or contact us directly at sales@poolside.tech to join the pool revolution. To speak to Jeff Neamand and the AquaSun team, go to aquasunpoolsinc.com. ■

*This article was originally published online by *PoolPro Magazine*.

ABOUT THE AUTHOR

Jennifer Doan is the co-founder and CRO of Poolside Tech. She is fortunate to stand alongside a group of talented and innovative entrepreneurs at Poolside who have worked diligently to develop technology for the Aqua Leisure industry. Pool automation has become a passion for Poolside Tech and they are dedicated to providing the market with a next-level product. Their vision has been to build truly smart technology that focuses on advancing the industry as well as the experience for both homeowners and pool professionals alike.

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How to Keep Clients Happy

Continued from page 7

- “CONSENSUS” / “Social proof”
Obviously everyone else thinks this is the right thing to do. So it must be the right thing for you also.

Now WHERE should we be communicating this message? I suggest you should have some abbreviated form of this message in ALL of the following areas:

1. On your website, as a pop-up message, and/or as a special notice where they fill out your web form.
2. As part of an auto-reply message, sent immediately after they submit a request.
3. As part of any phone conversation, when

someone calls in.

4. As part of any face-to-face meetings at the prospect's home, or in your office.
5. As part of an ongoing weekly “How are we doing?” or “Here's your weekly status update” message, sent to each active project homeowner.
6. As part of a “post construction” satisfaction survey.
7. As part of any handwritten notes or communications you may send before, during and after the project.

The brutal truth here is that our industry is experiencing a new reality, and a “new normal” that probably isn't what homeowners

FOR MORE INFORMATION
Contact Brett Lloyd Abbott
info@PoolBuilderMarketing.com
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were hoping for. Clients get upset when we don't meet their expectations. But if we set and manage those expectations right up front, we have the potential to create a lifelong raving fan who appreciates the extra efforts we went to, to help them get what they wanted in these extra-challenging times. ■

*This article was originally published in NESPA's Newsletter, “The Update”, in March of 2021.



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AS HEARD ON

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IPSSA BORD Meeting Highlights: August 7, 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, Assist. CFO, Region 5
 John Dixon, Region 6
 Michael Harris, Vice Pres., 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

Financial Report

Hawes reported for the period ending June 30, 2021. Revenue and expenses for the first quarter 2021. Revenue, \$249,543. Expenses \$183,274. Net revenue, \$77,119 Changes in revenue and expenses.

Revenue

- Associate member dues less due to the loss of a titanium membership and larger

companies purchasing small suppliers.

- IPSSAN ad sales less because ads are tied to associate member dues
- No leadership event revenue

Expenses

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

Member Census:

As of June 2021, there has been a slight decrease in membership in most regions by 60 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, Casey Gardner, Mark Uberecken (region 9 member) and staff. Registration launched in June to all IPSSA leaders.

Executive Committee

Smoot was asked by Morley

(IPSSA President) to discuss chapter outreach and support. Concept is a conversation with IPSSA National at the chapter level about services and support. Smoot was asked to meet with R-11 presidents via Zoom after the first of the year to discuss how outreach and support can help support their chapters.

BORD to complete online harassment training, by October 1, 2021.

Education Committee-Water Chemistry Task Force

Gardner provided the recommendation from task force BORD approved the following:

1. Task Force recommends the following courses and courses equivalent as acceptable requirement of membership:
 - PPSO –Professional Pool & Spa Operator
 - La County Health Department License
 - CPO – Certified Pool Operator
 - PCCR – Pool Chemistry Certified-Residential
 - Florida Registered or Certified Contractor- Pool/Spa Exam
 - IPSSA Water Chemistry Exam-online on chapter leader proctor

2. Task Force recommends that chapter use their own discretion as acceptable course for membership requirement. In addition, the new member has up to one year to take IPSSA

WC exam or other qualifying courses. If new member has certification of completion of one of the above mentioned courses, the chapter can use that as part of membership requirement. All proof of courses is filed with IPSSA National.

3. TF recommends using a Speed Exam, a third party solution to administer the IPSSA Water Chemistry Exam. Test taker has up to 10 attempts to pass exam.

Insurance Report

Claim report in BORD packet and in member portal.

New Business

Starner asked that EX COM remove or update IPSSA Policy & Procedure in regard to term of replacement director. Harris initiated the conversation about forming an Endorsed Insurance Program Task Force. EX COM to seek members that have an interest to serve and do the work. ■

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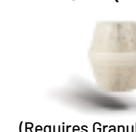
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The VGBA Standard Just Changed: What Your Company Needs to Know

By Steve Barnes, Director of Science & Compliance for AquaStar, Chairman of the VGBA Standard Writing Committee



ON MAY 24, 2021, the Virginia Graeme Baker Pool & Spa Safety Act changed. Specifically, the US Consumer Product Safety Standard APSP-16 is what changed, which is the drain cover standard referenced in Federal Law. This article will give you a brief overview of why the changes are being implemented and what action is required on your part (spoiler alert—it's very simple once you know what to do)!

ANSI/APSP/ICC-16 is an American National Standard for Suction Outlet Fitting Assemblies, otherwise known as SOFAs, for use in pools, spas, and hot tubs. As the Chairman of the Standard Writing Committee, I have been asked many times: why did the standard change? At the highest level, all ANSI standards have to go through periodic maintenance. This means that the at least every 5 years they must be reviewed. At that time, they can be reaffirmed if everything is perfect, revised, or even be discontinued. The CPSP ultimately found that changes to the standard were in the public interest and based on that they voted unanimously to make the 2017 edition the successor standard. Most of the changes fall on us as manufacturers, however, there are some important points for Pool Professionals to know that we will cover below.

#1: PIPE SIZE AND SUMP DEPTH DETERMINE THE HIGHEST VGBA FLOW RATING OF THE SOFA

Keep in mind, the SOFA model is defined as the cover and the pipe (including pipe orientation and pipe size). Each pipe size will now have its own flow rating, so that will be an important change that you will need to be aware of in the field. Another aspect is every sump must be defined as tested by the manufacturer. So, the old Figure 2 with the 1.5 pipe diameters as the minimum sump depth has been deleted and replaced. That concept can still be used; however, the cover manufacturer has to provide the physical dimensions of the sump and not just the formula that you have to measure pipe and calculate sump depth. Instead, that will be provided in the product specifications.

#2: MANUFACTURING DATE DETERMINES WHICH INSTRUCTIONS TO USE

This is a rolling, manufacturing date-driven change so it's important to understand what that means. Product that was manufactured before May 24, 2021, remains legal to buy, sell, install, and use until the end of the product's installed service life. You will be able to recognize

these products because certified compliant products will be marked with either ASME/ANSI A112.19.8 – 2007, 2008a, 2009b, VGB-2008, or ANSI/APSP-16 2011.

For products certified to those standards, follow those instructions. Anything manufactured on or after May 24, 2021, will be marked with VGBA-2017.

Products will also be marked “blockable” or “unblockable” to give you more information on the product you have in-hand. Instead of having a floor or in-wall flow rate, you're most likely going to see something like “FOR FLOW RATES, SEE INSTRUCTIONS” because most drain covers are intended to go over different size pipes, applications, and sumps. Each one of those configurations is going to have its own minimum sump depth and flow rating.

INSPECTION

As a service professional, it's important that you inspect drain covers in the pools and



ABOUT THE AUTHOR

Steve Barnes is the Director of Science and Compliance for AquaStar Pool Products. He is the Co-Chairman of PHTA Technical Committee, is Chairman of ANSI/APSP/ICC-16 2017 the Federal VGB Pool & Spa Safety Act drain cover standard, and past Chairman of the ANSI/APSP/ICC-15 Standard for Residential Swimming Pool Energy Efficiency. A voting member on the ICC Swimming Pool and Spa Code Committee and all versions ANSI/APSP/ICC-7 Standard for Suction Entrapment Avoidance. Steve has 37 years of experience in the pool industry, dating back to 1984 where he began as a hydraulics research and development lab technician, moving into lab management, new product development and risk management.

hot tubs that you ensure they are assembled properly, including riser rings and that they are not missing screws or compromised in any way. It is also important to confirm that the covers are within the manufacturer-specified lifespan, which may vary by the cover but often is 5 years from the date of installation, with or without water.

At AquaStar, we have a lab that is a certified NSF testing facility where we can conduct hair and body block testing to generate pipe-specific flow ratings. NSF is also our certification agency for all products certified to the revised federal drain standard ANSI/APSP/ICC-16 2017. These products are marked VGBA-2017. We are able to provide many

common (and even some uncommon) configurations so that our customers will have what they need to succeed in the marketplace, the information they need to ensure their pools are safe and VGBA-2017 compliant. A key takeaway of this article should be always read and follow the instructions!

If you have any questions on the updated standard or how it impacts your business, please reach out to us at info@aquastarpoolproducts.com or visit us on the web at aquastarpoolproducts.com. ■

“As a service professional, it's important that you inspect drain covers in the pools and hot tubs that you ensure they are assembled properly, including riser rings and that they are not missing screws or compromised in any way. It is also important to confirm that the covers are within the manufacturer-specified lifespan, which may vary by the cover but often is 5 years from the date of installation, with or without water.”

Moving Beyond Survival

By Terry Arko

Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.

“
PELE

I LEARNED A LOT this last summer. Probably the most important thing that I learned is how quickly things can change. This realization hit me in June when what was initially just a trichlor tablet shortage became a liquid chlorine and in some cases also cal-hypo shortage. Obviously, for me the one that really was a gut punch was the lack of liquid chlorine. I wrote an article back in May touting plenty of liquid after the news media was proclaiming a chlordemic was about to hit pool owners. These reports were based mainly on the inability to get trichlor tablets due to the fiery destruction of the Biolab plant. At the time of those reports, really the only shortage was trichlor tablets, even as increased demand for alternatives ramped up. As a liquid chlorine manufacturer, HASA had done its due diligence along with many of its major distribution and retail partners and implemented growth plans based on the projections of industry experts. As it turned out, the increased growth demand far exceeded the projections of the experts, all of them. Nevertheless, we kept our heads down and worked to deliver, hitting outputs that were record breaking for the history of the company. We still had enough molecule to produce our product even at the expanded demand.

Increased demand of liquid meant there must be an increase in labor and

for delivery drivers. We ship all of our products locally in regional areas to ensure the best quality and freshness. Suddenly, there was an increase of delivery days, and distributors were upping their orders and the numbers of deliveries in a week. Pressing through the labor and driver shortages we remained steadfast in getting product to the warehouses, granted some deliveries were delayed but we still had product available to deliver. Then in early June the proverbial straw that broke the camel's back hit us. To understand the complete blow that this was to HASA and many other liquid manufacturers, the process of producing sodium hypochlorite must first be understood.

There are two main raw ingredients needed in order to produce liquid sodium hypochlorite. The first one is 100% pure liquid chlorine and the second is caustic soda. Both of these materials are supplied in bulk from a facility known as a chlor-alkali plant. This is a facility that uses salt, water, and electricity to produce both pure liquid chlorine and caustic soda (also known as sodium hydroxide). HASA has several suppliers for the Western United States, but one major supplier in Longview WA. That particular plant also supplies sodium hypochlorite to treat drinking water and wastewater to cities in the Pacific Northwest and into California. In early June, a transformer blew at this plant which caused it to completely shut down operations. The extent of the damage from the transformer failure led to the chlor-alkali company declaring "Force Majeure" a legal term that protects them from liability. Immediately the main supply of chemicals needed to produce liquid sodium hypochlorite for the entire Pacific Northwest, and much of the western seaboard, was gone in an instant. The really bad news was that it would be a minimum of 3 weeks to get a replacement transformer.



CELL ELECTROLYSIS ROOM AT CHLOR ALKALI PLANT

There are only a handful of chlor-alkali plants in the Western U.S. and immediately HASA, along with many cities and other chlorine and sodium hypochlorite manufacturers, began looking for other sources to fill in. This demand stressed the other chlor-alkali suppliers and created another kind of shortage. All in all, a devastating convergence of negative occurrences caused the supply of liquid chlorine to become seriously limited. The only thing we at HASA could do to ensure that some supply got to as many as possible was to begin rationing of product.

This was a painful and difficult decision coming at the peak of the season just prior to July 4th. After making claims of plenty of liquid, pool service techs pulled up to their distributors to see "No Chlorine" signs on the door. Needless to say, the temperature wasn't the only heat we were feeling then.

Fortunately, that chlor-alkali plant is back up and running and we continue to work hard to navigate the other forces of shortages from labor to drivers, to packaging materials. During all of this there have been some very vocal naysayers that sought to cause disruption. However most professional pool techs were understanding and showed great forbearance in working through this difficult time without resorting to vitriol. The majority of real

pool pros, although frustrated, still hung tough and had our back. For that we are very thankful. HASA has prided itself in having the pool pros backs, and so many returned the favor at a time when we were fighting an uphill battle.

As the shortage situation slowly begins to stabilize, I look forward to reaching the point where we will be back to providing quality swimming pool sanitizer over and above expectations. I also hope for being able to get back to providing quality education training such as the Pool Chemistry Training Institute Certified Residential Course authored by Bob Lowry. HASA recently took on the administration of this valuable one-day water chemistry course as a way to bring Bob's incredible techniques for servicing pools and saving money to the industry. One of the first of these courses will be featured at the Pool Industry Expo PIE Show in Monterey Ca. September 9th. For more info go to <https://poolchemistrytraininginstitute.com/courses/>. I would like to conclude this again by saying thank you to all the pool pros who were so understanding through all of the difficulties we faced this summer.

I hope to see many of you at upcoming tradeshow where we can be face to face, shake hands and perhaps share a drink or a meal. I have so much appreciation for the "salt of the earth" people who make pool maintenance such a great profession to be a part of. ■

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Want to Use Less Chlorine?

Keep a Higher Free Chlorine Residual

By Robert W Lowry

What? How can that be? You are saying that if I run my pool at 4.0 ppm of free chlorine, it will use less chlorine than if I run my pool at 2.0 ppm?

Yes! There will be less chlorine needed to maintain that higher residual. This is less chlorine consumption. It is not less chlorine demand.

The amount of chlorine used in a pool is based on the amount of contamination and not on the free chlorine residual.

SYMPTOMS THAT THE CHLORINE LEVEL IS TOO LOW

- High chlorine usage
- Water testing shows there are chloramines or combined chlorine
- Water testing shows that there are nitrates or nitrites and they might be building up
- Algae has started to grow or has returned
- Water has a bad smell or a chlorinous odor
- Chlorine disappears soon after adding
- Water is cloudy or turbid even with good filtration and circulation
- Weekly shocking or superchlorination is needed

If you are experiencing any of these symptoms in your pools, you are not keeping sufficient chlorine in the water. If you add ½ gallon to 1 gallon of chlorine and come back in a week, there should be a residual left in the water. If it is zero then you did not add enough chlorine. Even if you come back and the free chlorine level is 1.0 ppm, that is below the minimum needed. If you test for free chlorine and total chlorine and the readings are not the

same, then you have combined chlorine or chloramines. You are not keeping enough chlorine in the water. If the ratio of chlorine to ammonia is sufficient, then ammonia is oxidized as it enters the water. If the ratio is low, then instead of the chlorine destroying the ammonia, it combines with it making chloramines. If algae have started growing, then you are not keeping enough chlorine in the water. If the water is cloudy despite good filtration and circulation, you may need to shock or superchlorinate. This will clear the water. But it indicates that there were things in the water that were not being oxidized. Not enough chlorine.

Some chlorine manufacturers recommend weekly chlorine shock in the summer. This is just wrong. Keeping a sufficient free chlorine level eliminates weekly shocking. It is not necessary to superchlorinate a pool every week.

PHTA RECOMMENDED CHLORINE LEVEL MAY NOT WORK

According to PHTA (Pool and Hot Tub Alliance) Guidelines for Residential Inground Swimming Pools (ANSI/PHTA/ICC-5 2019), the Minimum Free Chlorine is 1.0 ppm, the Ideal Free Chlorine is 2.0 to 4.0 ppm, and the Maximum Free Chlorine is 5.0 ppm. In most residential pools, provided that the pH is 7.4 to 7.6, and the CYA is 30-50 ppm, this guideline will work.

IF FREE CHLORINE IS BETWEEN 2.0 AND 4.0 PPM, YOU ARE GOOD – NOT!

Many techs, pool stores, pool operators, and pool owners think that if the measured chlorine residual is between 2.0 and 4.0 ppm they are good and the water is fine or safe.

The problem is that the guideline is a range and this has people thinking that as long as they are within the range they are okay. The fact is that depending on the CYA level the water may or may not be okay.



CYA BUILDUP FROM TRICHLOR TABS IS A PROBLEM

Most residential pools have a CYA level that is higher than 50 ppm because many pools use trichlor tabs as the primary source or as a supplemental source of chlorine. While using tabs is convenient and ensures that chlorine is added daily, trichlor increases the CYA level quickly. High levels of CYA slow down chlorine's killing power which requires a higher level of free chlorine. This CYA Cycle becomes a continuous problem.

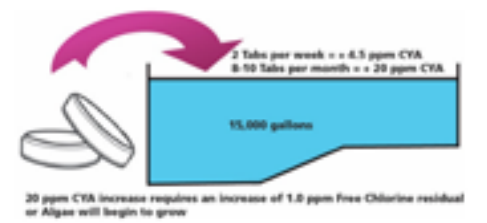
For each 10 ppm of chlorine added to the water by trichlor tabs, the CYA increases by 6.0 ppm. As a result, it takes a higher chlorine residual to keep the water safe. In other words, as the CYA builds up, you need to increase the free chlorine residual to maintain the same water quality.

CHLORINE LOSS IS ABOUT 1.0 PPM PER DAY

The loss of chlorine in most residential pools that are in direct sunlight all day

is about 1.0 ppm of chlorine per day even with 30 ppm of CYA in the water. Adding bathers to that makes the chlorine consumption (or chlorine loss or chlorine demand) about 10 ppm per week. So, the average pool uses about 10 ppm of chlorine per week during the swimming season.

Each trichlor tab weighs about 7 oz (200 g) and in 15,000 gallons, provides 3.22 ppm of chlorine and adds 2.25 ppm of CYA. If 2 tabs per week are used then the chlorine provided is 6.44 ppm and the CYA increase will be 4.5 ppm. This might be the most common. Techs use liquid chlorine or cal hypo when they are on the call and then supplement with trichlor. They add 4-5 ppm of chlorine when they are there and then 4-6 ppm is added during the week from trichlor. This takes care of the 10 ppm per week chlorine demand.



The chlorine that is added by trichlor is about 2 tabs per week or 8-10 tabs per month. This will increase CYA by 18 to 22 ppm in a 15,000-gallon pool. An increase of 20 ppm in CYA requires an increase in the residual chlorine level of about 1.0 ppm to continue the same level of disinfection and oxidation. Failure to increase the chlorine level as the CYA builds up will mean that algae can begin to grow.

Continued on page 17

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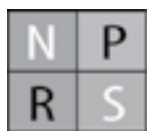
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Keep a Higher Free Chlorine Residual

Continued from page 16

THREE IMPORTANT FACTS ABOUT DISINFECTION AND CYA

- At 30 ppm CYA and a pH of 7.5, 97% of all the chlorine in the water is bound to CYA. This means only 3% of the chlorine in the water is available to kill and oxidize. As the CYA level increases, there is less chlorine available.
- It takes a surprisingly small amount of chlorine to kill algae – only 0.05 ppm HOCl
- At a pH of 7.5, there is 50% of the free chlorine as HOCl – so the HOCl portion of the chlorine is 1.5%

DO THE MATH

Knowing these facts we can calculate if there is sufficient chlorine in the water to kill algae which are more difficult to kill than bacteria. The minimum needed to kill algae is 0.05 ppm HOCl and at pH 7.5, 50% is HOCl. Therefore, HOCl is 1.5%.

- At 2.0 ppm the free chlorine in the water is $1.5\% \times 2.0$ which is 0.03 ppm HOCl – Not sufficient to kill algae.
- At 3.0 ppm the free chlorine in the water is $1.5\% \times 3.0$ which is 0.045 ppm HOCl – Almost sufficient to kill algae
- At 4.0 ppm the free chlorine in the water is $1.5\% \times 4.0$ which is 0.06 ppm HOCl – This kills algae.

But nobody wants to make this calculation all the time, especially if the CYA is increasing daily due to trichlor use. Isn't there an easier way?

THE BEST FREE CHLORINE RESIDUAL IS A PERCENTAGE OF CYA

To make things easier, rather

than doing the above math, just multiply CYA times 7.5% and that is the new Target for Free Chlorine residual.

If borate is used in the pool, the Target Free Chlorine Residual can be lowered to 5%. This is because borate at 50 ppm prevents algae. It does not kill algae but prevents it. Because borate prevents algae, the chlorine in the water does not need to. This reduces chlorine consumption and therefore, the Target for Free Chlorine residual can be lowered to 5% of CYA.

MOST SERVICE TECHS DON'T MAINTAIN A MINIMUM RESIDUAL THAT IS A PERCENTAGE OF CYA

Most techs add chlorine and hope that when they come back in a week there is some measurable chlorine left. If not, they set the trichlor feeder, floater, or chlorinator to deliver more chlorine. They are hoping that from one visit to the next that there will be 2.0 to 4.0 ppm of chlorine in the water.

A BETTER WAY – A TARGET MINIMUM RESIDUAL CHLORINE

Use a percentage of CYA – either

7.5% of CYA with no borate in the water or 5% if using 50 ppm of borate. This is your new Target Minimum Free Chlorine Residual for this pool. This means that when you return a week later the minimum free chlorine should be 5% or 7.5% of CYA. As an example, if CYA is 60 ppm and you are using 50 ppm borate then you need 5% of 60 ppm which is 3.0 ppm as the minimum free chlorine residual. So, when you come back after a week, the chlorine test should be 3.0 or higher.

THE GOOD NEWS

Maintaining a Target Minimum Free Chlorine residual of 7.5% or 5% has some great advantages.

First, understand that it does not cost any more money to keep a higher residual and you will actually use less chlorine. It does cost some money to raise the chlorine residual one time to a higher level. After that, there is no increased cost. The amount of chlorine needed in the pool is based on the contamination and not the residual.

Chloramine and combined chlorine are not formed. Chloramines are formed when the ratio of chlorine to ammonia is low. With a residual that is 5% or 7.5% of CYA, the ratio of ammonia to chlorine is high and the chlorine destroys ammonia as it is introduced. Nitrogen-containing compounds are also destroyed so nitrites and nitrates do not form or build up. The chlorinous odor that most people think is too much chlorine in the water is which is actually chloramines never get a chance to form when the Target chlorine residual is maintained. The chlorine residual lasts longer. It is not necessary to shock or superchlorinate the water. The practice of doing this is treating the problem after it has happened. By maintaining a Target free chlorine residual, there is no need to add weekly big doses of chlorine or non-chlorine oxidizer. You don't need it. You will be preventing problems instead of reacting to and fixing them after the fact. You will not have algae so no need for algacides and the need for phosphate remover is unnecessary. There will be borate to prevent algae and sufficient chlorine to kill algae. So removing the food source of the algae is not important if there are no algae.

SAVE MONEY AND HAVE FEWER PROBLEMS

If you keep the right free chlorine residual in the pool, you will not need all those other expensive chemicals – algacides, superchlorination, oxidizer, phosphate remover, or weekly shock.

Maintaining a higher residual doesn't cost more money. Remember, the amount of chlorine you need in any pool is based on the contamination, not the residual chlorine. ■

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



Are Saltwater Swimming Pools Still Worth It? How To Boost Your Business with SCGs

By Susie Cuebas and Stephen Boswell

WHAT IS A SALT CHLORINE GENERATOR?

Commonly referred to as salt systems, saltwater chlorinators and more, the salt chlorine generator (SCG) is a pool pro's best friend. Saltwater pools are not an alternative to chlorine pools. It isn't better than chlorine; it is chlorine.

- Inline salt systems are maintained by adding salt directly to the pool water. Salt is not a disinfectant,

but it can be converted into a usable form of chlorine called "free chlorine."

Chlorine made from salt generators creates a consistent residual level in the water. A steady supply of chlorine is preferred over the peaks and valleys typically associated with pool shock.

- Did you know liquid chlorine is made using SCGs? Yep! It's generated

from pool salt right at the factory— just like you make it in your customer's backyard, but on a larger scale. (That's why liquid chlorine has a small salt content.) So, you can go to the store and buy jugs of liquid chlorine or skip a step and make it yourself!

- The pool's circulation system moves saltwater through a "salt cell." SCGs

make chlorine through electrolysis. This occurs when electricity is passed through a sodium chloride, salt, and water mixture. The reaction breaks salt molecules apart to make Hypochlorous Acid (HClO), i.e., free chlorine. You get the purest form of pool chlorine with zero additives—no CYA, no clarifiers, no binders. Salt systems put you in control of pool water balance.

to understand how quickly that becomes a problem.

Pools still need CYA, but it can be an issue if the level gets out of control from traditional chlorine pucks. CYA-free alternatives to a basic tab include liquid chlorine and calcium hypochlorite tabs. However, chlorine generators offer a more convenient solution with the added benefits mentioned above.

WHAT'S THE DEAL WITH SALT AND CORROSION?

In ANY POOL area, dissimilar metals can react causing an electrical imbalance and "corrosion." Salt can enhance the effect. Small imperfections in stainless steel can also lead to a rust appearance. Cleaning stainless steel and avoiding dis-similar metals helps prevent this type of corrosion. Sacrificial anodes can help too.

Corrosion may also refer to decks and surfaces. Whether it's hard or soft, material type generally determines how a surface stands up to corrosive environments. Natural stone is highly susceptible to corrosion due to its chemical composition and molecular structure. But saltwater doesn't damage every surface. So, don't throw the baby out with the "saltwater!"

Knowing what to expect with natural materials and understanding their different properties is important. For some softer materials, salt may not be a good option. Regardless of anything, surfaces should be sealed and protected whenever possible. Water alone, even without salt, will wear and break down unsealed surfaces.

BENEFITS TO YOUR BUSINESS

The potential to make good money selling add on systems like salt and advanced sanitizers is out there for the taking. Supplementing regular weekly service with bigger ticket items like chlorine generators can really

BENEFITS OF AN SCG

Chlorine generators can feel very "hands off" for many pool owners. Salt is added infrequently and occasionally inspecting and cleaning the cell unit is easy enough. A well-maintained salt cell, depending on the manufacturer, can last on average 3-5 years.

Saltwater pools can also provide a more pleasant swimming experience. Other benefits include less skin and eye irritation, reduced odors, and comfort factors. Saltwater pools have a soft, silky feel that swimmers can appreciate. Avoiding the peaks and valleys of chlorine levels commonly associated with shock also adds to bather comfort.

Are there tangible benefits to salt? Making chlorine on-site means fewer buckets of tabs or bottles of liquid bought, hauled and stored. Customers don't want their pool houses doubling as a chemical depot. And you save space while increasing safety with fewer chemicals on board the service truck.

You can also get chemical benefits with an SCG. Pool pros are concerned with high cyanuric acid (CYA) interfering with free chlorine. Without CYA, the sun quickly breaks down chlorine, leaving swimmers unprotected. You don't have to be a mathematician



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Saltwater Swimming Pools

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help your business grow.

Salt can boost business and also save you time on service routes. Some of you are already good at “upselling” to customers. The upsell is a great way to drive more to your bottom line.

Some pool pros even give the SCG away because salt is such a great selling point for their business. Maybe that angle could work for you! Customers will appreciate your efforts to improve their pool experience and have more trust in you. You will appreciate the benefits of shorter service calls and reduced chemical/ additive inventory.

BEAT THE 2021 CHLORINE CHALLENGE

The chlorine tablet shortage has already made an impact on consumer pricing and summer supply planning for many professionals. Without proper planning, the shortage could slow down any growth you have been seeing this year.

The most prepared businesses are looking for long term solutions, not just a quick fix. This is where SCGs come into play. A properly sized and installed chlorine generator can last years and become a permanent solution for customers when it's regularly maintained.

The overall impression across the industry leans toward salt being a good option for the shortage. If you already saw the benefits with salt, this is yet another advantage. The number one priority right now is securing supplies, and pool pros must plan for the worst to avoid leaving customers in a bad spot.

WHAT'S THE BEST OPTION FOR YOU & YOUR CUSTOMERS?

Powerclean® Salt takes the guesswork and hassle out of SCG maintenance. Salt systems have been around for years, but nothing like this. These “next generation” chlorine generators are easy to clean by hand—with zero

acid—and have a modern control center with an improved cell design.

The cell plates in a Powerclean Salt cell are spaced apart to prevent mineral buildup and permanent system damage.

Concerned about its efficacy? Powerclean Salt is third party verified as an effective chlorine generator system and is certified to UL-1081 and NSF/ANSI-50. This guarantees the chlorine output you can expect.

IT'S ALL ABOUT FINDING THE RIGHT SOLUTION

If you haven't considered salt you should, and now is a great time to try it. If you've tried SCGs before and had a bad experience, maybe you should try out a newer model before making up your mind.

The goal is to find the best solution for your customer's pool. Salt isn't always the answer. But if you don't consider salt, then you aren't considering all possible



CHLORINE GENERATOR

LIQUID CHLORINE

CAL HYPO TABS

solutions for your customer. And how can you find the best solution if you're leaving one of the best one's out?

CMP has created a guide to make it easy to switch to Powerclean® Salt, the next generation in chlorine generating systems. Use it to make the switch on your next salt installation.

For more information about Powerclean Salt and other

SCG BENEFITS - EVERYBODY WINS!

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*This article was originally published in AQUA Magazine in June 2021.

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Overcoming the Internet Obstacle

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

WELCOME TO THE (DIS) INFORMATION AGE! The internet has been presenting challenges to our industry for quite some time, which is why, manufacturers like Jandy have created trade-specific lines reserved for brick-and-mortar sales only.

However, this alone does not deter homeowners from heading online for research and cost comparisons.

When a homeowner reviews an equipment replacement proposal, their tendency has been to research this possible purchase on the internet. Reviews of

products, DIY videos, service and repair blogs as well as purchasing options tend to give homeowners a false sense of being educated and accomplished. Failure to have the proper equipment prescribed by a professional leaves a homeowner vulnerable to ineffective equipment, or worse, potential personal injury or property damage.

Pool service and repair technicians attempting to combat these trends should develop strategies for those conversations, where homeowners have price shopped against the pro's proposals.

CONVENIENCE

Being able to offer a one-stop-shop has become critical. Understanding and being properly licensed to run gas, water and electrical connections, brings a level of convenience your customers will appreciate, and they'll be willing to pay for. Otherwise, homeowners may have to call different contractors just to complete an installation. At that point, which contractor would get the call in the event of a breakdown? We can remove the guesswork by furnishing all applicable services and providing a

convenient experience.

Create enough interest to get your client to talk further. Generate enthusiasm. Question them to find out what their exact needs are, then provide solutions through your products and services. Focus on promoting a positive experience, not the transaction.

COVERAGE

Homeowners often enjoy extended warranties when purchasing equipment through dealers that are involved in a manufacturer's partner program, just as the Service Pro program with Fluidra does. In some cases, they may have no manufacturer's warranty coverage when purchasing equipment online.

Your proposal shouldn't include items that are found easily at an online retail site. Online direct-to-retail purchases could cost less than your wholesale price. These items may be "stale stock" with old serial numbers that lack improvements made by the manufacturers. These direct-to-retail purchases may not be the latest and greatest that manufacturers have to offer, but your clients can rest assured, the equipment that you provide will be.

To differentiate, inform your customers that you'll not only be replacing an expired component, but you'll also be bringing the installation up to current codes and standards, in accordance with the manufacturer's detailed instructions. Be sure to include all code compliance upgrades on your proposals.

Also, offer discounts on their first regularly scheduled maintenance. Always perform preventive maintenance to ensure equipment longevity

and reliability. Stressing that maintenance is required at the point-of-sale prepares the customer for that inevitable cost-related fact.

COMMITMENT

It always seems to be the case that everybody's equipment breaks on the Friday before their kid's birthday weekend... or is that just a line designed to create urgency on our part?

With this in mind, another valuable approach would be to ensure same day or next day service if there's a problem throughout the warranty period. Being available, accessible, and capable of backing up that product purchase lets customers know that you believe in the quality of what you're proposing.

When your customer views you and your company as their trusted advisors, they should have no reason to price shop for competing proposals. Consistently prescribe the appropriate products for their specific needs; offer cost savings upgrades and maintenance services that keep their pool sparkling — by doing these things homeowners will know that you're committed to maximizing their backyard leisure time and adding to their perfect pool experience.

CARING

Your experience and knowledge can help to create excitement and enthusiasm for your customers. Share your passion with your clients and let them see why they made the right choice in hiring the right professional for their needs. Our love for our industry is something that the internet couldn't possibly duplicate, but your customers will surely appreciate. ■



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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. ■

How Does the National Electric Code Affect your Service Business?

By Kevin Tucker, President of Educational Leverage, LLC

THE REQUIREMENTS AND limitations for electrical work vary by state, but every state has accepted the NEC (National Electric Code) as the code for proper installation and repair of Electrical Equipment. What Pool Service People are allowed to do will vary by state, but every service person should be able to recognize the basics of the NEC for safety for themselves and the pool owners. If you have never looked at a copy of the NEC, you should know that it is about 1000 pages of fine print. Consequently, this article is just to discuss some of the issues that service people should be able to recognize for electrical safety as described in the NEC.

The National Electric Code has been sponsored by the National Fire Protection Association since 1911. The NEC is updated every three years. Different jurisdictions may have adopted different versions

of the NEC. The current version is the 2020 NEC. In addition, sometimes a jurisdiction will make revisions to the adopted code (List of NEC Adoption per State). Please remember that the NEC in any version is the minimum requirement for safety and proper installation. Also, the authority having jurisdiction (Code Inspector) interprets the code for their city, county or state. The inspector may require revisions to the code that are deemed safer than the NEC code book.

With all of that in mind, let's look at a few equipment issues:

What happens when you arrive to replace a pump or motor and the wires are all cracked and brittle? You might not have paid attention, but the wire insulation must be of the correct type. The types are listed in Article 310.10(C)-Conductors for Wet Locations. If you look at 310.10(C), you will see types like



THHW, THWN, THWN-2 and others. Certainly, swimming pool and spa installations are typically wet locations. In addition, even the interior of conduit in wet locations is considered a wet location (Article 300.9). Please use the correct size and the correct wire type for the application.

When you are replacing that pump or motor, Article 680.21(C) & (D) requires a GFCI on the circuit for pumps or motors 60 amps or less, single or 3 phase. Article 680.21(D) specifically addresses replacement motors - so, even something as simple as a motor replacement on an existing pool according to the NEC Code requires the installation of a Class A GFCI on that circuit.

Underwater lights have sometimes been the source of drowning due to electrocution. Article 680.23(A)(3) requires a GFCI protected circuit on underwater lights over the low voltage contact limit-also defined in Article 680. Although the NEC does not require GFCI protection for low voltage underwater lights, some inspectors may require GFCI for low voltage lights-remember the code is the minimum and the inspector's interpretation is what will be most important.

At least we don't have to worry about Gas Heaters, right? Wrong. Article 680.28 Gas Heaters served with circuits over the low voltage limit must be provided with a GFCI.

For service and repair, there are many electrical issues that we should be aware of for the safety of our customers, swimmers and the security of our business. I hope that these basic concepts are helpful to service people in all states. ■

Off the Deep End Pool Bob's Hydro-eclectic Musings

Know How - No Way!

As the saying goes, "You never get a second chance to make a first impression." It is important to be ready for the initial meeting and opportunity to start routine pool service with a new client and I was ready today. I had an initial work order, with client details from their phone call, an Equipment List and State of Pool Conditions, Repair Estimate and a fresh Routine Service Agreement with Basic Pool Safety Precautions prepared and ready to sign. I even had an IPSSA Water Watcher Tag for the client. It was a morning appointment, and I was parked at the curb 5 minutes ahead of time.

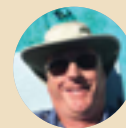
Mrs. Barker answered the front door, I gave her my card and said we would meet around back at the pool, as I wanted to count the number of steps and check the gate to be self-closing and self-latching. There were a pair of cats curled up and snoozing on the sunny porch rail and I imagined they had a mouse or two for breakfast. I do prefer to have cats on my team keeping the pool equipment room free of rodent problems. Dogs are OK, only if they are friendly, quiet and don't demand a lot of attention with ball throwing, but there must be absolutely no biting and no landmines allowed.

When walking around the back and seeing the yard and pool area, I thought, oh my! Happy Pool People live here. There was every kind of FUN kid's thing inside and outside the fenced pool area. There were pool toys, many pool inflatables as well as many popped and flat, bicycles of all sizes, every kind of ball imaginable, games, skateboards and ramps, a trampoline, rope swing, a pool slide and an even great big diving board! Mrs. Barker was waving me toward the pool equipment area.

She said, "I know, I asked you for an estimate for pool service, but could you look at the pump, first?". Oh no! She got me with The Old Switcheroo, "Ask for a pool service estimate to get a free troubleshooting service call". I didn't see that coming but would try to make the best of it. Then she handed me about a half dozen invoices from "Pools R Us" and said, "Our other pool service has tried a lot of times to fix the problem, but there is always a different person and a different repair. The pump seems to work when they are done, but when they leave, it doesn't". Hmmm.

On the first invoice's, Work Performed space, it read, "Repaired pump with new lid O-ring". The second invoice read, "Reconditioned pump with new drain plug O-ring set and lid O-ring". The third, "Reconstructed pump with new shaft seal set and lid O-ring". The fourth, "Renovated pump inlet PVC fitting thread sealant and replaced lid O-ring". The fifth, "Refresh suction piping temperature sensor seal with new and replaced lid O-ring. The sixth, "Refurbished pump and replaced lid O-ring". Refurbished? What does that even mean? Well, there was a charge for a small bottle of spa cover vinyl protectant and the pump's plastic did seem to have a glossy shine to it. Supposedly they thought, "if it looks good, it works good"? The last invoice said, "The pump has fulfilled a useful service life. Pump replacement recommended". They fixed it until it was broken.

"Mrs. Barker, let me try something", I said and switched the pump on. It fully primed in a few seconds, but in less than a minute it filled with air and lost prime. I left the pump running and walked out to the pool. Before getting back, Mrs. Barker exclaimed, "You fixed it! It works! What did you do?" I held out a piece bitten off of a pool noodle and said, "I re-moved this. It was stuck in the skimmer weir and you might want to ask them for a re-fund". She quickly replied, "I will, and you can just go ahead and be our new pool service. Oh, by the way, we're starting a doggie day care and we're going to also use the pool area as a kennel, so be sure to keep the pool gate shut". Quickly, grabbing and looking at my cell phone, I said, "Oh no, I left the garden hose running at another pool and have to go right now. Let me get back to you. Thanks, bye." I've seen the pool signs that say, "Welcome to our OOL, notice there is no P in it", but is there a pool sign that says, "Welcome to our L..."? ■



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Things to do in September

- Clean Salt Systems and Other Specialty Units
- Filter Maintenance
- Heater Maintenance

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