

# THE IPSSAN



December 2023  
Volume MMXXIII, Issue 12

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.

## COMMUNITY EDUCATION SUPPORT

IPSSA: Knowledge  
Through Community

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

P.O. Box 254645  
Sacramento, CA 95865  
888-360-9505  
www.ipssa.com

**IPSSAN EDITOR**  
Michelle Harvey  
[editor@ipssa.com](mailto:editor@ipssa.com)

**TECHNICAL EDITOR**  
Adam Morley

**DESIGN AND PRODUCTION**  
PoolPro Magazine

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.

Copyright ©2023 Independent  
Pool and Spa Service Association.  
All rights reserved under state,  
federal and international laws. No  
part of this publication may be  
reproduced by any mechanical,  
photographic or electronic process,  
nor may it be stored in a retrieval  
system, transmitted or otherwise  
copied (except members of the  
Independent Pool and Spa Service  
Association may copy all or part  
of this publication exclusively  
for personal use or use in the  
operation of that member's pool  
and spa service business other than  
a publication) without prior written  
permission from the publisher. For  
permission to make photocopies,  
contact the IPSSA Management  
Office at 888-360-9505, x2.

Editorial Content: The editorial  
contents of this publication are  
educational and informational  
in nature, and not intended as  
minimum standards, or legal or  
other professional advice. The  
Independent Pool and Spa Service  
Association has endeavored to  
include appropriate and accurate  
statements but disclaims any and all  
warranties and/or responsibility for  
the statements or their application.  
Users should confer with their  
professional advisers for specific  
input and assistance concerning  
their respective projects. Any  
expressions of opinion or perspective  
by authors of articles included in  
this publication are not necessarily  
those of the Independent Pool  
and Spa Service Association.  
Advertisements: The inclusion  
of commercial advertisements  
in this publication constitutes  
neither a recommendation nor an  
endorsement of the product or  
service advertised. Although IPSSA  
will not knowingly publish a false  
or misleading advertisement, no  
attempt has been made to verify  
the contents of advertisements  
included in this publication unless  
other than as set forth in writing  
by IPSSA.

## Inside this issue

- 6 Innovations in Algae
- 9 Do's and Don'ts of Web Design
- 11 Boost Profits in 2024
- 25 New Products
- 26 Chapter Information
- 27 Associate Members

## Some Shocking Techniques

By Terry Arko, HASA, Inc.

### WHAT DOES IT MEAN TO SHOCK A POOL?

In the pool industry the word "shock" has a plethora of meaning. Shocking could mean anything from bombing a green algae filled pool with large amounts of chlorine to oxidizing a small hot tub spa with a few ounces of dichlor or non-chlorine shock oxidizer. The term shock is used very loosely in the pool industry. To really understand what it means to shock a pool the purpose or what is intended to be accomplished needs to be clearly defined.

### TO KILL OR TO CLEANSE

The EPA primarily defines the term shock based on the labeling of the product used and the claims of that label. Any chemical claim of shocking for the prevention, removal, control, or elimination of algae or bacteria requires EPA approval and registration for use under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA). There are chlorine products sold for the specific purpose of mitigating algae. Instructions on these products state for the removal of algae and instruct on the proper dosing. Some chlorine product labels may provide a maintenance as well as a shock dose. The important note here is that chlorine acts as both a sanitizer (kills) and an oxidizer (cleanses). Chlorine as a sanitizer has the ability to both kill algae and other harmful microorganisms. As an oxidizer it will cleanse the water of non-living organic matter such as perspiration from swimmers, urine, body oils, lotions, deodorants, dirt, and dust.

The EPA allows products that are labeled as, "oxidizers" or "shock-oxidizers" to be distributed without any registration requirements as long as they do not make pesticidal claims on the label. One such product is potassium monopersulfate (MPS) Non-chlorine shock. These non-chlorine products are labeled as "oxidizers" or "shock-oxidizers". It is important to note that these products are not intended to kill bacteria or algae and should not be used for that purpose. Something that is strictly an oxidizer with no EPA registration only serves as a cleanser of the water to remove non-living organic matter from the pool. The primary benefit to MPS is that it will effectively remove non-living waste from the water without increasing the chlorine level.

### SUPER-CHLORINATE OR SHOCK

The term Super-Chlorinate gets used and sometimes confused with shock. Primarily the term shock has to do with oxidizing of non-living contaminant waste. Chlorine or a non-chlorine oxidizer can accomplish oxidation. The term super-chlorinate means to add large amounts of chlorine in order to increase disinfection residuals, kill bacteria and algae, and clarify water. Super-chlorination accomplishes both oxidation and sanitizing. In order to accomplish super-chlorination, enough chlorine must be added to increase free chlorine by 10 to 30 ppm. Non-chlorine shock oxidizer chemicals only serve to reduce non-living organic matter from water they do not sanitize.

### PROACTIVE VS. REACTIVE

Whether using chlorine or non-chlorine shock, a system of creating regular oxidation should be incorporated into a pool service routine. Regular proactive oxidation is effective at removing the non-living nitrogenous waste that comes from swimmers and the environment. These waste products are the precursors that lead to chloramines being formed. Once chloramines form it becomes more difficult and will require a reactive need to either super-chlorinate or drain the pool water. Proactive oxidation allows for less chlorine to be used and creates better water quality and a safe and clean swimming experience for the pool owner.

### INORGANIC AND ORGANIC CHLORAMINES

In swimming pools the primary purpose for adding chlorine is to keep the water safe for swimmers by killing and reducing the number of disease-causing germs. Also, to keep the water clear and free from algae. Water in swimming pools is an open collecting site for a myriad of contaminants. Outdoor pools are subject to the surrounding environment which can include horticultural debris, dust, soil, insects, and rain. All pools will have by-products from chemicals such as ammonia-based algae treatments, polymers, and certain cleaning products. Most of these types of contaminants will lead to the formation of inorganic chloramines. One other source of



inorganic chloramines could be the source water. Many drinking water facilities create chemical chloramines to treat drinking water. Ever smell chlorine when you turn on the faucet or take a shower? It's not free chlorine you smell but rather chlorine that has been purposely combined with chemical ammonia. This creates inorganic chloramines, and they are effective sanitizers. Inorganic chloramines in swimming pools do have some disinfecting capability. However, inorganic chloramines are about 150 times less effective than HOCl. Also, inorganic chloramines are very slow at disinfection. HOCl from free chlorine is a very fast reactant in killing germs and algae and that is why it is preferred in pools.

The second category of chloramine that will be in pools are organic chloramines. These come from the onslaught of waste that comes primarily from people who use the pool and animals. Humans contribute perspiration, urine, body oils, hair follicles, skin flakes and fecal matter contamination to the pool. The two main contaminants from humans are sweat and pee which contain ammonia and also urea. There is a higher percentage of urea than ammonia in sweat and pee. Urea will combine with chlorine to form chloro-urea. The chloro-urea will very quickly convert to nitrate which will cause high chlorine demand and lead to the growth of algae. Nitrates cannot be shocked out. In fact organic chloramines cannot be shocked out. Contrarily, inorganic chloramines which are largely from chemicals and source water are quickly broken down and removed by oxidation or superchlorination.

Both inorganic and organic chloramines make up what is known as combined chlorine. There are three forms of chlorine in pools that every service professional should test for:

1. Total Chlorine
2. Free Chlorine
3. Combined Chlorine

DPD can test for total and free Chlorine. In order to find the combined chlorine reading if using a DPD test kit simply take the free chlorine reading and subtract it from the total chlorine reading to determine the combined chlorine level. There also is a FAS-DPD kit which can test directly for combined chlorine as low as 0.2 ppm. The preferred maximum level according to standards is 0.2ppm. It is vital that pool service pros know these levels and that the water is always kept at a ratio where free chlorine is 10x over combined chlorine. Using the example of 0.2 ppm combined chlorine, the free chlorine should be 2.0 ppm. There is a lot more to this and it gets into breakpoint chlorination. For now suffice that the desire is always to keep free chlorine higher than combined chlorine

### SHOCKING DEVICES

There are devices available that work to instill proactive oxidation and improve water quality with minimal chlorine residuals. Ozone is one of the strongest oxidizers known. It is 25 times faster at killing than the killing agent of chlorine which is hypochlorous acid HOCl. Ozone is very effective at oxidizing contaminant waste like body oils, soaps, and ammonia. This adjunct oxidation allows for free chlorine to be spent sanitizing rather than oxidizing, leading to improved water quality.

UV systems do not oxidize precursors like ozone does. However, UV is very effective at disinfecting and destroying inorganic chloramines. This can also allow for less chlorine to be used to accomplish primary sanitizing of the pool.

Continued on page 4





## The IPSSAN

### Associate Management Team

**ROSE SMOOT IOM, CAE**  
Executive Director

[rose@ipssa.com](mailto:rose@ipssa.com)

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

**PENNY GAUMOND**  
Resource Manager

888-360-9505 x2

[info@ipssa.com](mailto:info@ipssa.com)

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

**MICHELLE HARVEY**  
Project Associate and IPSSAN Editor

[michelle@ipssa.com](mailto:michelle@ipssa.com)

Duties: Associate member relations, IPSSAN content, IPSSAN advertisements, social media posts, website updates

### Member Services & Finance Team

**FRANK MCDONALD**  
Finance Director

[frank@ipssa.com](mailto:frank@ipssa.com)

Duties: Oversees day-to-day membership transactions and accounting. Prepares IPSSA financial reports, chapter shares and census report

**ALISON THOMPSON**  
Membership Assistant

Phone: 888-360-9505 x1

Fax: 888-368-0432

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

Duties: Membership applications, transfers, cancellations, change of address or contact information, auto-pay sign up or one-time payments, chapter rosters and chapter officer updates

**ACCOUNTING**

888-360-9505 x1

[accounting@ipssa.com](mailto:accounting@ipssa.com)

Duties: Invoicing members, process payments, processes (financial) tax data, Swim Fund, track members that are water chemistry certified

### Insurance Billing

[insurance@cramercpa.com](mailto:insurance@cramercpa.com)

Phone: 844-574-1134

Fax: 888-811-4502

PO Box 2934, Rocklin CA 95677

## We want to spotlight our members!

### CALL FOR CONTENT

Have you had to use the IPSSA's Tech-4-Tech Coverage (previously called sick route) benefit? We are looking for members to send us testimonials on how Tech-4-Tech Coverage helped them in their time of need. Please send your story to [editor@ipssa.com](mailto:editor@ipssa.com).

### 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, as well as uploading some pictures of your work. If you need your log in credentials re-sent, please contact [memberservices@ipssa.com](mailto:memberservices@ipssa.com)



**HELLO IPSSA NATION.** I hope this finds you all doing well. I will keep

this column short and sweet.

The BORD recently had its quarterly meeting and in this meeting we looked back on the goals we wanted to achieve this past year and made new goals for the coming year. The number one goal I had was membership and I am happy to say that although we did not reach the goal

# A Letter from the President

of “adding 5 new members per month per Region”, we did have a sizeable bump in our membership. Congratulations to Region 8 as it was the Region with the most new members. I also want to thank all of IPSSA National for your hard work and efforts you put into membership this past year. I hope you will continue those efforts.

At the BORD meeting, we also voted on the Pool Professional of the Year, The Chapter of the Year, and the Terry Cowles Award winner. I want to thank all

the Chapters and Regions for their nominations. I congratulate all of those that were nominated.

We also approved a new set of Bylaws that will be coming out soon for your approval. Over the next month, your Regional Directors are available to answer any of the what and why changes were made to the Bylaws. Stay tuned.

I also want to thank and welcome the four new Regional Directors coming onto the BORD next February. I know you all will do amazing things for IPSSA.

Finally, I want to wish all of you a happy holiday season. Spend time with those that matter because “that is what it is all about Charlie Brown.” Happy Hanukkah, Merry Christmas and Happy New Year!

Stay safe and remember your sunscreen.

Take care,  
Todd Starner,  
IPSSA National BORD President



## 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.

# Some Shocking Techniques

Continued from front page

AOP Advanced Oxidation Process is another device that incorporates the use of ozone, UV with hydrogen peroxide to create hydroxyl radicals. These systems are the best way to remove organic (and sometimes inorganic) matter from pool water. Hydroxyl radicals are highly effective at oxidizing and killing micro-organisms.

All of these devices are proactive systems that will in a sense provide continuous shocking of the pool water. It should be noted that while these devices are powerful and effective at either oxidizing or destroying chloramines they are not intended as a stand-alone method.

In order for a chemical or device to be classified as an EPA “primary” sanitizer it must be able to kill 99.9% of bacteria and 99.999% viruses. It also must be able to act as an oxidizer. Finally it must have the ability to leave a measurable residual in the water. Ozone, UV and AOP all are able to kill and oxidize, yet none of these systems is able to leave a residual in the water. Therefore, Ozone, UV and AOP

are classified by the EPA as “secondary sanitizers”. This means that they are only to be used as a backup to a measurable residual of an EPA registered chlorine sanitizer.

## **METHODS FOR REMOVING STUBBORN ORGANIC CHLORAMINES**

If the majority of chloramines in the pool were inorganic then super-chlorinating would be efficient at removing all combined chlorine. However, because pools are used by humans and outdoor pools are also subject to a visit from some kind of animal such as a dog, rodent, birds or even bears; The majority of chloramines are going to be in the organic form and those can not be removed by just super-chlorinating.

Below are some ways you can prevent or remove organic bound chlorine.

Proactive oxidation either by a consistent routine of super-chlorination or non-chlorine shocking helps to remove inorganic chloramines and also oxidize organic nitrogenous waste from swimmers and animals. Waste material

that has not yet combined to chlorine are called precursors. By routinely oxidizing you lower the amount of precursors available to combine with chlorine.

Ozone is one of the most powerful oxidizers known. The installation of an ozone unit will oxidize out inorganic chloramines as well as remove the precursors that lead to organic bound chloramines.

You may be wondering how to tell if the combined chlorine in a pool is inorganic or organic. One simple way is to shock or super-chlorinate. Once the chlorine levels have gone down re-test to determine your combined chlorine. If the level has not gone down or there are still combined levels those are organic chloramines.

The only effective way to remove organic chloramines is to either prevent them through oxidation or an ozone unit, or to drain and dilute some or all of the pool water.

There is a method for removal of chloramines if draining is not an option.

Do a total chlorine test. Add a

chlorine neutralizer such as sodium thio-sulfate to the water and then follow with a non-chlorine shock.

Example: If your total chlorine is 4 ppm you add enough sodium thio-sulfate to remove 4 ppm of chlorine. It takes 2.6 oz. of sodium thio-sulfate to remove 1 ppm of chlorine in 10,000 gallons.

If you have a 15,000-gallon pool it would take a pound of sodium thiosulfate to remove 4 ppm of total chlorine.

Re-test and when the total chlorine is at zero shock the pool with 1 pound per 10,000 gallons of MPS Non-Chlorine shock oxidizer. Wait several hours and then begin to add chlorine to bring free chlorine levels up. This is a good method for cleaning up a pool with stubborn organic chloramines.

The best way to shock or super-chlorinate is to do it proactively and routinely. This can be done simply by keeping the free chlorine level ten times higher than your combined chlorine. The result will be better water quality, less need to add extreme amounts of chlorine and happier swimmers in the pool. ■

---

## Gift to Your Future Self

By Helena Foutz, RSSA,  
[GetGreatPlans.com](http://GetGreatPlans.com)

IT'S DECEMBER ALREADY; in between all the lights and events and duties, are you taking any time to think about yourself? Your future self?

Think about where you'd like to be next year at this time. Do you want to have a great vacation, savings for a new place, or even an emergency fund? You can give this gift to your future self, it just takes a little planning.

Pay yourself first – if you do online banking, set up weekly transfers to your savings account. Could you move \$50 a week? \$100 a week? That \$50 comes out to \$2,600 a year plus interest! Even if you set it up for less, you're still coming out ahead.

Another way to save is to pay off any credit card debt. If you have some debt, then perhaps instead of saving it right now, start putting that amount toward your debt. I guarantee you'll feel great once that debt comes off. If you have several items you're paying off, start with the smallest balance and wipe it out, then add what you were going to pay to the first debt to the next one to snowball it away.

Are you being offered “free money” in a 401(k) match by an employer? Say yes! (Though I suggest only putting in as much as your employer will match, because this is only a tax-deferred account. So if they will match \$1,500, then put in \$1,500.)

Empower yourself by setting up an emergency fund – be it cash in your safe, money in the bank, I don't care. Try to have enough to tide yourself over for at least three months. It's great breathing room for those times when the truck suddenly tells you it needs tires, you need a root canal, or a pipe bursts. How much is three months? House/rent payment + utilities + health insurance + other fixed expenses for one month, multiply by three.

Start making a plan, because you are worth it! Your future self will thank you. ■

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



## **Builders • Remodelers • Plasterers**

**General liability limits to \$3M**

- Popped pools
- Excess limits to \$5M
- Business contents
- Tools & equipment
- Coverage available in 48 states
- Monthly payments
- Group discounts available
- Most subcontractor classifications
- A-rated carrier

## **Swimming Pool Service Techs**

**General liability limits to \$3M**

- Popped pools
- Bodily injury from chemicals
- Property damage from chemicals
- Optional faulty workmanship
- Haz-mat clean up incl. auto spills
- Communicable diseases
- Individual & group policies
- A-rated carrier

Endorsed insurance provider to



Advocacy. Tailored Insurance Solutions. Peace of Mind.

(800) 833-3433

[www.arrowinsuranceservice.com](http://www.arrowinsuranceservice.com)

# Breakthrough Innovations in Algae

By Alicia Stephens, Director of Training and Education & John Weber, Senior Formulation Chemist Biolab, Inc

THERE ARE MANY THOUSANDS of species of algae in the world, and these organisms produce more than half of the world's oxygen. They are an important part of life on earth, but we don't want to invite them to a weekend pool party! Pools are constantly being bombarded by algae from various sources, so controlling it can be a challenge. However, keeping algae from growing in a pool is a vital part of proper pool care maintenance. Let's take a closer look at ways to prevent algae growth and what to do if an algae outbreak occurs.

So, what do we know about algae? The first question that always comes up is where does algae come from? A pool can go from crystal clear to swampy green overnight in some situations and it's often difficult to figure out how it got there. Algae is constantly being introduced to the pool from a variety of sources. Algae spores of varying species are found in natural water sources, plants, soil, and trees. Rain, wind, swimmers, and birds are just a few more of the sources that introduce algae to pools. One bird can introduce more than 100 types of algae to the swimming pool environment. The short answer is that algae are introduced from everywhere.

If algae prevention measures are not present once algae spores are introduced into the pool, they will immediately start to grow and reproduce. Unchecked, one algae cell eventually can become more than 1 million algae cells and cause algae to bloom in the pool. A key to keeping pools clean and clear is to prevent algae growth and reproduction from occurring. Getting rid of an algae outbreak is much more difficult than preventing an outbreak from happening in the first place.

In the pool industry, algae are typically classified into three categories: Green, Yellow (or Mustard), and Black Algae. There are general characteristics associated with each category of algae. Green algae tend to be the easiest type of algae to get, but also the easiest to get rid of. Pools can turn green quickly but can also be cleaned up quickly in most instances. In many cases, a EPA-registered chlorine-based shock treatment, paired with good circulation and filtration can take care of the issue. Yellow algae, also known as Mustard algae, is a yellow color and can usually be found on the bottom of the pool. If brushed up, yellow algae will "fluff" up, but usually settle again in the same area of the pool. This can make it difficult to vacuum up to remove it. Black algae, which is actually

not algae at all, is a very different growth on the pool surface. Black algae, which is cyanobacteria and not algae, clings to the pool surface, rooting into the plaster and becoming very difficult to brush up and remove. Hard brushing and direct application of chlorine or algaecide to the black algae (cyanobacteria) growth is usually the best way to remove it. Be sure to spot test the area first before direct application treatments.

Most pool care experts have a plan for each type of algae, a recipe that seems to work the best to remove it. Recently, however, the scientists and chemists at Biolab, Inc conducted some targeted research to determine if there was a better way to prevent and kill the algae commonly found in swimming pools. This research entailed an extensive review of publications on algae research combined with collecting algae from various pool environments, as well as test pools in Biolab's research facilities. Once collected, these naturally occurring algae samples were identified and classified, then used in a wide variety of experiments to determine the most effective way to control and kill each unique sample.

As discussed above, algae are classified into 3 general groups in the pool industry. In reality, there are actually 13 major groups of algae. These groups are classified by a variety of characteristics, including what kind of chloroplasts are found in the algae cell, what kind of reserves they feed on, what makes up the outer membrane of the algae cell, if they are able to move about via flagella, and many other features. These are the characteristics that help determine the best way to prevent and treat algae, as opposed to just using the color or location of the algae as the main point of classification for pools.

Let's start with the most common type of algae in pools: green algae. The most common type of green algae in pools is called *Chlorella sorokiniana*. *Chlorella sorokiniana* is a vibrant green color and makes up the majority of green algae that was identified in the Biolab study's pool samples. *Chlorella sorokiniana* is controllable with chlorine, and most of the algaecides common to pool care programs. This type of algae was expected to be present in the pool samples collected. In "green" algae samples, however, a different type of algae was also identified. This algae is called *Scenedesmus acutus*, a completely different species of green algae than what we typically reference in the industry.



When looking at a pool, however, the only classification visible is that the algae is green. There is no visible difference between the two species of algae unless placed under a microscope. Under the microscope, *Chlorella sorokiniana* is round and independent, while *Scenedesmus acutus* is oval shaped and creates long chains of algae cells in groups.

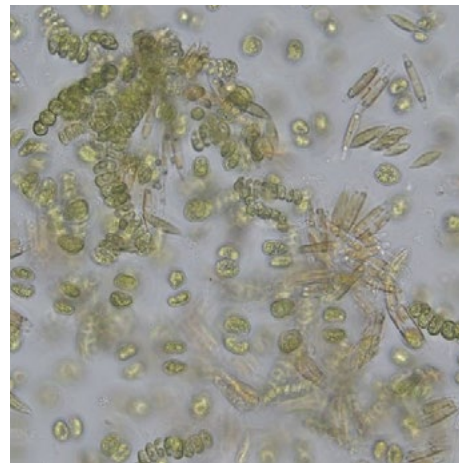


Photo: Biolab, Inc research: Mixed population of green and diatoms algae from swimming pool water samples

As the research progressed on how to effectively kill green algae, it showed that while *Chlorella* is easily killed by chlorine, quat or polyquat based algaecides or copper-based algaecides, *Scenedesmus acutus* does not respond as well to low residuals of copper. Have you ever used a copper algaecide and expected it to clear the pool quickly, only to find that it doesn't

seem to be effective on the algae growth? Depending on the quantity of algae in the pool, repeated applications may not seem to work any better in these situations. In these cases, the green algae in the pool could be *Scenedesmus acutus*, instead of the more commonly encountered *Chlorella*. How, you might ask, can that be identified poolside? Unfortunately, it can't.

The scope of this research also encompassed an in-depth look at mustard algae. The most common type of mustard algae in a swimming pool is *Eustigmatos vischeri*. *Eustigmatos vischeri* is yellow in color and exhibits the common characteristics you've come to expect of mustard algae- it settles to bottom, brushes up, and is difficult to control. The picture of *Eustigmatos vischeri* provided gives a behind-the-scenes look at why it can be difficult to treat in swimming pool water. As you can see, the algae species is round and appears to be covered by a hard outer shell. This shell can make some species of *Eustigmatos* more resistant to chlorine, which would require higher levels of chlorine in order to control it. The need for higher levels of chlorine can lead to problems holding a chlorine residual in the pool, and could ultimately lead to a chlorine demand. However, because they are ingested into the algae cell instead of breaching the outer cell wall, copper-based algaecides are very effective against mustard algae.

In the process of classifying mustard algae, real world pool samples yielded another species that looked like mustard algae in the pool but was another species entirely. On the surface, it looked like *Eustigmatos vischeri*, however, it was actually *Nitzschia communis*. *Nitzschia communis* is a diatom that presents as mustard algae but is a completely different organism. It has flagella and can move around under its own power in the water. *Nitzschia communis* actually feed on silica to enhance reserves needed for survival. In a pool environment, a sand filter or other dirt and debris from the surrounding environment provide an unending source of silica for these diatoms, allowing them to grow and reproduce. In many cases, pools that have mustard algae have a high reoccurrence of an outbreak after the algae is initially controlled. This is often due to the lack of chemically cleaning the filter itself after an algae treatment. If *Nitzschia communis* is growing in a pool, not cleaning the filter will allow it to continue to grow and reproduce even after treatment. Eventually the entire pool will be impacted again, and the cycle continues. Chemically cleaning the filter after ANY algae outbreak is an important part of the treatment process. Additionally, the presence of dirt (which contains silica) in areas of poor

Continued on page 7

Does your software company make you feel like you're alone on an island?

Get unlimited support with LOU

All businesses on LOU cloud software get unlimited phone & email support.

- > 100% cloud. No servers.
- > Retail | Service | Mobile Apps | Inventory | Accounting
- > Get up & running before fall season

Contact us for a free demonstration or scan the code for more information.

360-735-9510 x1 [evosus.com/lou](http://evosus.com/lou)



# Breakthrough Innovations in Algae

Continued from page 6

circulation at the bottom of the pool can lead to an environment where nitzschia communis is more easily able to grow and reproduce.

The final classification of algae in pools is “black algae.” As mentioned, black algae are not actually algae at all, but rather cyanobacteria. Cyanobacteria is filamentous, which means it will root down into the pool surface in order to anchor and grow. These filaments make it difficult to release “black

algae” aka cyanobacteria from the surface of the pool to treat it. In addition to filamentous roots, cyanobacteria also has a hard shell that covers the layers of growth, making brushing an important part of the treatment. Common consensus says that cyanobacteria is most likely to grow in areas of the pool surface that are rough or damaged, allowing the algae to take root. The Biolab team’s research showed that cyanobacteria was most likely

to grow in areas of the pool with poor circulation. Cyanobacteria is often found in corners of the pool, as well as on the steps, both areas where circulation is poor and the environment is right for cyanobacteria to root and grow. This is one of the many reasons why brushing a pool is an important part of weekly maintenance. Pools should be brushed weekly, regardless of if there is a visible issue or not.

This research confirmed that

there are varying types of algae that naturally occur in swimming pools. It’s impossible to identify exactly what type of algae is growing just by looking at the color of the algae material in the water. In this study, there was a mixture of different types of algae present in most samples collected. This makes it difficult for Pros working poolside to identify the right type of algae treatment necessary to effectively kill and prevent algae outbreaks.

While there’s no one silver bullet to keep in your toolbox, this research should encourage you to consider a variety of approaches to treat the different types of algae you may encounter in the field. Chlorine is a great algacide and is effective against many types of algae found in pools. Maintaining normal sanitizer residuals is usually enough to prevent algae outbreaks. Allowing that level to drop below the recommended range, however, even for a few hours, can allow some fast-growing algae to begin spreading. Once algae have begun to grow, it may take higher levels of your sanitizer to control them. It is much easier and more economical in the long run to always maintain that normal sanitizer level in the water. Chlorine’s main job, however, is to kill bacteria in the water. The sanitizer in the pool is the only chemical that kills bacteria. Utilizing chlorine to kill algae might be effective in most cases, but it uses up a lot of chlorine in the process, leaving less behind to kill bacteria. Other algacides, such as quats, polyquats, or copper-based algacides don’t have any other job to do other than kill algae, leaving chlorine available to kill bacteria.

Biolab’s research focused on finding an effective way to kill algae, independent of the sanitizer and without adverse effects such as foaming or staining. General characteristics of algacides tell us that chlorine can be effective in many cases, but quats and polyquats are easier to help manage water chemistry. Quats and polyquats are positively charged molecules that are attracted to the negatively charged cell wall of the algae. Like a magnet, the algacide and algae cell are pulled together, then the quat or polyquat will tear open the algae cell wall, causing the algae cell to die. Copper algacides work differently. Copper algacides are ingested into the algae cell, shutting down the internal processes and enzymatic reactions that keep the cell alive. Copper algacides are very effective against many species of algae and are often among the fastest acting algacide treatment options.

Because most algae blooms found in pool water are a mixed bag of algae species, it is impossible to determine which algacide will be the most effective for each pool. This is where the value of newer advanced technology such as multi-functional algacide is

evident. Biolab researchers posed the question “How do we formulate an algacide that is effective against ALL types of algae?” After extensive research, scientists determined that a blend of highly chelated copper, along with a polyquat-based algacide and some additional proprietary ingredients created a synergistic effect that was highly effective against all types of algae, even showing results in 8 hours. This revolutionary new blend allows efficient and effective algae treatment, without relying solely on the use of chlorine for algae control.

Maintaining a pristine swimming pool that’s free of algae is essential for the health and safety of swimmers. Proper pool maintenance, including a constant sanitizer residual, weekly shocking, and the addition of a preventative algacide are key elements to keeping pools clean, clear, and ready for swimming. Ideally, no pool would ever experience an algae outbreak, however, the use of a multi-functional algacide can ensure the fastest and most effective solution to the problem. Ultimately, customers want pools that are great to look at, safe to swim in, and provide a comfortable and relaxing experience. Being up to date on the latest algae treatment and prevention methods is a key element to providing a pristine pool for swimmers to enjoy. ■



#### ABOUT THE AUTHOR

Alicia Stephens is the Director of Training and Education for Biolab, Inc. In her 23 years with Biolab, Alicia has focused primarily on Education, Training, and Development, as well as technical support and new product research and integration. You may have read one of the many articles Alicia has had published or attended one of her talks at an industry event.

#### ABOUT THE AUTHOR

John Weber is a Senior Formulation Chemist with BioLab where he is primarily responsible for new product development, supporting existing products and evaluating new technologies. John has been in the pool and spa industry for over 26 years. John has worked with and/or been a member of the Recreational Water Quality Committee of PHTA for many years and teaches numerous courses on water quality at trade shows annually. John was educated at Old Dominion University and Georgia State University and holds 2 patents for new product development.



## AQUASTAR® pool products

# PIPELINE FILTERS®

### THANK YOU FOR VOTING US #1 BEST RESIDENTIAL FILTER AND INNOVATIVE PRODUCT OF 2022 POOL NATION AWARDS



## WE UNDERSTOOD THE ASSIGNMENT

**SMALL FOOTPRINT, BIG FILTRATION**  
Outperforming cartridge filters twice  
its size hydraulically and in cleanability.



DE-LEVEL  
CLARITY  
Claim backed by NSF  
testing data\*



NSF®  
Certified to  
NSF/ANSI/CAN 50



RELIABILITY  
SAFETY  
INNOVATION

\*Like DE filters, Pipeline Filters passed the NSF turbidity test in one turnover  
All rights reserved. Copyright © AquaStar 2022 - U.S. Patent No. 10,792,596,  
11,014,027 and Other Patents Pending

# Beware the Promises to Eliminate 1-star Reviews...

By Brett Lloyd Abbott, Pool Builder Marketing LLC

I'M SURE YOU'VE SEEN (and probably been tempted by) those promotions offering to eliminate your 1-star reviews. You probably wondered whether or not they're legit. After all, who doesn't want an instant boost in your 5-star ratings on Google?

Let me help you with that.

Yes, it's possible to get rid of 1-star reviews. But there are right ways and wrong ways to do it, and a little bit of a gray area as well.

## THE RIGHT WAY TO GET RID OF A BAD GOOGLE REVIEW IS TO "REPORT" IT, OFFERING ONE OF THESE 7 REASONS:

- **Off topic:** Review doesn't pertain to an experience at or with this business.
- **Spam:** Review is from a bot, a fake account, or contains ads and promotions.
- **Conflict of interest:** Review is from someone affiliated with the business or a competitor's business.
- **Profanity:** Review contains swear words, has sexually explicit language, or details graphic violence or other illegal activity.
- **Bullying or harassment:** Review personally attacks a specific individual.
- **Discrimination or hate speech:** Review has harmful language about an individual or group based on identity.

- **Personal information:** Contains personal information such as address or phone number.

## IF IT'S A BOGUS REVIEW...

If it's a bogus review from someone you never did business with, then "conflict of interest" is usually your best choice, with "spam" or "bullying / harassment" as possible alternatives.

If your first attempt doesn't succeed, then I suggest the "squeaky wheel" approach. Resubmit your request every week, and ask your employees, coworkers, friends, family and associates to do the same. At some point, Google will notice, and with a little luck (or potentially out of frustration), they will take it down.

On the other hand, if it's a valid review from someone who was truly disappointed in the work you did for them, then your only real option is to contact them and try to work it out with them. DO NOT try to resolve it in the Google review space. Do this OFFLINE, in person or over the phone.

The smart business owner will negotiate a deal in writing that says basically "If I do (whatever you agree to), you will remove your 1-star review."

## NOW WHAT ABOUT THOSE "SERVICES" WHO PROMISE TO ELIMINATE THE 1-STAR REVIEWS?

This is where it drifts into the "gray area," and sometimes into a definitely



## Those 10,000 5-star reviews are fake. Now they'll also be illegal.

The FTC has proposed new rules that clarify what is and isn't a deceptive online review — and would give it the power to fine \$50,000 for each fake



Analysis by Geoffrey A. Fowler  
Columnist | + Follow

Updated June 30, 2023 at 5:59 p.m. EDT | Published June 30, 2023 at 9:30 a.m. EDT

BAD approach.

Most often, they use a software program to automatically pummel Google over and over again, until they finally remove the review. Personally, I don't see anything wrong with that.

(It's just an automated squeaky-wheel approach.)

## GETTING LOTS OF 5-STAR REVIEWS IS A GREAT IDEA, AS LONG AS THEY ARE VALID.

The problem here is most of these companies aren't getting you any "real" reviews. Instead, they have a bank of covert, semi-talented individuals all over the world who repeatedly set up fake Google accounts, and submit (what you hope are) realistic-sounding reviews on your behalf.

## THE DANGERS HERE ARE TWOFOLD.

First, most humans are pretty good at intuitively picking up the difference between real and fake. It's true with social media posts, and it's true with fake reviews. When you start piling up a bunch of fake reviews, like the one below, the whole experience starts to smell fishy, even if they are written by AI:

*"I am very picky, I require perfect work and I spent months interviewing and getting quotes from many local pool contractors for our project. I am so glad I went with them, they had the best price and did the best work."*

I don't know about you, but I'm noticing more and more fake reviews online, to the point that I'm losing faith in the system.

Apparently I'm not alone, because in July of this year, the FTC proposed new rules to fine businesses \$50,000 per fake review. (That goes for the business using the fake reviews, and the business producing the fake reviews.)

## MY RECOMMENDATIONS?

1. If you get a REAL negative review from a client, invest the time and money to win back their hearts and your reputation.
2. If you get a FAKE negative review, report it to Google.
3. If you want more 5-star reviews from your clients, just ask them. (But don't bribe them, because that too can lead to a fine.)
4. And under no circumstances should you pay anyone to provide you with fake 5-star reviews. ■

# YOUR SERVICE DISTRIBUTION PARTNER... NOT YOUR COMPETITOR!



## WHY CHOOSE US?

### VALUE-ADDED SERVICES:

- Consumer-Driven Marketing Programs & Branded Websites
- Easy & Convenient Online Ordering / Delivery Options
- Large & All-Inclusive Product Inventory
- Over 370 Conveniently Located Sales Centers Nationwide
- Single Source for Product Knowledge & Training

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





# Do's and Don'ts of Web Design

By Manski Media

AS A SMALL BUSINESS OWNER, you need a website. Aside from making it look modern and engaging, you also want to ensure that the website is running smoothly and is responsive. When you are a business owner, this is just the cherry on top of all the things you need to worry about.

The process of creating an inviting and exciting website can sound daunting at first, but we are here to help break it down

for you to better understand. That being said, what are some industry standards that you will want to include when designing your website?

## BRANDING

With any web design, it is extremely important to make sure that your brand is recognized throughout the entire page. This means that the colors, fonts, slogan, and personality of your company should all be

understood by your visitors. If the visitors on your website have to work to figure out what you do or who you are, you've likely already lost them as a customer. Consistent branding is key to brand recognition and customer loyalty.

## CLEAR CTA (CALL TO ACTION)

When your website attracts visitors, you want to give them a reason to stick around. Motivate your visitors to become



customers by including a clear call to action. A call to action directs consumers to do something. Your CTA can be as simple as suggesting the viewer subscribes to your newsletter or can be a clear call to purchase your products or book an appointment. No matter what your CTA is, make sure it is clear and direct.

## MOBILE-FIRST DESIGN

Did you know that the websites you use are programmed for mobile first? With the rise in mobile devices, this means that the majority of your future clients will likely find you for the first time while they are on their smart phone or other smart device, such as an iPad.

Understanding how your target audience will engage with your content will make you more aware of how to design the layout of your website. This enables you to create a website that is effective, simple, and easy to navigate. Make sure you look for this mobile-first or mobile friendly feature next time you are on your website builder.

## EASY NAVIGATION

When a customer visits your website, they should be able to navigate their way around with confusion. Eliminate confusion by adding navigation and menu bars in obvious locations, such as the header or to the side. Most users will expect to find the important information in the same place for all websites. Don't confuse your customers by trying to be hipster and putting it somewhere they will have to work to find. Keep it simple!

## SEO

Strong SEO will ensure that your website appears higher on the search engine results pages, also known as SERP. This will drive more traffic to your website, bringing in new visitors and returning customers! Think of the last time you searched a type of company, you likely just scrolled through the first page of results. SEO will become your best friend in order to make your business seen. Now that you have a

better understanding of what key elements are important to include your website, let's talk about things to avoid.

## UNIMPORTANT INFORMATION

As a business owner, there is a lot you can say about your business; however, this does not mean that you should write about every detail on your website. When you add too much information on your website, it makes it look cluttered and too busy to want to read. Your website should display only the essential information in a nice, neat layout. If your website is too busy, you risk your visitors getting lost on the crowded page.

## USING TEXT THAT'S TOO SMALL

Typography is an important detail when it comes to your website design. If your text is too small, your website visitors will have trouble reading it. This is a major pain point as your customers will likely exit out of your webpage if they can not read what you have displayed. A trustworthy number to stick to is 16px for your body font. Your customers will not have an issue reading this size and you won't have too worry about making them squint-

## BUSY OR OUTDATED DESIGN LAYOUT

The information on your website is the most important element, but if it isn't displayed in a beautiful and aesthetic way, you may lose potential customers' interests. This can be especially true if they are debating between you and another competitor. Customers enjoy companies that they feel drawn to. It is hard for them to connect with a website with a poorly designed layout or outdated style. This may lead to sensory overload, especially if there are so many images and text that there is hardly any room for whitespace on the page.

Have you found yourself thinking, "this sounds like me" during any of these points? Has your business been struggling to convert website visitors into customers? Or perhaps, has your business struggled to drive traffic to the website at all? It's time to upgrade and modernize your website. ■



## Renegade Bonded Skimmers

### Is your pool water electrically safe?

#### Features:

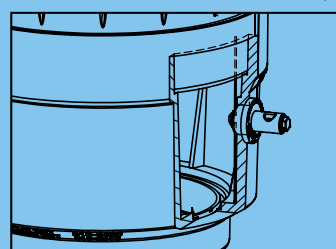
- Includes models for Gunite, Fiberglass, Vinyl and Commercial Pools
- Our Bonded Skimmers can be used on both residential and commercial swimming pools
- Industry leading NSF flow rating of 75 GPM
- Available in White & Gray



**Comes standard with reversible round or square lid, except for commercial grade fiberglass pools.**

USL/CNL – Bonding Kit, Model BK2200 Tested, Certified and Listed By UL to the requirements of UL 1081, UL 1563 and CAN/CSA-C22.2 No. 218.1 Certified to meet Article 680.26(c) in the NEC for bonding pool/spa water.

 www.waterwayplastics.com



**MADE IN THE USA** 

IPSSAN1023

©2023 Waterway Plastics

# GET PAID TO UPGRADE

SWAP OUT THEIRS. DROP IN OURS. GET PAID \$50.

Our program pays **YOU** to install a Hayward replacement for any competitor's pump, heater, filter and other select items.



SCAN THE  
QR CODE TO  
LEARN (AND  
MAKE) MORE.

 **HAYWARD**<sup>®</sup>  
We Build Better.<sup>®</sup>

[www.Promotions.Hayward.com](http://www.Promotions.Hayward.com)



# Trend Alert: Boost Profits in 2024 with 3 Easy-to-implement Tech Solutions

By **RB Retain & Service Solutions**

**POOL AND SPA BUSINESSES** are adding easy-to-implement tech tools that boost customer convenience and help build customer loyalty. In-store shopping apps, online bill pay systems, and loyalty reward programs offer simple technology solutions that are convenient for customers to use and can help differentiate your business from competitors and thrive in 2024.

## IN-STORE SHOPPING APPS

Your customers are the reason you are in business, so the least you can do is give them an easier, more seamless buying experience. This is where implementing an in-store shopping app can boost the ease and convenience of shopping at your store and be a key

differentiator to increase sales next season.

In-store shopping apps allow customers to use 'scan and go' shopping within the retail store. Consumers are familiar and comfortable using mobile apps so now is the time to jump in with this technology. Customers can create shopping lists and then scan the products they need as they walk through the store. These apps can sync with any discounts in the customer's profile and can even be programmed with specials. All scanned items are quickly pulled up for payment at check out. The app is designed to make shopping and check-out fast and easy. This technology is fun to use and a perfect way to build customer loyalty. Providing a smooth and efficient checkout

“The app is designed to make shopping and check-out fast and easy. This technology is fun to use and a perfect way to build customer loyalty. Providing a smooth and efficient checkout enhances the customer experience so they want to return in the future.”



enhances the customer experience so they want to return in the future.

## TECHNOLOGY OPPORTUNITIES IN THE BUYING PROCESS

When was the last time you evaluated your customer's buying process? Are you making the path to purchase as easy as possible? If your answer is no, this is a great time to look to technology solutions like an e-commerce

site with an easy-to-use online payment system.

There are integrated pool and spa business software packages that make it easy to set up an online e-commerce store so clients can order, pay, and arrange for delivery or pick-up of their supplies online. Most importantly, be sure you have an online bill pay solution to make the buying process seamless and easy for your customers. Online Bill Pay creates a reliable billing process so customers can pay bills, process credit cards and eliminate mistakes to ensure the correct end-of-the-day tally. Be sure your business software supports these online features and includes pool industry integrations, so that inventory and delivery dates are accurate to set and meet customer expectations.

## POSITIVE RELATIONSHIPS, POSITIVE PROFITS

Remember to look for opportunities to create and build positive customer relationships and loyalty. Consumers love rewards programs that provide perks with every purchase while increasing customer loyalty. Luckily, there are simple tech solutions that make it easy to create and manage a loyalty rewards program to automatically track purchase history and determine which customers are loyal and which may be at risk so you can adjust your marketing efforts accordingly.

## 'MAKE IT EASY' MINDSET

Having a 'make-it-easy-for-customers' mindset, points to the importance of implementing an integrated business software designed specifically for pool and spa businesses for the upcoming season. Being able to unify every aspect of your business operations will help provide the best experience to your customers and create enduring customer loyalty and profits. In-store shopping apps, online bill pay systems, and loyalty reward programs are all easy-to-implement technology solutions that will allow your pool and spa business a convenient place to shop to ensure a loyal customer base and a steady stream of profits in 2024 ■

## SAFETY AND QUALITY YOU CAN DEPEND ON.

A automatic safety cover is the best solution.

- **Protection:** Keep your pool-and your family-secure
- **Convenience:** Easy to operate. Easy to own.
- **Savings:** Spend less money-and use less time.
- **Design:** Build the right cover for your pool.

Parts availability for all cover brands.

We are proud supporters and partners of Step Into Swim!

**mizu**  
POOL COVERS

[www.getmizu.com](http://www.getmizu.com)
✉ [info@getmizu.com](mailto:info@getmizu.com)
☎ (385) 213-1526

# Take **PRIDE** In Your Work.

Don't settle for anything less than the **BEST REPLACEMENT FILTER ELEMENTS** that are **USA-MADE** to **OEM SPECIFICATIONS** with over **60 YEARS** of industry knowledge, experience, and **UNMATCHED CUSTOMER SERVICE.**

[www.Unicelfilters.com](http://www.Unicelfilters.com)

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

I check the salt level and only use **AQUASALT**.

I keep the pH in the correct range.

I clean the cell every 2 to 3 months of use.

I add conditioner as needed, honestly.

# AQUASALT®

[www.aquasalt.com](http://www.aquasalt.com)

George Washington  
1st President

Thomas Jefferson  
3rd President

Theodore Roosevelt  
26th President

Abraham Lincoln  
16th President



## IPSSA's Find a Pool Service Professional Search Function

**DID YOU KNOW** that potential customers can search for a pool service directly from the IPSSA website? These results populate an IPSSA member near them. Log into your member portal to add your company logo, website link and social media links to enhance the search results for your company. If you need help logging into your member portal, **send an email to [memberservices@ipssa.com](mailto:memberservices@ipssa.com) to reset your password.**

## Take Advantage of IPSSA's Education Fund to Help Fund Your Continued Education!

**INDIVIDUAL AND CLASS** Scholarships through the IPSSA Education Fund are available to all self-employed pool and spa professionals.

Funding is provided to applicants who have completed qualified classes.

In accordance with these guidelines, the following classes qualify (not exclusive):

- Industry Trade Show education offerings
- Certified Pool Operator (CPO)
- Aquatics Facility Operator (AFO)
- Contractor license schools
- Manufacturer-sponsored courses
- College-level courses in:  
Bookkeeping, accounting, computers, and chemistry
- Trade-school courses in:  
Plumbing, electrical and mechanical

Based upon the determination of the Committee, other courses may qualify for funding.

Individuals that received a discount on classes sponsored by IPSSA are not eligible for reimbursement. Applicants may apply two times a per calendar year, **up to \$200 per class instruction for individuals.** Maximum two submittals per calendar year. Class instructors may apply two times per calendar year, **up to \$200 per student with a maximum of \$4,000 per class.** Maximum two submittals per calendar year.

For the full guidelines and application go to [ipssa.com/ipssa-education-fund](https://ipssa.com/ipssa-education-fund). Applications are reviewed quarterly by IPSSA's Education Committee.

For questions about the program, please inquire at [info@ipssa.com](mailto:info@ipssa.com) or call 888-360-9505 ext. 2. ■



**ALAN SMITH POOLS**  
Plastering Remodeling Design

ALANSMITHPOOLS.COM  
714-613-4996

**NEW!**  
Industry leading course content

**NATURAL CHEMISTRY**

**NC PRO TRAINING**  
VIRTUAL LEARNING

**FREE self-paced training modules**  
with optional testing & certification

Visit: [www.ncprotraining.com](http://www.ncprotraining.com) to register today!

0:01

**Follow us! @IPSSA**

**h2flow**  
CONTROLS

**LEVEL-UP YOUR POOL GAME**  
...WITH THE **levelsmart™**  
WIRELESS AUTOFILL

- ✓ Eliminates manual filling with a hose
- ✓ Eliminates unreliable float level controllers
- ✓ No pool deck damage or construction required
- ✓ Built-in protection against overfilling
- ✓ Simple installation
- ✓ 1,000ft. max. of wireless communication
- ✓ Installs to new or existing applications
- ✓ Optional online monitoring and alerts available
- ✓ Precision water adjustment
- ✓ Discrete wireless sensor
- ✓ No autofill maintenance after installation

**KEY BENEFITS**

- Eliminates manual filling of pool
- Reduces water consumption
- Keeps the pool full and ready to use
- Prevents tripping over hoses
- Increases equipment life
- Retrofits without construction

Download on the **App Store** | GET IT ON **Google Play**

888.635.0296 | [sales@h2flow.net](mailto:sales@h2flow.net) | [www.h2flow.net](http://www.h2flow.net) | connect with us on: [in](#) [f](#) [t](#) [@](#) [v](#)



## CamerEye™ AI-Powered Smart Pool System Now Complies with Florida Pool Safety Statute

### Approval of AI-based Systems as ASTM Type B Alarms Improves Pool Safety Standards and Options for Florida Pool Owners and Builders with 'Layers of Protection' Strategy

CAMEREYE™ ARTIFICIAL INTELLIGENCE (AI) Smart Pool Alarm System is now compliant with the Florida Pool Safety Statute, helping further advance the state's pool safety standards by creating more choices for the pool owners.

CamerEye's AI smart pool system uses AI-camera technology with a built-in and an external siren to provide 24/7 video monitoring, human (and pet) detection in and around the pool, and timely alerts for critical situations such as distress detection, in order to safeguard pool areas.

CamerEye has achieved a significant milestone by becoming the first AI system to meet the stringent ASTM F2208-08 and UL 2017 Standards for pool and spa alarms

in three distinct product classification categories in Florida.

The new CamerEye Edge system meets ASTM F2208 Type A and Type B sub-surface (in-pool alarm) classifications in addition to the existing Type C classification, which actively monitors and detects water entry. It uses infrared signals to go below the water's surface to detect entry into the pool and quickly triggers audible alarms via the camera, external siren and phones, alerting caregivers to take immediate action, as required by Florida law.

"Enhancing pool safety through innovation is CamerEye's core mission," said Sai Reddy, CEO and founder of CamerEye. "We are excited to advance safety standards in Florida and deliver smarter, safer and more sustainable pool experiences."

CamerEye Edge is available now, with deliveries starting in November 2023. Contact CamerEye at 800-906-2810 or [info@camereye.ai](mailto:info@camereye.ai) and learn more at [www.CamerEye.ai](http://www.CamerEye.ai). ■

# Crystal Clear Water with Less Chemicals

- Eliminates and Prevents ALL Types of Algae for up to 6 Months.
- Ideal for Salt and Chlorine Pools.



**Blue/White Unit**  
Item #331001  
7.5K - 20K gallons



**Black/White Unit**  
Item #331066  
20K - 30K gallons



**POOLRx+**  
MINERAL TECHNOLOGY

**#1 CHOICE OF POOL PROFESSIONALS**

For more information go to [poolrx.com](http://poolrx.com)



Certified to  
NSF/ANSI/CAN 50



# Clearly Better<sup>®</sup> for Shock



Nothing out-performs  
liquid HASA **Sani-Clor<sup>®</sup>**  
for regular shock.



**Beating out solids**—liquid sanitization is trending for simplified pool care.



- ✓ **Highest Purity**
- ✓ **Works Immediately**
- ✓ **No Added CYA or Calcium**
- ✓ **Safe, Clean and Clear Blue Pool Water**

LEARN MORE



Hasa.com

Community - Education - Support



Follow us! @IPSSA

**PRECISION**  
POOL TILE CLEANING

1.888.300.8453

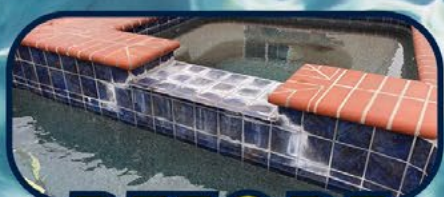
www.pooltilecleaning.com

**\$50 OFF**  
FOR YOU & YOUR  
NEIGHBOR'S SAME  
DAY CLEANING

\*Cannot be combined with any other offers and minimums apply.

**\$45 OFF**  
TILE PROTECTANT

\*Cannot be combined with any other offers and minimums apply.



**BEFORE**



**AFTER**



**NO NEED TO DRAIN THE ENTIRE POOL!**  
WE LOWER THE WATER BELOW THE TILE LINE AND GET TO WORK.

**MINERAL BLAST  
TECHNOLOGY**

**CALCIUM REMOVAL FROM:**

POOLS/SPAS/FOUNTAINS

GRANITE/MARBLE/TRAVERTINE

GLASS/CERAMIC/PORCELAIN TILE

REAL & ARTIFICIAL STONE

BRICK & COPING

PEBBLE FINISH

FLAGSTONE



Introducing  
**Gentle Chlor  
CLGE40**

All-In-One System Salt Water  
Chlorine Generator Cell

Gentle Chlor is an all-in-one saltwater chlorine generator in an advanced compact design for your pool. Easy one-touch start to keep your pool crystal clear and your skin feeling silky smooth.

**Gentle on:** your hair, skin, eyes, senses and swimwear. The water just feels better. It's 1/10 the level of salt in ocean water with zero handling of chlorine tabs or intrusive chlorine floaters.

*Features*

1. Control Panel
2. Replaceable Electrolysis Cartridge
3. Bi-Directional Flow Sensor
4. Clear Cell
5. Built-In Temperature & Salinity Sensors

For more information about the product and to purchase, visit [TSPoolSupply.com](http://TSPoolSupply.com) or email [onlinesales@tspoolsupply.com](mailto:onlinesales@tspoolsupply.com)

Interested in other pool equipment? We offer a wide variety at competitive pricing. You can also save time with our convenient and fast ordering, along with local pick-up and delivery options.







Dedicated Marketing Professionals  
"Leaders in Sales Since 1979"

- ✓ Professional
- ✓ Dependable
- ✓ Innovative
- ✓ Reliable
- ✓ Exceptional
- ✓ Resourceful

www.alphawest.com  
818.519.6195



### Upcoming IPSSA & Industry Events

**HOTT SHOW**  
January 17, 2024  
The Elks Lodge  
Santa Ana, CA

**THE POOL & SPA SHOW**  
January 23-25, 2024  
Atlantic City Convention Center  
Atlantic City, NJ

**IPSSA NATIONAL BORD & ANNUAL MEETING**  
February 2, 2024  
The Westin  
Long Beach, CA

**IPSSA'S WEEKEND OF INSPIRATION CONFERENCE**  
February 2-4, 2024  
The Westin  
Long Beach, CA  
[Click here](#) to register!

**SOUTHWEST POOL & SPA SHOW**  
February 14-17, 2024  
Henry B. Gonzalez Convention Center  
San Antonio, TX

**INLAND EMPIRE POOL EXPO**  
February 21, 2024  
Palm Springs Air Museum  
Palm Springs, CA

**NPC 35TH ANNUAL CONFERENCE**  
February 21-23, 2024  
The Worthington Renaissance Hotel  
Fort Worth, Texas

**EVERYTHING UNDER THE SUN**  
February 23-24, 2024  
Orange County Convention Center  
Orlando, FL

**WESTERN POOL & SPA SHOW**  
March 28-30, 2024  
Long Beach Convention Center  
Long Beach, CA

From the Makers of the Red Baron

**New!**

**FENIX**

Fast & Easy Replacement Parts!

★★★★★ DURABILITY BY DESIGN Since 1961 ★★★★★

**PURITY POOL**  
www.puritypool.com

MADE IN THE USA



### 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.



AT MORGAN INSURANCE SERVICES, we provide comprehensive assistance throughout the insurance process, from selecting the ideal policy for your requirements to managing your enrollment. Our commitment to you extends beyond enrollment, as we strive to ensure that you never have to face an insurance company alone. We offer support for a variety of needs, including navigating Medicare options, understanding your monthly bill, locating a provider, and filing a claim. It's important to choose the right policy, as making the wrong decision could result in significant financial losses. Our services are free of broker fees, as commissions are already included in your monthly premiums.

Morgan Insurance Services has earned the following Industry Certifications:

- Certified Health Insurance Professional
- Medicare Certified
- Covered California Certified Agent

We are contracted with the insurance companies who are approved to sell

insurance in your state. We specialize in:

- Insurance Benefits for employees or Independent Contractors
- Medicare Benefits
- Life Insurance
- Disability Insurance
- Long Term Care Insurance
- Individual Insurance Policies
- Dental and Vision Policies

We are a part of the National Association of Benefits and Insurance Professionals, and our focus is on meeting the health insurance needs of large and small businesses, as well as individuals seeking personal health coverage. Our members work hard to find insurance options for clients who are struggling to find a balance between comprehensive coverage and rising medical costs. Our main goal is to ensure that health insurance coverage is accessible and affordable for everyone.

For more information, go to [www.morganinsur.com](http://www.morganinsur.com) or contact Patti Denham at [patti@morganinsur.com](mailto:patti@morganinsur.com) and by phone at 714-402-9234. ■



# County Leak Services



A division of The Pool Center Inc.  
Contractors License 736686

"The Leak Detective"

- Expert leak detection & repair
- Serving O.C. L.A. & adjacent areas
- Gunite pools & spas only
- Guaranteed to find the leak
- Guaranteed pool crack repair

**Referral commissions  
on prearranged jobs**

**714-632-0117**

[info@countyleakservices.com](mailto:info@countyleakservices.com)

[www.countyleakservices.com](http://www.countyleakservices.com)

## 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 Committee:** Provides advice to the BORD on the strategic directions, development of the educational activities of IPSSA and public awareness to the community. Oversees the IPSSA Education Fund.
- **Marketing and Outreach Committee:** Designs and implements strategies for promoting IPSSA by continuously strengthening its brand and message - Knowledge through Community

- **Membership Committee Program:** Promotes and facilitates the recruitment and continuity of IPSSA members

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). ■

Introducing



Visit our new website dedicated to pool professionals – [LesliesPro.com](https://LesliesPro.com)



#### SEE INVENTORY

Check store inventory before visiting



#### SHOP ONLINE FOR PICKUP

Buy online and have your items ready for pickup, saving time



#### WHOLESALE PRICING

Access to your wholesale pricing & visibility to consumer retail prices



#### REORDER WITH EASE

Easy reorder functionality for frequently purchased items



#### INTUITIVE INTERFACE

Intuitive, simple online shopping interface



#### FIND PRODUCTS EASILY

Easy to find the products you need as a Pool Professional

## Introducing Leslie's Pro Partner Program

A new program designed to grow your business.

Enroll today to take advantage of these program benefits:



#### WHOLESALE PRICING

Qualify for trade pricing on the products you use every day.



#### REFERRAL PROGRAM

Add new customers to your business with referrals from your local Leslie's stores.



#### REBATE PROGRAM

Buy more, earn more! Earn rebates based on your annual spend.



#### MAJOR EQUIPMENT BENEFITS

Receive extended protection on all Jacuzzi equipment and other select products.



#### VENDOR PARTNERSHIPS

Access discounts and other member benefits from selected vendors.

- SPPA - Insurance
- Skimmer - Routing App



#### ADDITIONAL BENEFITS

- Open 7 days a week
- FREE water testing
- Convenient locations
- FREE in-store labor
- FREE pool cleaner inspection

Apply at [LesliesPro.com](https://LesliesPro.com) or email [Commercial@lesl.com](mailto:Commercial@lesl.com) to learn more.



## IPSSA's Find a Pool Service Professional Search Function

**DID YOU KNOW THAT POTENTIAL CUSTOMERS** can search for a pool service directly from the IPSSA website? These results populate an IPSSA member near them. Log into your member portal to add your company logo, website link and social media links to enhance the search results for your company. If you need help logging into your member portal, send an email to [memberservices@ipssa.com](mailto:memberservices@ipssa.com) to reset your password.

Sparkling clean water *everyday*  
... improving your pool and spa water experience since 1982



Ozone acts as a primary oxidizer, not as a disinfectant or biocide. Disinfection is achieved by maintaining a free available chlorine or bromine residual. Because Ozone is a more powerful oxidizing reagent than chlorine, Ozone reacts with organic or nitrogen containing compounds faster. Ozone does not combine with other compounds; instead, it causes the organic and nitrogen compounds to break apart. The smaller molecules are more water soluble, and some can even gas-off. Amine compounds are altered so that they no longer combine with chlorine. Ozone stops the buildup of chlorinated organic and amine compounds and does not form combines.

To summarize, chlorine's biocidal and residual properties are excellent, and in pool and spa water, chlorine is the primary biocide and the free available residual. Ozone is the primary oxidizer. Ozone increases chlorine's effectiveness as a biocide and residual.

Without Ozone, the homeowner uses much more chlorine to keep a free available residual and requires "superchlorination" or "shocking" compounds and other specialty chemicals to treat problems caused by pool oxidation by chlorine.

**UltraPure**  
WATER QUALITY INC.  
UV OZONE GENERATORS

Toll Free: 877.281.7603  
[www.waterquality.net](http://www.waterquality.net)

**SELL YOUR  
POOL ROUTE  
FOR CASH**



N	P
R	S

**NATIONAL POOL ROUTE SALES**  
THE ORIGINAL BROKERS

**877-766-5757**

[WWW.POOLROUTE SALES.COM](http://WWW.POOLROUTE SALES.COM)



# FICTION VS. FACT

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

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

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

**FACT:** A new member has up to one year to pass the IPSSA Water Chemistry Exam or may provide a certificate of training from one of the following courses: IPSSA Water Chemistry Exam, Professional Pool & Spa Operator (PPSO), Pool Chemistry Certified Residential (PCCR), Certified Pool Operator (CPO), LA County Health Department License, Florida Registered/Certified Pool and Spa Exam. Each Chapter can accept

alternate certification or still require IPSSA Water Chemistry to be passed. All proof of alternate certification must be sent to IPSSA National by the Chapter President, not the Member.

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

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

## 4. Chapters must learn how to file insurance claims.

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

## 5. IPSSA National and Chapter dues include insurance fees.

**FACT:** Your membership dues

(formerly known as fees) do not include insurance or any service fees.

## 6. Members pay a reinstatement fee.

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

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

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

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

**FACT:** Chapters may not expend any Chapter funds for general gifts for chapter members (including their families, employees, and designates); distribution of excess revenues of the Chapter; payment of business

expenses of Chapter members (including most insurance) unless approved in advance and in writing by the IPSSA Board of Regional Directors.

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

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

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

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



## PENTAIR Rebate Program — Take Advantage

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

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

For IPSSA to receive payment each member must register individually on the [Pentair IPSSA Incentive Program Registration Form](#), which is available on the IPSSA member portal site under Member Only Exclusive Offers. This will allow Pentair to monitor and collect electronically from participating distributors

purchase details, or direct from the member purchases for the rebate accumulation.

If a member does not register, their purchases will not qualify and cannot be added later.

The Pentair Incentive Program reflect purchases made between the dates of October 1st through September 30th during each rebate year.

This program does not affect any member purchases that may also currently be individually enrolled in the PIP program. If dealers have any questions regarding the program, please have them dial 800-693-0171 or send an email to [rewards@pentair.com](mailto:rewards@pentair.com).

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



# New Products



## IntelliBrite® Architectural Series Pool & Spa Lights

Rule the Pool with IntelliBrite® Architectural Series Pool & Spa Lighting — the most brilliant pool lighting innovation from Pentair.

Help your customers rediscover the magic of the nighttime pool experience using an advanced proprietary design from a trusted pool lighting leader. With refined optics and easy automation, the IntelliBrite Architectural Series Lights spread light widely and evenly in all directions to minimize hot spots, dark areas, glare and stripes. It's a smart lighting upgrade that also happens to be 60% brighter and 50% more energy efficient\* than first-generation LED lighting.

And with five brilliant colors and seven dynamic color-changing light shows to choose from, pool owners can easily control their nighttime experiences through the Pentair Home app or a Color Sync™ Controller for Pentair Color LED Lights. IntelliBrite Architectural Series is also available in a White Pool Light that illuminates pools with revealing white light or a soothing warm white, which is ideal for commercial aquatic facilities.

This improved proprietary LED product design can infuse dazzle into any backyard or commercial pool and spa. **Learn more about how you can illuminate the possibilities at [pentair.com/intellibrighthouse](https://pentair.com/intellibrighthouse).**

\*Compared to Pentair IntelliBrite 5G Color LED Pool Light in white color mode only. The IntelliBrite Architectural Series delivers higher lumen output depending on color mode, ranging from 28%-141% brighter, while energy efficiency improvements range from 17-58% based on color mode.

## 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.

## Things to do in December

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



# Associate Members

## TITANIUM PARTNERS



**Arrow Insurance Service/HUB International**  
IPSSA Insurance | [Arrow Insurance Service](#)  
Ray Arouesty: [ray.arouesty@hubinternational.com](mailto:ray.arouesty@hubinternational.com)  
800-833-3433

IPSSA members are eligible to participate in the best insurance program available in the swimming pool service industry. The insurance program is administered by Arrow Insurance/HUB International, one of the country's largest insurance brokers and IPSSA's endorsed insurance provider for over 30 years. The group insurance program offers IPSSA members coverage unavailable elsewhere, including Commercial General Liability Insurance, Life Insurance, Accident/Medical Coverage, Workmanship Coverage, Remodeling Coverage, Janitorial Coverage, Continuation Coverage, Business Loss Income, Group Rating



**HASA, Inc.**  
425-343-9595  
Terry Arko, Product Training Manager:  
[terryarko@hasapool.com](mailto:terryarko@hasapool.com)  
HASA, Inc. is a leading producer and distributor of high-quality water treatment solutions. Their products are used to sanitize and maintain recreational swimming pools and spas; water tanks and containment vessels; municipal drinking water; and other commercial and industrial water systems. Founded in 1964, the company is recognized industry wide as the premier source for sodium hypochlorite sanitization and shock solutions.

## PLATINUM PARTNERS



**AQUASALT, LLC.**  
[aquasalt.com](http://aquasalt.com) | 866-549-POOL (7665)  
Susan Stevens: [sstevens@aquasalt.com](mailto:sstevens@aquasalt.com)  
Salt for chlorine generators



**Fluidra USA**  
[fluidrausa.com](http://fluidrausa.com)  
Steve Gutai: 800-822-7933 X 3323  
Zodiac, Jandy Pro Series, Polaris, Nature 2, iAquaLink, Cover Pools, CareTaker, Grand Effects and Blueriitot Products



**Hayward Pool Products Inc.™**  
[haywardnet.com](http://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](http://lesliespool.com) | 800-537-5437  
[commercial@lesl.com](mailto:commercial@lesl.com)  
Supplier of all pool and spa equipment, parts, chemicals and maintenance items



**Pentair**  
[pentair.com](http://pentair.com) | 800-831-7133  
Steve Zorn: [steve.zorn@pentair.com](mailto:steve.zorn@pentair.com); 760-431-8218  
Pentair Aquatics Systems is the world's leading manufacturer of pumps, filters, heaters, automation, lighting, cleaners, sanitizers, water features, and maintenance products for pools and spas.

## GOLD PARTNERS



**AquaStar Pool Products**  
[aquastarpoolproducts.com](http://aquastarpoolproducts.com) | 877-768-2717  
Todd Pieri: [toddp@aquastarpoolproducts.com](mailto:toddp@aquastarpoolproducts.com)  
AquaStar is a global leader in safety, dependability, and innovation in swimming pool technology. AquaStar products are designed, manufactured and assembled in the USA to assure the highest level of quality.



**Fleetr**  
[fleetr.com](http://fleetr.com) | 415-651-7575  
Nazal Parvin: [nparvin@fleetr.com](mailto:nparvin@fleetr.com)  
Fleetr improves the safety and efficiency of pool service fleets, along with providing significant commercial auto insurance savings options. Fleetr is the simplest and most cost effective live GPS tracking solution available. More information and demo appointments available.



**Heritage Pool Supply**  
[heritagepoolsupplygroup.com](http://heritagepoolsupplygroup.com)  
[marketing@heritagepsg.com](mailto:marketing@heritagepsg.com)  
Heritage Pool Supply Group's vision is to grow by forming a network of the best independent distributors to provide exceptional customer service while increasing our value as a trusted growth partner to top manufacturers in the industry. Our mission is to help our family of companies achieve new heights and provide opportunities for all employees to grow, thrive, and advance with the company for decades to come.



**King Technology**  
[kingtechnology.com](http://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



**Morgan Insurance Services, Inc.**  
[www.morganinsur.com](http://www.morganinsur.com)  
Patti Denham: [Patti@Morganinsur.com](mailto:Patti@Morganinsur.com)  
714-402-9234  
Since 2002, Morgan Insurance Services has built a loyal following by providing individual and small business clients with the highest standards of customer service in the industry. Their Business Motto is: Deliver to the world what you want to receive. Ca. License OD69750 Additional Licenses available on request.



**Periodic Products**  
[periodicproducts.com](http://periodicproducts.com) | 941-952-3120  
David McLaren: [dmclaren@periodicproducts.com](mailto:dmclaren@periodicproducts.com)  
Periodic Products, Inc. manufactures premium patented pool products for the removal, elimination, and maintenance of metals and metal staining. Products include: CuLator Metal Eliminator, FillFast Metal Pre-Filter, Super Start-Up Metal and Scale Control and Mega Maintain Sequester. All products are phosphate free and manufactured in Sarasota, Florida.



**PoolRX Worldwide**  
[poolrx.com](http://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 algaecide



**SCP/Superior/NPT™**  
[poolcorp.com](http://poolcorp.com) | 714-476-9994  
Matt Semonza: [matt.semonza@poolcorp.com](mailto:matt.semonza@poolcorp.com)  
The world's leading distributor of swimming pool supplies, equipment and related outdoor products



**Skedit**  
[skedit.com](http://skedit.com) | 385-213-1526  
Danny Gomez: [danny@skedit.com](mailto:danny@skedit.com)  
Paul Garfield: [paul@skedit.com](mailto:paul@skedit.com)  
Built by a service company, customized for you! Skedit is an all-in-one business software built by Aaron Burningham in 2006 to run his personal business, Intermountain Pool Covers. Since then, the company has grown, improved, and is customizable for companies in the industry. Skedit is still used by the company that built it and used by hundreds more today.



**Waterway Inc.**  
[waterwayplastics.com](http://waterwayplastics.com) | 805-981-0262  
Mike Tuttobene: [miket@waterwayplastics.com](mailto:miket@waterwayplastics.com)  
Good quality, good services, outstanding manufacturer of pool and spa equipment, valves, fitting and custom OEM spa parts

## SILVER PARTNERS



**Alan Smith Pools**  
[alansmithpools.com](http://alansmithpools.com) | 714-628-9494  
Alan Smith: [alan@alansmithpools.com](mailto:alan@alansmithpools.com)  
Pool Plastering and Re-Surfacing



**Alpha West Marketing**  
[alphawest.com](http://alphawest.com) | 818-519-6195  
Paul Matthews: [pmatthews@alphawest.com](mailto:pmatthews@alphawest.com)  
The Alpha West Marketing Group is committed to

establishing strong professional relationships that provide the highest possible level of customer service. Our commitment is based on solid product knowledge, long-term customer relationships, and a team effort that focuses on sales and marketing results.

## Get Great Plans

[GetGreatPlans.com](http://GetGreatPlans.com) | 714-657-6355  
Helena Foutz: [Helena@GetGreatPlans.com](mailto:Helena@GetGreatPlans.com)  
Helena Foutz is an IPSSA-adjacent California licensed health and life insurance broker, #0M50453. She is also licensed in nine other states, including Nevada, Arizona, and Texas.



**Haviland**  
[havilandusa.com](http://havilandusa.com) | 616-322-8353  
John Bokor: [jbokor@havilandusa.com](mailto:jbokor@havilandusa.com)  
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.



**LOU - powered by Evosus**  
[lou@evosus.com](mailto:lou@evosus.com) | 360-244-4136  
Dan McManus, CEO: [dmcmamus@evosus.com](mailto:dmcmamus@evosus.com) 360-735-9510 x1  
LOU is cloud business software for retail and service companies who manage inventory across multiple stock sites. The Evosus team built LOU based on 20 years of best practices from 500 pool & hot tub businesses across the U.S.



**Mizu Pool Covers**  
[getmizu.com](http://getmizu.com) | 801-379-0329  
Andy Hjorth: [andy@getmizu.com](mailto:andy@getmizu.com)  
Ben Weekes: [ben@getmizu.com](mailto:ben@getmizu.com)  
Safety and quality you can depend on. Mizu Pool Covers is the exclusive factory service and sales company for the Coverstar and Pool Cover Specialists brands in all Western States and Mexico. It is their mission to provide prompt, efficient technical support, pool cover installation training and repair techniques the most cutting-edge pool cover products on the market.



**National Pool Route Sales**  
[poolroutesales.com](http://poolroutesales.com) | 877-766-5757  
Charles Baird: [cbaird@poolroutesales.com](mailto:cbaird@poolroutesales.com)  
The Original Pool Route Brokers: National Pool Route Sales is the industry-leading business broker for pool service and repair. We help drive more profitability by giving you the resources and knowledge you need to succeed.



**NC Brands L.P.**  
[ncbrands.com](http://ncbrands.com) | 804-539-8801  
RJ Wetzel: [rj.wetzel@biolabinc.com](mailto:rj.wetzel@biolabinc.com)  
Chemical manufacturer



**Pool Covers Inc.**  
[poolcoversinc.com](http://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



**Precision Pool Tile Cleaning**  
[pooltilecleaning.com](http://pooltilecleaning.com) | 888-300-8453  
[info@pooltilecleaning.com](mailto:info@pooltilecleaning.com)  
Precision Pool Tile Cleaning has perfected their craft for 21 years professionally removing calcium and other deposits as well as replacing and repairing main drain covers. They can blast and restore just about anything.



**Purity Pool Inc.**  
[puritypool.com](http://puritypool.com) | 800-257-1961 ext. 1  
Rich Gross/Julie Gross: [julie@puritypool.com](mailto:julie@puritypool.com)  
Purity Pool is the industry leader in professional leaf

rakes and other tools for service professionals. Purity Pool focuses on making the longest-lasting and easiest to use products, prioritizing durability and efficiency over cutting corners.



**Pool Products Packaging**  
[silveralgaedyn.com](http://silveralgaedyn.com) | 847-869-7800  
Jason Goldsmith: [jgoldsmith@dfgoldsmith.com](mailto:jgoldsmith@dfgoldsmith.com)  
Owner of Silver Algaedyn, a silver-based algaecide. For 63 years Algaedyn has been known to be the most effective product on the market to destroy and eliminate Black Algae.



**TS Pool Supply**  
[tspoolsupply.com](http://tspoolsupply.com) | 602-532-4863  
[onlinesales@tspoolsupply.com](mailto:onlinesales@tspoolsupply.com)  
TS Pool Supply is an eCommerce Pool Supply Store. They offer a wide range of quality products that will help keep your pools in top condition year-round. They can ship pumps, filters, heaters, cleaners, chemicals, and more to your business or your customer's home.



**Ultimate Pool Tools: Home of the Hyperpole**  
[ultimatepooltools.com](http://ultimatepooltools.com) | 858-717-2815  
[info@ultimatepooltools.com](mailto:info@ultimatepooltools.com)  
Ultimate Pool Tools is a group of seasoned pool care professionals that have come together to make better pool care tools that deliver precision-crafted performance.



**UltraPure Water Quality, Inc.**  
[waterquality.net](http://waterquality.net) | 877-281-7603 ext 237  
Brian Richardson: [brian@waterquality.net](mailto:brian@waterquality.net)  
UltraPure Water Quality is a manufacturer of Ozone Generators, UV Systems and AOP Systems. Our primary objective is to provide the clearest, cleanest water with the least effort and expense possible.



**Unicel**  
Henry Cota: [henry@unicelfilters.com](http://henry@unicelfilters.com), 818-678-0400  
Unicel is the Nation's leading manufacturer of Swimming pool and Spa OEM filter replacement cartridges. Unicel offers the industry's most complete line of replacement filter elements for cartridge and DE grid filter systems. Don't be fooled by imitations. Insist on Unicel! Made in the USA for over 62 years.



**VacDaddy™**  
[thevacdaddy.com](http://thevacdaddy.com) | 888-536-8186  
Alan Palmer: [alan@thevacdaddy.com](mailto:alan@thevacdaddy.com), 970-331-9893  
The VacDaddy™ is a portable pool vacuum system that combines power and light weight to create a more convenient and faster way of cleaning pools.



**Wise Software, Inc.**  
[wisefoftwareinc.com](http://wisefoftwareinc.com) | 661-266-9181  
[sales@wisefoftwareinc.com](mailto:sales@wisefoftwareinc.com)  
A family owned and operated company providing software solutions for the pool and spa industry since 1987. Wise Software - Enterprise is a pool service management software for retailers and service professionals. Enterprise lets anyone work and collaborate anywhere on any device. Handle your recurring invoicing, routes, work orders, inventory, test readings and integration with Pool360 in one solution. A truly universal platform with no need for any third-party apps to handle your business.

## ASSOCIATE MEMBERS

**Alpha Water Systems, Inc.**  
[awspoolsupply.com](http://awspoolsupply.com) | 562-408-6447  
Sheila Shaffer: [sheila.alphawater@gmail.com](mailto:sheila.alphawater@gmail.com)  
Proud supplier of wholesale pool supplies to the pool professional.

**Aqua Creations**  
[aquacreations.com](http://aquacreations.com) | 805-672-1695  
Rich Dietz: [rich@aquacreations.com](mailto:rich@aquacreations.com)  
Swimming pool contracting company specializing in the formulation and installation of fiberglass resurfacing

**BeST Clear System A Revolutionary Water Reuse - Recycling System**  
[bestclearsystem.com](http://bestclearsystem.com) | 209-629-8485  
Harold Tapley: [htapley@bestclearsystem.com](mailto:htapley@bestclearsystem.com)  
The BeST Clear System is a futuristic manual or automated media pool filter cleaning method that utilizes our backwash-eco-sustainability-tank, it is a revolutionary and propriety water ReUse system for residential swimming pools.

# Associate Members

## BHG Sales

[bhgsales.com](http://bhgsales.com) | 714-982-8856  
Ben Gargle: [bgargle@bhgsales.com](mailto:bgargle@bhgsales.com)  
Quality Products for the Pool Industry

## Blake Sales Associates\*

[blakesales.net](http://blakesales.net) | 800-748-5756  
John Grucky: [john.grucky@blakesales.net](mailto:john.grucky@blakesales.net)  
Products which we represent

## Blue Square Manufacturing

[bluesquaremfg.com](http://bluesquaremfg.com)  
(Office) 480-612-6880;  
(Cell) 941-705-2533  
Donald Smith: [dsmith@bluesquaremfg.com](mailto:dsmith@bluesquaremfg.com)  
Blue Square Manufacturing is an innovative pool equipment manufacturer headquartered in Chandler, Arizona. From LED pool & spa lights with patented plug kits to the Eclipse Drain and Q360+ in-floor cleaning system, Blue Square is known for manufacturing the industry's leading products.

## CAMEREYE

[camereye.ai](http://camereye.ai)  
Michele Baker: 619-518-3361  
CamerEye™ is the first Artificial Intelligence Smart Fence and safety ecosystem to provide faster distress detection and help save lives.

## CCEI USA Inc.

[ccei-pool.com](http://ccei-pool.com) | 617-304-5618  
Arthur Schutzberg: [aschutzberg@ccei-pool.com](mailto:aschutzberg@ccei-pool.com)  
CCEI USA is an electrical pool equipment manufacturer, based in Inglewood, California, but with roots in the South of France. For over 37 years, we have manufactured the brightest nicheless lights on the market, connected chemical feeders, low voltage transformers, simple automation, water treatment solutions, and can be connected via Bluetooth or Wi-Fi.

## City Water Conservation

[citywaterconservation.com](http://citywaterconservation.com) | 916-538-3568  
[info@citywaterconservation.com](mailto:info@citywaterconservation.com)  
Leak Detection Through Prevention – City Water Conservation is a Northern California leak detection and repair company servicing the Greater Sacramento, East Bay, & San Joaquin Valley areas.

## Compass Minerals

[compassminerals.com](http://compassminerals.com) | 877-462-7258  
[CustomerServiceC&I@compassminerals.com](mailto:CustomerServiceC&I@compassminerals.com)  
Compass Minerals is the leading salt producer in North America and the U.K. We take pride in safely delivering essential mineral products to help keep people safe, feed the world and enrich lives. Our high-quality ProSoft® Pool Salt is formulated for pool professionals and certified by the National Sanitation Foundation. ProSoft Pool Salt is designed to meet or exceed the standards set by leading chlorine generator manufacturers and contains high purity, extra fine crystals that dissolve rapidly.

## County Leak Services / The Pool Center

[countyleakservices.com](http://countyleakservices.com) | 714-632-0134  
Bill Campbell: [bill.campbell@countyleakservices.com](mailto:bill.campbell@countyleakservices.com)  
Swimming pool and spa leak locating, repairs, remodel

## D&D Technologies

[www.us.ddtech.com](http://www.us.ddtech.com)  
714-677-1300

## [info@ddtechusa.com](mailto:info@ddtechusa.com)

D&D Technologies was founded on child safety and we are committed to preventing toddler drownings worldwide. D&D Technologies is the designer and manufacturer of the MagnaLatch® magnetically triggered safety gate latch and TruClose® self-closing, polymer safety gate hinges. D&D Technologies is the recognized leader in safety and hi-performance gate hardware globally providing the broadest range of gate hardware for every application.

## Discount Tires/America's Tires

[tires.com](http://tires.com)  
480-606-6000  
Lori Thomas: [Lori.thomas@discounttire.com](mailto:Lori.thomas@discounttire.com)  
Discount Tire Company is an independent tire and wheel retailer. Discount Tire operates in most of the lower 48 states in the United States and is the largest independent tire and wheel retailer in the world.

## Freedom Solar Energy

[freedomsolarenergy.net](http://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

## H2flow Controls, Inc.

[www.h2flow.net](http://www.h2flow.net)  
888-635-0296  
[sales@h2flow.net](mailto:sales@h2flow.net)  
H2flow Controls is dedicated to developing innovative products that are used to control, protect and measure machines and processes around the world. In residential and commercial pool and spa markets, our solutions are used to measure flow, maintain water levels, increase energy efficiency, and eliminate the risk of drain entrapment.

## H2O So Clean Pool & Spa Services

[h2osoclean.com](http://h2osoclean.com) | 858-732-5426  
Daniel Schreiber: [daniel@h2osoclean.com](mailto:daniel@h2osoclean.com)  
Lead Acquisition, Customer Pre-Screening, and Marketing for Pool and Spa Service Companies throughout San Diego County

## Horizon Spa & Pool Parts

[horizonparts.com](http://horizonparts.com) | 800-874-7727  
Kyle Imbsen: [kyle@horizonparts.com](mailto:kyle@horizonparts.com)  
Horizon Spa & Pool Parts is a pool and spa parts wholesale distributor catering to the repair parts and equipment needs of service, repair, construction, retail, and ecommerce companies nationwide since 1992. We have the finest team of technical salespeople in the pool and spa industry, and we can assist you in all your needs.

## iWallet

[iwallet.com](http://iwallet.com) | 866-376-4880  
Jim Kolchin: [jim@iwallet.com](mailto:jim@iwallet.com)  
iWallet is the #1 processing app that's designed to accept all forms of payments in the field. The revolutionary app gives employees the freedom from hardware and ultimately gives customers different payment options.

## Jack's Magic

[jacksmagic.com](http://jacksmagic.com)  
727-536-4500  
Nadia Beane: [nadia@jacksmagic.com](mailto:nadia@jacksmagic.com)  
Jack Beane: [jack@jacksmagic.com](mailto:jack@jacksmagic.com)  
Manufacturer of pool stain removal chemicals

## Kent Westfall Pool Inspections

442-256-1623  
Kent Westfall, Owner/Pool Inspector:  
[kwproinspections@gmail.com](mailto:kwproinspections@gmail.com)

## LaMotte Company

[lamotte.com](http://lamotte.com)  
800-344-3100  
Rich DeMoss: [rdemoss@lamotte.com](mailto:rdemoss@lamotte.com)  
Robin Myers: [rmyers@lamotte.com](mailto:rmyers@lamotte.com)  
Manufacturer of water testing products

## Microglass, LLC

[microglassllc.com](http://microglassllc.com)  
941-362-1010  
Chris Ziglar: [admin@oxiumllc.com](mailto:admin@oxiumllc.com)  
Prolong & Protect The Life Of Plaster, Quartz, & Pebble Finishes

## National Plasterers Council

[nationalplastererscouncil.com](http://nationalplastererscouncil.com)  
847-416-7272  
[mail@npconline.org](mailto:mail@npconline.org)

## Orenda Technologies

[orendatech.com](http://orendatech.com)  
Harold N. Evans: [info@orendatech.com](mailto:info@orendatech.com)  
Formulation, manufacture, marketing and sales of specialty chemical water treatment products.

## Paythepoolman, LLC

[paythepoolman.com](http://paythepoolman.com)  
951-234-5166  
[support@paythepoolman.com](mailto:support@paythepoolman.com)  
Join our family of satisfied pool professionals in a one stop shop for all of your business management needs! Paythepoolman goes far beyond just the basics of customer invoicing, payments, company expense management, and route tracking. We have the tools to help you keep your business running smoothly whether you are in the office, in the field, or enjoying a well-deserved break.

## Pool and Hot Tub Alliance/California Pool and Spa Association

[www.cpsa.phta.org](http://www.cpsa.phta.org)  
602-619-2129  
Susan Kregar: [skregar@phta.org](mailto:skregar@phta.org)  
The Pool & Hot Tub Alliance protects and advances the common interests of the industry by providing education, advocacy, standards development, research, and market growth to increase our members' professionalism, knowledge, and profitability.

## Pool & Spa Apprenticeship and Training Committee (PSATC)

[poolapprenticeship.com](http://poolapprenticeship.com) | 916-755-6121  
Michelle Harvey:  
[michelle@poolapprenticeship.com](mailto:michelle@poolapprenticeship.com)  
From the Industry, For the Industry - PSATC is the premier provider of work-based lifelong learning to meet an employer's need for skilled journeymen in the Pool & Spa Service Industry. Our 12-month comprehensive educational apprenticeship program

is developed by Pool Service Professionals for Pool Service Professionals and is the only fully certified pool service industry Apprenticeship Program sanctioned by the State of California.

## Pool Industry Expo, Inc. (PIE SHOW)

[info@poolindustryexpo.com](http://info@poolindustryexpo.com)  
650-327-7743 (7PIE)  
PIE has well earned its reputation over the past 34 years, with more than 130 exhibitors per show and attendance ranging as high as 5 to 6 thousand, many of the attendees and exhibitors from those shows are still showing up in Monterey for their "Education Vacation".

## Pool Water Products\*

[poolwaterproducts.com](http://poolwaterproducts.com)  
James Bledsoe: [jbledsoe@poolwater.com](mailto:jbledsoe@poolwater.com)  
Richard Holtzworth: 949-756-1666  
Wholesale distributor of swimming pool and spa chemicals and accessories, equipment and parts, electrical and plumbing supplies

## Powell Pool Company, LLC

[powellpoolco.com](http://powellpoolco.com)  
480-789-1435  
Mike Lee: [mike.lee@powellpoolco.com](mailto:mike.lee@powellpoolco.com)  
Custom design swimming pool construction. Owner operated with over a century of pool building experience. Licensed, bonded and insured.

## Raypak, Inc.

[raypak.com](http://raypak.com)  
805-278-5300  
Justin Reyes: [marketing@raypak.com](mailto:marketing@raypak.com)  
For over 70 years Raypak has been leading innovative solutions for pool, spa, commercial hydronics, and water heating applications. As a member of the Rheem family of brands, Raypak is a part of some of the most trusted names in the business: RUUD, Richmond, HTPG, Eemax, EcoSmart, and IBC.

## Regal Beloit America Inc. / Century

[centuryelectricmotor.com](http://centuryelectricmotor.com)  
937-669-6287  
Mandy Pressel: [mandy.pressel@regalbeloit.com](mailto:mandy.pressel@regalbeloit.com)  
From the innovative leader in pool pump motors, Century® by Regal® offers a full line of high quality pool and spa replacement pump motors

## US Motors / Nidec

[nidec-motor.com](http://nidec-motor.com)  
262-692-2001  
Jim D'Angelo: [jim.d'angelo@nidec-motor.com](mailto:jim.d'angelo@nidec-motor.com)  
Hank Wiseman: [hank.wiseman@nidec-motor.com](mailto:hank.wiseman@nidec-motor.com)  
Nidec Motor Corporation, under the US Motors® brand, produces the most service friendly, energy efficient pool and spa replacement motors in the industry.

## Water Savers Co.

Steve Holcomb and Andi Holcomb  
800-543-0979, 949-955-1233  
Leak detection and repairs for pools and spa

For more information about our associate members, please visit their web sites. If company representatives are available to speak at chapter meetings, their topics and geographic availability is indicated.