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

IPSSAN EDITOR
Michelle Harvey
editor@ipssa.com

TECHNICAL EDITOR
Adam Morley

DESIGN AND PRODUCTION
PoolPro Magazine

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

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The Effects of Snowmelt and Other Winter Contaminants on Pool Chemistry

By Terry Arko, HASA

STRANGE WEATHER

The weather lately has been whacky. Snow in Dubai and deep freezes reaching down in the heart of Texas. The big concern as far as swimming pools go is that of the equipment freezing and leading to costly damage. But what about when the snow and ice start to melt and if that solid to liquid material makes its way into the pool? Also, what about flooding, windstorms, and other winter catastrophes? As pool professionals lately we are dealing more often with apocalyptic events. Let's take a look at how these frigid caused scenarios can affect water chemistry and what to do about it.

NEFARIOUS SNOW MELT RUN OFF

In the early spring of 1993, 403,000 residents in the Milwaukee WI area became ill with cryptosporidium an infectious oocysts that when swallowed in contaminated water causes severe flu like illness. Cryptosporidium (Crypto) is a protozoan germ that is very resistant to chlorine. In swimming pools with a free chlorine reading of 1 ppm crypto can last up to 10.6 days. It takes close to 13 hours at 20 ppm of chlorine to inactivate crypto in pool water. In the case of Milwaukee the crypto contamination was in the drinking water. One of the suspected ways that the crypto entered the water system was as a result of melting snow that was contaminated with cow feces from the ground of cattle farms. The snow melted into Lake Michigan and the crypto was able to pass through the filters at the drinking water facility. While most pools in cold freeze geographical areas are shut down, contamination problems can occur at opening time in the early spring. Primarily, in areas where there is still snow that is melting and flowing as runoff into yards. It is important to note that water absorbs most anything it comes in contact with. In the case of run off that could include fertilizers, farm animal waste, motor oil, chemical solvents, road salts and weed killer products. When flooding occurs as the result of spring snow runoff any of that water that makes its way into the pool will create a slew of issues. A primary issue of melted snow in pool water will be water balance. Overall, the melted water from snow is low in alkalinity and pH so it tends to be corrosive and can upset

the balance of pool water. Heavy runoff can dilute the balance of pools as well as the sanitizer residual. The best advice for snow runoff in pools is to drain some of the pool and refill with fresh tap water and then shock the pool with chlorine until a residual of 2-4 ppm free chlorine can be consistently held.

TWO TYPES OF FLOODING LOCALIZED

Heavy rain can lead to localized flooding especially in backyard areas with poor drainage. This water can also make its way into the pool. Rainwater is acidic so pH and total alkalinity should be tested immediately. Rainwater can pick up airborne contaminants and deposit them into the pool. This includes organic debris, pollution, pollen, and algae spores. Tests for phosphates and nitrates should be done also. Where large debris has been removed and pool water is clear, the following procedures should be conducted:

- Adjust pH to 7.5 and Total Alkalinity to 90 ppm
- Confirm a cyanuric acid reading minimum 20 ppm, no higher than 50 ppm
- Adjust free chlorine level to between 2-4 ppm.
- Use of an enzyme treatment can help with organic waste and any oils that may have been washed into the pool.
- Testing for and treating phosphate may be necessary after heavy flooding as yard fertilizer and debris can be washed into the pool.

WIDESPREAD FLOODING

Widespread flooding occurs when rivers overflow or there is a storm surge or event that leads to water intruding into cities and overwhelming the infrastructure. Floodwater contains a lot of contaminants including raw sewage and toxic chemicals. When approaching a pool where flood waters are or have receded electrical safety is first and primary. Ensure that all power is off. If unsure contact the electrical company. Never enter a flooded equipment room if unsure of the electrical power. Do not turn on or run equipment that has been submerged in flood waters. It is best to replace any equipment that has been submerged.

For chemical treatment remember that widespread



flood water can contain toxic and flammable solvents, untreated sewage waste, dead animals, and possible live sea animals. Carefully evaluate the situation and call the proper authorities if there is gasoline or flammable materials suspected or if live animals such as snakes, alligators or other wild species are in the area.

Once you have determined if it is safe to begin to treat and clean up the area always wear personal protective equipment (PPE) – especially gloves and eye goggles. Use care when cleaning and disposing of filter materials. Do not attempt to entirely drain a pool after heavy flooding as the high ground waters could cause the pool to pop out of the ground. If draining is required do a gradual drain and dilute over several days until fresh new water is more predominant, then begin a start-up treatment.

If the power is off and there is no circulation possible, immediately treat the pool with four gallons of 12.5% sodium hypochlorite liquid bleach. This will help to ensure no mosquito larvae can form and will decrease bacteria and algae growth. Continue to chlorinate as needed until circulation is restored then maintain a 2 to 4 ppm chlorine

residual. The use of an enzyme and a natural chitosan-based clarifier can help to restore the pool to normal water quality.

Definitely do both a nitrate and phosphate test of the water. Nitrates may have been lowered already as a result of draining the water. Phosphates may remain as they are in treated fill water and any metal treatment products that contain phosphoric acid. Check for and treat phosphates if needed.

Snow, hail, rain, and heavy winds are all more common in winter and early spring. Pool pros should be prepared and equipped to manage the potential disaster that can occur. Personal safety is number one so always use extreme caution. Do all that is

possible to divert and protect the pool from snow run off or flood waters. Using sandbags to divert flood water can be beneficial. Making sure that drains are clear of debris and properly working and incorporating the use of a submersible pump are all ways to protect the equipment and the pool water itself from harmful contamination. Hopefully, we can make it through the winter and get back to the days of summer when all we have to worry about is the hot sun and too many swimmers in the pool. ■

“Snow, hail, rain and heavy winds are all more common in winter and early spring. Pool pros should be prepared and equipped to manage the potential disaster.”



The IPSSAN

Associate Management Team

ROSE SMOOT IOM, CAE
Executive Director
rose@ipssa.com

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

PENNY GAUMOND
Resource Manager
888-360-9505 x2
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

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

Member Services & Finance Team

FRANK MCDONALD
Finance Director
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

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

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

Insurance Billing

insurance@cramercpa.com

Phone: 844-574-1134

Fax: 888-811-4502

PO Box 2934, Rocklin CA 95677

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A Letter from the President



HELLO IPSSA NATION. I hope you all are doing well. Well, it's finally here, my last President's Message. By the time you read this

I will have termed out and a new BORD President will have been elected and with a new BORD in place.

I want to thank my fellow BORD members for your service and dedication to help move this association forward. To my Executive Committee, Mike, Gary, Casey and Rick, thank you for the extra time I asked of you. I will miss working with you guys. To my replacement Director of Region 11, Paulette, don't worry and don't sweat the small stuff. I have faith in you, and I know you will be great. To Michelle and Penny, the ladies behind the scenes that help make

IPSSA run smoothly, I want to thank you for all the things I asked for and all that you do for IPSSA. To whom I call "Number One", Rose, thank you for listening to all my crazy and not so crazy ideas. I will miss our phone call sessions. To my Zoom meeting setter upper, my organizer, my sounding board, my cheerleader, my slap some sense back into me, also known as my wife. You all know the saying, behind every good man is a better woman, well it is TRUE. Without her sacrifice, support, and dedication, I could not have done any of this for all these years. Thank you, Tina. And to you, the member, I thank you from the bottom of my heart for your support for the last two years. It has been my honor and privilege to serve as your BORD President.

I am reminded of something my dear friend, Phil Sharp, from Region 9 once told me. He said, "If you leave it better than you inherited it, then you have had a great run". I do believe IPSSA is on a great run, and I believe the new BORD President and new BORD will not miss a beat and continue to make this association the BEST. So, as I finish, it is not goodbye, it is until we meet again. Until then remember to stay safe, have fun, wear your sunscreen and hat, and as always, I thank you for your support.

Take care,

Todd Starner



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.

Outsourcing Automatic Pool Cover Installation, Service & Maintenance

Partnering with Specialists Allows Pool Professionals to Focus on Their Core Business.

By Tom Callahan, Cover Care LLC

BUILDERS CONSTRUCT HOMES

and often collaborate with companies specializing in plumbing and HVAC systems. This practice serves several purposes, one of which is relieving builders from the need to hire in-house experts for the installation and servicing of plumbing and HVAC systems within the home. Much like home builders, pool builders and pool service professionals also find it beneficial to partner with automatic pool cover specialists both for the installation and servicing of the growing number of automatic covers in the marketplace.

This is particularly evident for those who continue to face ongoing challenges in recruiting employees in today's tight labor market. For businesses aiming to consistently provide clients with automatic cover service and maintenance, partnering with a company specializing in all makes and models is the ideal approach to ensure the continued safety of clients' pools by keeping this equipment operational throughout the year.

GROWTH OF AUTOMATIC COVERS

Automatic covers are rapidly becoming the preferred option for covering pools in today's marketplace. Many pool builders and service professionals report high increases in the number of pools that have an automatic cover. These covers not only allow pools to be easily opened and closed at the push of a button but also provide the ultimate safety cover for pools that are not in use. However, this equipment does require a certain level of technical skill, both for the installation of the cover and, more importantly, for its maintenance.

"All of our service techs and installers complete a rigorous training program and are exposed

to every possible installation or service challenge before they are considered qualified," says Allan Horwood, the owner and president of The Pool Patrol in Vancouver, B.C. "Even our most experienced technicians, including myself, run across scenarios never anticipated."

Horwood's company not only provides automatic cover installation services but also offers maintenance and servicing for individual pool owners. Additionally, it partners with many pool builders and retailers in his area.

"To become a real expert in this field it requires installing a lot of pool covers and it's hard to develop in-house talent on just a few covers a year. Unlike the installation of a pump or a filter, every installation is a little different," says Horwood. "I partner with many pool builders as well as retailers and pool service companies who want to ensure their clients' pools are safe, but they realize they don't have the in-house expertise to service and maintain the automatic covers."

There is a growing number of pool professionals specializing in the installation, service, maintenance, and repair of automatic covers. The combination of installation expertise and the ability to service and maintain this equipment is compelling builders across Canada and the U.S. to outsource their automatic cover business.

INSTALLATION EXPERTISE

Some pool professionals to install an automatic cover by following the instructions and getting it to work. However, what they may not realize is how to anticipate potential issues that could occur, which means they might not install the cover in a way that makes future maintenance calls fast and easy. Once again, it is the

experience gained from installing and servicing covers day in and day out, along with the ability to plan for potential future issues, that makes outsourcing the cover installation and maintenance so logical.

Ensuring the cover operates successfully after installation is something pool pros can achieve with minimal glitches. However, some pool pros often neglect to inform the consumer that a certain amount of maintenance is required to ensure the cover works properly over the long run. Amid explaining various water chemistry and maintenance issues to the consumer, the maintenance needs of the automatic cover can sometimes be overlooked. Therefore, having the phone number of a service

company that specializes in automatic covers is key.

As with any installed product, pool professionals must decide whether to handle both the sale and installation of automatic covers or simply sell them and outsource the installation. This decision hinges on evaluating the company's competencies and determining whether it is more profitable for the staff to focus on installing automatic covers or on

building more pools and installing other equipment.

Keeping staff consistently trained on automatic covers can be challenging, especially if it is not a task they perform daily. Outsourcing allows builders to concentrate on their strengths. Even for builders with service departments, it allows staff to focus on their core competency and outsource the installation, profiting from the work done by a

cover company partner treated as a subcontractor.

Given that installing automatic covers demands a specific skill set, pool professionals should consider whether it is more advantageous to handle both the installation and service or to outsource to a company specializing in automatic covers.

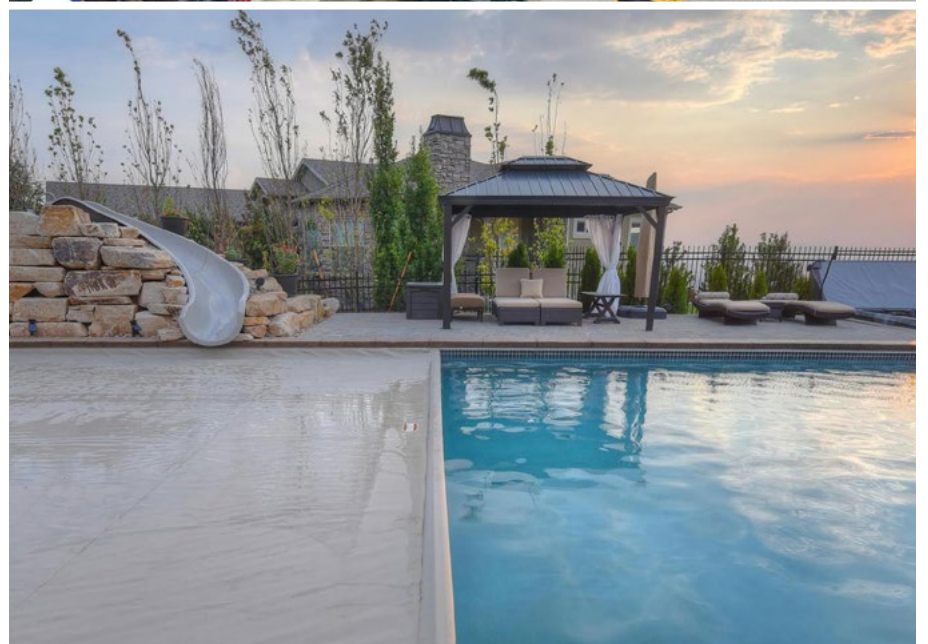
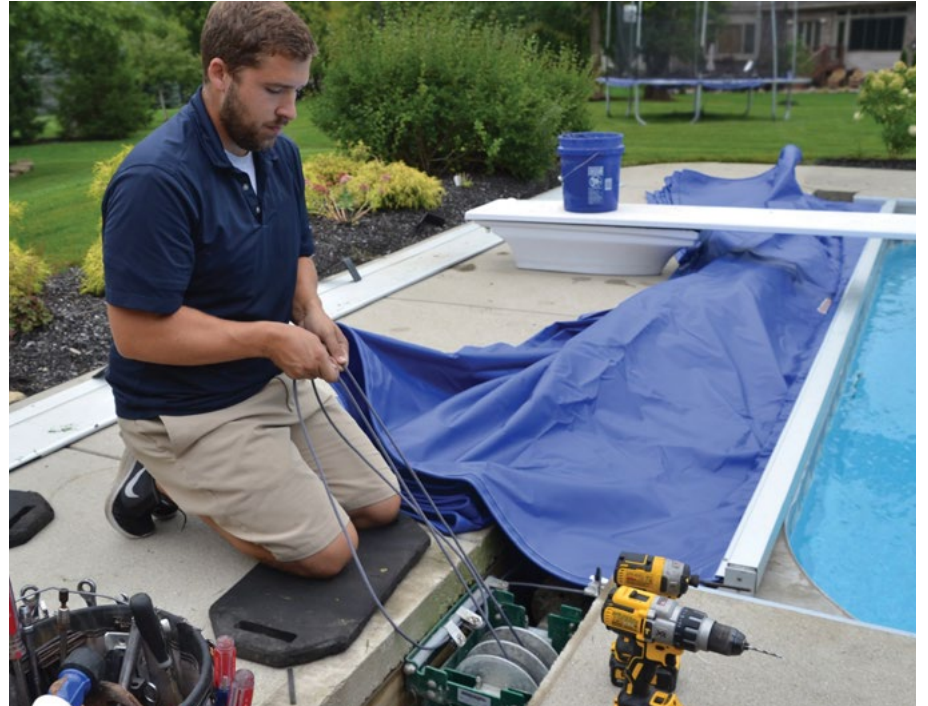
"I have a builder that does 30 pools with 30 covers. He won't sell a pool without one," says Horwood. "This builder is far too busy selling and building pools and doesn't have enough staff to train in the intricacies of auto cover installation and service. As a result, we work together very closely and I continue to ensure his clients are happy with their pool investment long after he, as a builder, has left the backyard."

According to Horwood, many of his builder-partners continue to profit on the initial sale of an automatic cover without ever having to directly touch the product themselves.

SERVICE, REPAIR, AND MAINTENANCE KNOW-HOW

As with any installed product, service and maintenance are integral aspects of automatic covers. Companies providing services may choose to handle the maintenance themselves or opt to outsource it. The decision ultimately depends on a thorough examination of one's business, market dynamics, and the profitability associated with taking

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Outsourcing Automatic Pool Cover Installation, Service & Maintenance

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on both the installation and service of automatic covers.

Fortunately, numerous cover companies cater to pool professionals throughout Canada and the U.S. These companies exclusively specialize in the installation and maintenance of automatic covers. This makes it simpler for pool professionals to subcontract this aspect of the job, enabling them to effortlessly

offer automatic covers and still profit from sales without the need to train or maintain in-house staff for cover installation and maintenance.

“With auto covers, you might always have to go back and make one or two adjustments on the cover once it’s installed,” says Horwood. “Outsourcing the job allows my pool builder partners and their crews to stay focused

on the front end of the pool installation, not having to mess with things after we are done with the pool.”

For this reason, an increasing number of pool professionals are outsourcing this aspect of the job, with the subcontractor handling both the installation and maintenance of the cover. This relieves the builder from concerns about cover management, which

is particularly crucial for pool builders grappling with tight labour markets and the challenges of finding workers.

Once pool professionals begin outsourcing these tasks, they discover they can concentrate on their core business—whatever they excel at. In many cases, this involves building more pools, which proves more profitable given the time involved.

Recognizing the seasonal nature of the industry, all business owners understand the imperative to accomplish as much as possible during the short summer months.

For some builders, it is not so much the time required for installation but the intricacies, inventories, service parts, and maintenance details that may necessitate post-installation visits when the building company is already working on the next project.

Professionals specializing in automatic covers can manage all the adjustments needed after the initial installation. For instance, it is quite common for automatic covers to shift slightly right after the initial installation with some use, requiring an additional visit to restore perfection and ensure homeowner satisfaction.

In fact, it is not uncommon for specialists in automatic covers to acquire new clients through partnerships with builders.

“Sometimes these builders lose their installer, so they pick up the phone and call us,” says Horwood. “Other times, they are just so busy building, renovating, or servicing pools they are too busy to have their crew spend a day installing an automatic cover.”

Horwood emphasizes that issues with the servicing of automatic covers typically arise not due to a builder’s faulty installation but rather because the builder might not handle enough installations per year to be familiar with certain industry tricks that help prevent problems in the future.

Some pool builders may not be fully aware of the challenges associated with repairing an automatic cover. Troubleshooting and fixing the mechanism pose one set of challenges, but addressing issues with the cover’s ropes or vinyl material is an entirely different matter. Cover specialists handle these aspects daily, ensuring a fast and easy resolution to get the consumer’s cover operational again promptly. However, for a pool builder lacking expertise in their staff to handle such service calls, this could become a significant headache.

For instance, one of the most common repair calls involves the cover no longer gliding smoothly during opening and closing. Often, this occurs due to the retainer or track along which the cover glides being compressed, especially when the concrete above the track is too heavy over time. This compression reduces the space, preventing the lead gliders and ropes from

smoothly operating the cover. Unfortunately, addressing this problem often requires breaking the deck to replace the track.

“Those specializing in auto-cover installation recognize that a thicker, stronger retainer can be used during installation to avoid problems like a smashed track,” says Horwood.

Further, when a builder identifies the need for a part to address an issue, they must place an order and await its arrival before scheduling a separate service call to make the repair. In contrast, numerous automatic cover specialists carry parts for all makes and models of auto covers on their trucks, allowing them to resolve the situation within hours, not days. This swift resolution not only ensures customer satisfaction, keeps the pool safe, but also contributes to a more gratifying long-term pool experience for the customer. This positive outcome reflects well on the builder, who, by partnering with an automatic cover service, effectively resolves issues.

This, in turn, fosters homeowner loyalty to the builder and their retailer/service department for future product sales. Consumers develop genuine trust in their pool builder—a trust the builder must continually work to maintain, given its invaluable nature. When a pool builder recommends a cover service company, they essentially extend the builder-consumer trust to the cover service company, and vice versa.

Keeping homeowners content with their pool investment directly influences the enjoyment derived from the pool, rather than the trouble or time involved in its maintenance. It becomes the responsibility of industry professionals to make owning a pool a hassle-free and minimally time-consuming experience. ■



ABOUT THE AUTHOR

Tom Callahan is the director of Western operations for Cover Care LLC, a company specializing in the installation and repair of automatic covers and removable pool fences. He has been in the pool industry for 27 years installing and repairing pool covers. Callahan has assisted numerous pool builders in avoiding costly mistakes during crucial construction phases, particularly concerning pool cover preparation. Collaborating closely with builders, he explores innovative ways to integrate a pool cover into unique pool designs. Callahan can be reached at tcallahan@covercare.com.

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Adding Simple Backyard Automation For All Your Clients

By Arthur Schutzberg, CCEI USA



HOME AUTOMATION SYSTEMS

are evolving rapidly, and many pool and spa professionals are still learning how to use these technologies. Despite the complexity, homeowners are evidently prepared to embrace outdoor home, pool, and spa automation products.

This presents both a significant opportunity and challenge for outdoor living designers and pool professionals. Effectively selling backyard automation products requires professionals to understand how to introduce these solutions to clients, demonstrating a comprehensive understanding of available pool, spa, and landscape automation systems that align with client's needs, desires, abilities, and budgets, without solely relying on facts and figures.

TARGETING YOUR AUDIENCE

Backyard automation is a rapidly growing market, following the trajectory of HVAC, home security, home entertainment, and lighting automation systems within the home. If homeowners harbour no resistance or objection to technology, backyard automation will seamlessly integrate into their lifestyle. In

fact, there is no need to target a specific age bracket for selling purposes, as anyone can express interest in connected automation features. Younger Gen Xers, millennials, and even baby boomers who are into gadgets seek these devices to have more control over the homes. The prominence of smart thermostats, security systems, and lighting features online and in big-box stores has significantly contributed to heightened awareness.

"I would say that at least 90 per cent of our customers expect us to talk to them about an automation system for their backyard," says Lily Reeder, co-owner of Reeder Outdoor Living and Pools in Amarillo, Tex. "Therefore, we always include an automation system in the original estimate, we don't think about it twice."

Reeder explains that homeowners desire synchronization for various elements, encompassing landscaping, exterior and pool lights, fire bowls, hot tub and pool temperatures, and control over pool and hot tub water chemistry, all manageable through their mobile devices. Automation simplifies the maintenance of the

homeowner's backyard resort.

"Busy parents put their kids to bed and want to simply look at their phone to check that everything has been turned off or make sure everything is working properly without having to manually go outdoors and check," says Reeder. "And today, you don't have to be a Kardashian to be able to afford home automation."

SIMPLE INTRODUCTIONS

Many pool professionals find the most effective approach to introduce backyard automation is to initiate a conversation with customers, assessing their existing knowledge about these products and the associated benefits before delving into the finer details of their capabilities post-installation.

The selling points of backyard automation are evident: it enables remote control over various aspects of the outdoor living space, providing alerts and updates in case of malfunctions, along with a detailed analysis of multiple systems.

"For our market, we have found that simple backyard automation systems are the best for our clients. Not only are they intuitive to operate, but they have enough of what the homeowner wants," says Reeder. "There are other automation systems that we have used, but they often are too robust, harder for most homeowners to operate, have more features than our customers want and can be incredibly expensive, making outdoor automation out of their price range."

Control system interfaces have evolved to be more user-friendly, even as their capabilities continue to expand. The key is to maximize the automation system's potential without overwhelming clients. Listening to clients is crucial to avoid overwhelming them. A feature the installer deems to be amazing may be too complex for what the client wants to accomplish. By understanding the client's routine and usage preferences, professionals often

discover they offer just what the client needs at the time. Discussions about additional features or functionality can occur once clients are comfortable with their backyard automation system.

Today, savvy professionals opt for systems that minimize the need for tech support.

"We chose the automation system we offer clients because it is simple and sleek and there is no need for tech support," says Reeder. "Other systems are almost too robust, so much so that they are actually too complicated to use—and you need a tech support team to figure them out—we no longer offer those systems."

With a simple automation system, there is no need for tech support, making the product easier to sell, install, and operate. Clients experience no headaches or extra phone calls. While many customers are technologically savvy, most will admit to a lack of understanding regarding control and automation systems. These homeowners rely on their trusted outdoor living/pool and hot tub experts to help them comprehend and recommend optimal solution.

The trend toward smart homes with advanced technology has accelerated, fuelled by increased time spent at home. The work-from-home trend has significantly boosted the demand for home networking, entertainment, and environmental control, just as the industry has seen the exponential growth in crafting outdoor living spaces for at-home-backyard resorts. Automation is everywhere but it can be expensive. Identifying and offering a simple, entry-level system is essential for these clients. Many pool professionals introduce automation at different phases of a backyard living project. There is no need to implement everything from the beginning; these automation systems can be added later, especially with proper planning by the installer/homeowner.

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February, the Perfect Time To Embrace Love and Prioritize Your Heart's Well-Being

By Patti Denham,
Morgan Insurance
Services

CARDIOVASCULAR HEALTH

ENCOMPASSES the overall health of your heart and circulatory system. While you may already prioritize your health in various aspects, it's essential not to overlook your cardiovascular health. Discover valuable tips to enhance your cardiovascular well-being and keep your heart in top shape.

1. Cardiovascular health refers to the overall well-being of the heart and circulatory system. Despite being overlooked at times, it is crucial to prioritize cardiovascular health, even if you are health-conscious in other aspects of your life. Discover effective strategies to enhance your cardiovascular health.

2. Quitting smoking is the most beneficial action you can take to improve your cardiovascular health. Although it may be challenging, the positive impact on your well-being will be worth it.

3. Engaging in regular physical activity is essential for maintaining cardiovascular health. You don't need to become a fitness enthusiast; simply incorporating regular exercise into your routine can provide significant benefits.

4. Enhancing your diet can greatly contribute to a healthy cardiovascular system. Choose natural, delicious foods that support heart health, while reducing processed carbohydrates and hydrogenated fats. Choose foods with healthier fats instead.

5. Monitoring your cholesterol and blood pressure levels is crucial for assessing the health of your cardiovascular system. Regularly check your cholesterol and triglyceride levels through a fasting lipoprotein profile test and have your blood pressure checked every two years to detect any potential issues.

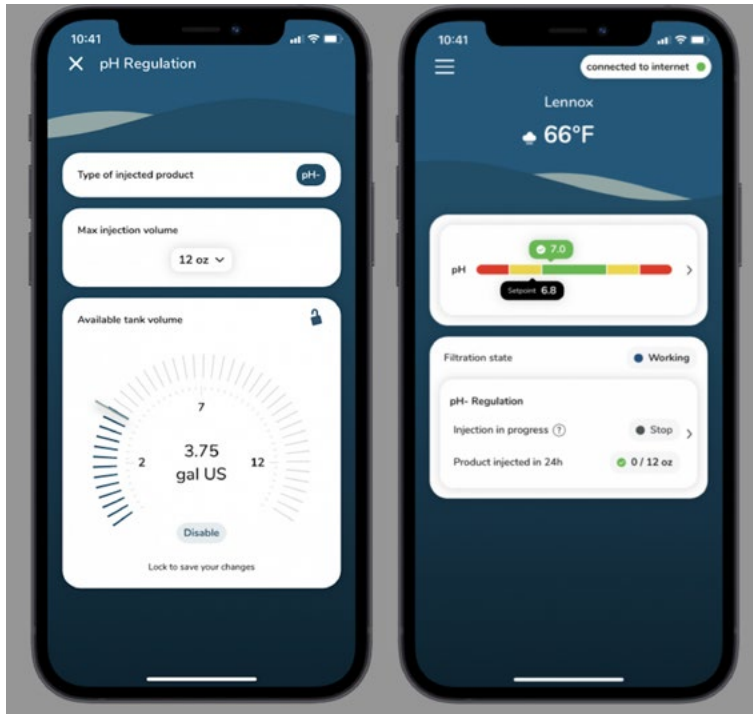


PATTI DENHAM

Morgan Insurance Services
patti@morganinsur.com
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Simple Backyard Automation

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LOWER OPERATING COSTS WITH AUTOMATION

Automation not only simplifies chores associated with pool and hot tub ownership but also brings cost-saving benefits. Timers for outdoor and pool lights effectively lower electricity charges, as does regulating pool and spa water temperatures. Further, automation in pool and hot tub water chemistry dosing and control prevents over-dosing

or imbalance, eliminating the need for homeowners having to purchase and use more chemicals, ultimately minimizing expenses.

“In fact, with plaster pools, keeping the pool water chemistry in balance is particularly important,” says Reeder. “As all pool professionals know, out-of-balance water chemistry in a plaster pool can turn into a very costly problem and repair.”

Automation systems can

help avoid the problems that can quickly increase the operating costs of a pool.

“We also tie-in-irrigation and outdoor lighting into the control panel allowing the homeowner to control all of these systems from one spot and truly control operational costs of having a beautiful outdoor living space,” says Reeder.

Additionally, automation systems can be adjusted seasonally.

“In the summer months, most of our customers have us do weekly service and maintenance, but in the off-season, they tend to move to monthly service calls. So, the automation system helps keep everything in working order between service visits,” says Reeder.

Service professionals still have tasks to complete. They maintain their service schedule to ensure all systems are operating correctly, while the automation system takes care of pool maintenance between visits.

Automation systems also offer valuable data. Service professionals can identify issues such as an imbalance in pH or if a light is not working. Being able to discuss issues with customers, rather than a generic inquiry such as “How is everything in your backyard?” provides a significant competitive

advantage for service companies.

“Offering simple automation to our customers has been a big game changer for our company and is part of the reason our company has grown so quickly and successfully,” says Reeder. “It [automation] helps us stand out from our competitors.”

EXCITEMENT AND SATISFACTION

Offering automation to clients enhances the excitement and satisfaction of their backyard investment. These systems not only simplify the maintenance of pools and hot tubs but also facilitate the operation of other components, even remotely and after hours. Automation contributes to heightened backyard excitement through features like colourful lights, fire bowls, and more.

“Our clients love using coloured lights to make backyard birthdays more exciting to enhance the theme of a party, wedding, baby shower, or using red and green light displays during the winter holidays or other themed parties,” says Reeder. “Kids love the fun-coloured lights. And the lights make the backyard feel new all the time.

“At our own home, we invite our employees over to experience everything we sell and install for our clients,” says Reeder. “This helps our employees understand the importance of what we do for our customers.”

Now is the time for pool and hot tub professionals to consider offering customers backyard automation. They should ensure a comprehensive understanding of the available options, allowing them to offer technology that suits both their team and customers. The off-season is ideal for conducting research and determining which types of automation systems to offer clients in 2024. ■



ABOUT THE AUTHOR

Joining the pool industry in 2021, Arthur has quickly ingratiated himself as an emerging young voice in the industry. Arthur Schutzberg is the Head of CCEI USA, based in Inglewood, CA, where he oversees all sales and operations of the business. Arthur was recently awarded as a recipient PoolPro Magazine's honorees for the 30 Under Forty for 2023 and serves as member of the PHTA membership committee, and is a proud member of IPSSA.

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.

Lights, Camera, Action: The Power of Videography in Marketing Campaigns

By **Manski Media**

IN THE DYNAMIC LANDSCAPE OF digital marketing, where adult attention spans are nearly as fleeting as the attention spans of small children, and competition is fierce, videography has emerged as a powerhouse tool for businesses looking to make a lasting impact. The marriage of visuals, storytelling, and sound creates a compelling narrative that captivates audiences and drives engagement.

But that's not all. Let's take a look at why videography is becoming THE thing you need to add to your marketing efforts NOW (even though you needed it like, last year).

1. CAPTURING ATTENTION IN THE BLINK OF AN EYE: THE SCROLL-STOPPING EFFECT

In an era where information overload is the norm, grabbing

and holding the audience's attention is as difficult as herding cats on a busy street. This is where videography REELY shines (see what we did there?). The dynamic nature of video content, coupled with its ability to convey a message quickly, captures attention in a way that static images or text may struggle to achieve.

A well-crafted video has the potential to stop the scroll and



make a memorable impression within the first few seconds, a crucial advantage in the fast-paced world of online content consumption. Why simply read when you can watch something and be entertained, moved, or motivated instead?

2. STORYTELLING THAT RESONATES: CREATING EMOTIONAL CONNECTIONS

One of the most potent aspects of videography lies in its ability to tell stories that resonate with us on an emotional level. Humans are wired to respond to narratives, and videos provide a multi-sensory experience that allows brands to convey their message in a compelling and memorable way. Whether it's showcasing the journey of a product, introducing the faces behind the brand, or sharing customer success stories, videos foster a deeper connection with the audience, making the brand more relatable and memorable.

3. BOOSTING WEBSITE ENGAGEMENT: KEEPING VISITORS CLICKING

Websites are the digital storefronts of businesses, and the inclusion of video can significantly enhance the user experience. Research indicates that including a video on a landing page can increase conversion rates by up to a whopping 80%.

Product demonstrations, explainer videos, and behind-the-scenes glimpses add a dynamic layer to the static nature of web content, keeping visitors engaged and encouraging them to explore further. Moreover, search engines often favor websites with multimedia content, positively impacting SEO efforts. Take that win-win to the bank!

4. SOCIAL MEDIA ADS: STANDING OUT IN THE FEED

Social media platforms have become bustling marketplaces, with users bombarded by a constant stream of content. Video content, however, has proven to be a standout performer in this crowded space.

Social media ads featuring captivating videos have higher click-through rates and engagement levels compared to static content. The auto-play feature on many platforms

ensures that videos grab attention even as users scroll, increasing the likelihood of message retention.

5. SHAREABILITY AND VIRALITY: EXPANDING REACH ORGANICALLY

One of the unique advantages of video content is its shareability. Engaging videos have the potential to go viral, reaching audiences far beyond the initial target. Social media platforms, with their emphasis on sharing and community interaction, provide an ideal environment for videos to gain traction. A well-received video can lead to organic sharing, expanding the brand's reach without additional promotional efforts. Marketing doing its own marketing? Uhhh, yes, please! That's a no-brainer.

“A well-received video can lead to organic sharing, expanding the brand's reach without additional promotional efforts. Marketing doing its own marketing? Uhhh, yes, please! That's a no-brainer.”

6. CONVEYING COMPLEX INFORMATION: THE POWER OF VISUAL EXPLANATION

Certain messages are inherently complex and can be challenging to convey effectively through text alone. Videography excels in simplifying and clarifying intricate concepts. Whether it's a tutorial, a product demonstration, or an educational piece, videos provide a visual medium to convey information in a clear and concise manner, ensuring that even the most complex topics are easily digestible for the audience.

7. BUILDING TRUST AND AUTHENTICITY: PUTTING FACES TO THE BRAND

In an age where authenticity is a prized commodity, videos offer a powerful tool for humanizing a brand. Featuring real people, whether employees, customers, or

Continued on page 11

The Power of Videography in Marketing Campaigns

Continued from page 10

leadership, allows the audience to see the faces behind the brand.

This transparency builds trust and authenticity, fostering a connection that goes beyond transactional relationships.

Behind-the-scenes videos, interviews, and day-in-the-life features all contribute to a brand narrative that feels genuine and relatable, which is exactly what you want for your brand.

8. ANALYTICS AND MEASURABLE IMPACT: UNDERSTANDING PERFORMANCE METRICS
The digital landscape provides marketers with an abundance of tools to measure the impact of their efforts, and videography is

no exception. Video analytics offer insights into crucial metrics such as view duration, click-through rates, and audience engagement.

This data is invaluable for refining marketing strategies, understanding what resonates with the audience, and optimizing future video content. Because one video will only hold the attention of your viewers for so long. Remember... short attention spans.

9. ADAPTABLE TO VARIOUS PLATFORMS: MEETING AUDIENCE PREFERENCES

Videography is a versatile medium that can be adapted to suit various platforms and audience preferences. From short, attention-grabbing clips for social media to longer-form content for websites or email campaigns, videos can be tailored to meet the specific requirements of different channels. This adaptability ensures that the brand's message is delivered in a format that resonates with the target audience across diverse platforms.

10. STAYING AHEAD IN THE VISUAL ERA: FUTURE-PROOFING YOUR STRATEGY

Ready or not, as technology continues to advance, the importance of visuals in content consumption is only set to grow. Video content aligns seamlessly with the preferences of the modern audience, especially younger demographics who show a preference for video over other forms of content. By incorporating videography into marketing strategies, businesses can future-proof their approach and stay ahead in the evolving landscape of digital marketing.

LIGHTS OUT ON TRADITIONAL MARKETING, SPOTLIGHT ON VIDEOGRAPHY

In the age of digital dominance, where consumer attention is a coveted currency, videography emerges as a star player in the marketing arena. Its ability to captivate, tell compelling stories, and foster meaningful connections makes it an indispensable tool for businesses aiming to leave a lasting impression.

From websites that come alive with dynamic content to social media platforms where videos shine amidst the scroll, videography is the spotlight that ensures brands take center stage in the visual era of marketing. So, lights, camera, action — let your marketing campaign be the blockbuster that resonates with audiences and stands out in the digital landscape. ■

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The Purest Way to Increase the Value of Your Business

By Nemean Business Solutions

PICTURE A MAGIC SLOT machine. Each time you pull the arm, you make back a multiple of whatever you wagered. How much time would you devote to cranking that arm?

When it comes to the value of your business, you can make many bets, but only one has a virtually guaranteed return. Most companies are valued on a multiple of earnings before interest, taxes, depreciation, and amortization (EBITDA), so every dollar of incremental profit you earn in the short term will translate into a multiple of that down the road.

Since most acquirers look at three years' worth of financial reporting, squeezing out every extra dollar of profit makes even more sense if you're considering an ownership transition in the next thirty-six months.

HOW DEREK MORIN JACKED UP THE VALUE OF HIS BUSINESS

For an example of a founder obsessed with finding every dollar of profit available, let's look at Derek Morin. Morin founded Tabarnapp to create after-market sales applications for Shopify website owners.

The business was a success, but when his partner, who handled finance, left the company, Morin was forced to look closely at his profit & loss (P&L) statement. Morin saw potential improvements, so he made notes in the margin next to each line item he wanted to change.

To save time, he started using a single letter beside each entry to represent the action he wanted to take:

- **P stood for "Plus,"** something profitable, and he wanted more.

- **U stood for "Unnecessary,"** an expense he could eliminate.
- **R stood for "Replaceable,"** a cost that could be replaced with a better or cheaper option.
- **E stood for "Equal"** and was used for items that should be left untouched.

Morin realized his shorthand notes could be organized into a memorable acronym he referred to as "PURE."

Morin treated the PURE method like a game. Every month he scrutinized his P&L with the same four-letter system. Morin engaged his team to act on each item that needed improvement. He became obsessed with squeezing out a few more dollars of profit every month.

His game worked. In 2020

Morin had bought out his business partner in a deal that valued the company at around \$400,000. Two years later, after applying the PURE methodology of improving profitability, Morin sold Tabarnapp in an agreement that implied a roughly tenfold increase in the value of his business.

THE DOWNSIDE OF USING YOUR COMPANY'S BANK ACCOUNT AS A SLUSH FUND

There's a downside to treating your company like your piggy bank. Co-mingling personal and business expenses while letting other costs go unchecked may help you reduce taxes in the short term but could end up costing you more in lost value when you decide to sell your business. Instead, keep your P&L "PURE" to jack up the value of your business. ■

Going Out of Town? Plan Ahead for Health Emergencies

By Helena Foutz, RSSA, Get Great Plans

"OBAMACARE"/COVERED

California pays for emergency coverage through urgent care or emergency rooms in the rest of the U.S. Call the Member Services number on the back of your insurance card to find out more before you take your trip so you know. Your plan may also include Teladoc, MDLive, or a similar benefit that allows you to talk to an M.D. for simple issues when you're away from home; they can see you over the phone or laptop and then call in a prescription to a local pharmacy if needed. Foreign travel is all on you though. Tip: If you DO go out of the U.S. and need treatment, make sure you bring your passport and health insurance information, or they may not admit you.

Medicare itself does not cover travel health emergencies outside of the U.S., but your health insurance company most likely does. There is a catch: You have to pay for treatment up front, get an itemized statement, and turn it in to your company for reimbursement. (Some companies want more than that – they also want medical records, proof of payment, and proof of travel.) Like I said, call the number on the back of your card beforehand to see what they cover. (For Medicare, U.S. vacation emergencies are always covered.)

Another option is travel health insurance, which is surprisingly reasonable. It covers "reasonable and customary" emergency medical expenses by a physician, up to your policy limit. I offer PPO travel health insurance on my website through GeoBlue; all their providers speak English. Look under "And More" on [GetGreatPlans.com](https://www.getgreatplans.com) or email me if you want a link!

HELENA FOUTZ

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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.

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

IPSSA National Welcomes Nemean Business Solutions as a New IPSSA Silver Level Industry Partner!



WE ARE NEMEAN BUSINESS SOLUTIONS, and we're thrilled to introduce ourselves as one of IPSSA'S newest Silver Level Industry Partners. As experts in boosting the value of businesses, we've carved out a niche in empowering construction companies all across the home services sector. Now, we're here to bring that expertise directly to the heart of the pool and spa industry.

WHO ARE WE?

At Nemean Business Solutions, our expertise centers upon the core disciplines of business optimization: strategy, finance, and operations. We're partners in your journey towards increased business value, streamlined operations, and sustainable growth.

HOW CAN WE ASSIST YOUR BUSINESS?

- **Strategic Insights:** Every business is unique, and we believe in crafting an approach that resonates with your specific goals. Whether it's market

expansion, service diversification, creating recurring revenue, or customer engagement, our guidance is tailored to steer you towards success.

- **Financial Expertise:** Financial health is the backbone of any business. With Nemean, you gain access to bespoke financial strategies, encompassing everything from budgeting and forecasting, to in-depth KPI reporting, to fundraising and investor relations. Our goal? To ensure your financial framework is robust, agile, and poised for growth.
- **Operational Excellence:** Efficiency breeds success. We delve deep into your business operations, identifying areas of improvement and crafting solutions that enhance productivity, reduce waste, and optimize processes.

A PARTNERSHIP ROOTED IN GROWTH

Joining IPSSA is more than just a milestone for us; it's an opportunity. An opportunity to collaborate, to learn, and most importantly to drive growth within the pool and spa community. We're here to listen, to share, and to contribute, ensuring that together we shape a more prosperous future for all.

LET'S CONNECT!

To our fellow members, we extend an invitation. Follow the link here to take a free Business Benchmark Report to gauge the health of your business.

For more information, reach out to erica.leone@nemeanpride.com or give us a call at 808-300-4959. You can also visit our website nemeanpride.com. ■

IPSSA National Welcomes Weeping Willow Water Supply as a New IPSSA Industry Partner!



**WEeping
WILLOW**
• WATER SUPPLY •

INTRODUCING WEEPING WILLOW Water Supply, your only bulk water delivery associate member. Specializing in pool fill water transportation. We collaborate closely with pool builders and directly with customers to ensure the highest level of service. At Weeping Willow Water Supply, we pride ourselves on timely deliveries, customer service, and a commitment to exceeding everyone's expectations. These aren't just words we use, but a mindset we carry. We are viewed as a reliable partner and provide solutions for all your bulk water requirements. We make pool fills, a hassle-free experience. Find out more at weepingwillowwater.com. ■



Industry Educational Corner

IPSSA EDUCATIONAL COURSES AND EVENTS

- **IPSSA's 2024 Webinar Business Series: Let's Talk Employees – with Qualified Employment Law Attorney**
March 12, 2024. Webinar registration opens on February 20

RAYPAK EDUCATIONAL COURSES AND EVENTS

Explore and enhance your knowledge of residential and professional pool heating solutions with Raypak. Their expert-led sessions cover technical product details, foundational knowledge, and field best practices. Take advantage of their upcoming training sessions designed to address your questions and provide valuable insights:

- **Pool Nation Heater Bootcamp** March 26, 2024
- **Pool Nation Heater Bootcamp** March 27, 2024
- **Pool Nation Heater Training** March 28, 2024
- **Raypak AVIA Training** March 29, 2024
- **Raypak Crosswind V Training** March 30, 2024

Click [here](#) for all of Raypak's upcoming ILC & Field Trainings in your area!

IPSSA INDUSTRY PARTNERS If you have upcoming industry training or educational events, email editor@ipssa.com to get them listed in the IPSSA's Educational Corner.

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HEY RAY!

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

QUESTION:

The tenant at a residential pool account I service just hung a string of lights across the pool. It seems unsafe. What should I do?

ANSWER:

You are wise to be concerned about electrical fixtures and lights near the pool because the pool service tech generally has a duty to keep the pool area safe. At a minimum a pool tech must notify the premises owner of hazards, especially those that could injure or kill someone. A string of electrical lights could be a serious electric shock hazard, especially if the lighting is 120 volts. You should call the property owner at once regarding your concern. The owner might require the tenant to remove the lights. If not, you discontinue service to this pool until you receive assurances that the lighting is safe and that it complies with local code requirements. Be sure to send the owner an email summarizing your conversation.

You should ask for a document from a licensed electrician if the lights are to remain above the pool. This letter should state that the lighting over the pool is safe. If the owner is unwilling to remove the lights and/or provide you with a letter from an electrician, you should drop the account. ■



Ray Arouesty
SENIOR VICE PRESIDENT
ARROW INSURANCE SERVICE
A DIVISION OF HUB INTERNATIONAL
INSURANCE SERVICES

[IPSSA Insurance | Arrow Insurance Service](#)
805.955.9530

Ray.Arouesty@HubInternational.com



Upcoming IPSSA & Industry Events

SOUTHWEST POOL & SPA SHOW

February 14-17, 2024
Henry B. Gonzalez Convention Center
San Antonio, TX

EVERYTHING UNDER THE SUN

February 23-24, 2024
Orange County Convention Center
Orlando, FL

INLAND EMPIRE POOL EXPO

February 21, 2024
Palm Springs Air Museum
Palm Springs, CA

WESTERN POOL & SPA SHOW

March 28-30, 2024
Long Beach Convention Center
Long Beach, CA

NPC 35TH ANNUAL CONFERENCE

February 21-23, 2024
The Worthington Renaissance Hotel
Fort Worth, Texas

IPSSA'S 2024 WEBINAR BUSINESS

SERIES: Let's Talk Employees – with Qualified Employment Law Attorney
March 12, 2024
Webinar registration opens on February 20

Things to do in February

- Driving safety
- Truck maintenance
- Hose bibs maintenance and heater tune-ups
- Continued education at upcoming industry tradeshows and events
- During the rainy season, don't drain pools!

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. ■



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 to reset your password.



FICTION vs. FACT

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

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

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

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

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

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

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

4. Chapters must learn how to file insurance claims.

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

5. IPSSA National and Chapter dues include insurance fees.

FACT: Your membership dues

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

6. Members pay a reinstatement fee.

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

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

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

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

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

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

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

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

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

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

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.

New Products



Blue Square Manufacturing

Blue Square Manufacturing has released their product catalog for 2024. This updated catalog includes new products, QR codes to installation videos, and technical specification sheets in the back. It's your one-stop shop for all things Blue Square lighting, white goods, and in-floor cleaning. **Learn more at bluesquaremfg.com/catalog.**

The First Complete Sanitizing System for Swim Spas is on the Shelf!

FROG @EASE SANITIZING SYSTEM for Swim Spas is now on the shelves and available to swim spa owners. It's the first and only complete sanitizing system for swim spas on the market.

Until now, dealers have had a hard time helping swim spa owners keep their swim spa water clean and clear because they had no complete sanitizing system for swim spas to offer.

Dealers have had to offer sanitizing products made for pools or hot tubs, and then help trouble shoot issues including how much to use and how often. That's because swim spas are not pools, and not hot tubs, and they can't be properly sanitized the same way pools and hot tubs are.

Sanitizers work differently in different volumes of water, at different water temperatures, in different climates and depending on how people use them.

Pools, hot tubs, and swim spas vary widely in the volume of water they contain, their ideal temperatures for use, what type of climate they're located in, and how people use them.

FROG @ease for Swim Spas is purpose-built

	Gallons of water	Ideal Water Temperature Range
Pools	3,000 – 40,000	77F - 82F
Hot Tubs	300 - 600	100F – 102F
Swim Spas	1,450 – 2,500	82F – 102F

for the volume and temperatures unique to swim spas. It's an easy way to keep swim spa water clean and clear for weeks – unlike adding chemicals by hand before and after every use. FROG @ease kills bacteria 2 ways, with FROG Sanitizing Minerals™

and SmartChlor®, a unique, patented type of chlorine that releases slowly and maintains a continuous low chlorine level at all times.

"FROG @ease uses much less chlorine, and it's easy to use," Alex Granlund, product marketing manager for King Technology, makers of FROG products, says. "Cartridges are pre-filled so there's no measuring.

"The System floats, keeping swim spa water clean, clear and ready to use, and flips upside down when the SmartChlor Cartridge needs to be replaced."

With FROG @ease, swim spa owners shock their swim spa only once a month. FROG Maintain® for Swim Spas, a single-dose non-chlorine shock designed specifically for swim spas, makes it easy; cut open and pour in – no measuring needed. Within 15 minutes swim spa water is clean and clear.

FROG @ease Floating Sanitizing System for hot tubs launched in 2016. The product revolutionized hot tub water care, and has gained thousands of loyal users - a boon to dealers.

"Until now, swim spa owners didn't have a complete sanitizer for their swim spa," Granlund says. "Now, swim spa owners have a proven product that eliminates the guess, and the mess of manually adding a sanitizer."

FROG @ease for Swim Spas is on the shelf!

For more information, contact Alex Granlund at alex.granlund@kingtechnology.com

**Compared to the minimum ANSI recommended chlorine level of 2.0 ppm for a swim spa*

Chapter Information and Meetings

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

Capital Valley (Sacramento)
First Wednesday, 7:00 p.m.
VFW 8990 Kruithof Way, Fair Oaks
President: [Ryan Neely](#), 916-638-4100

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

East Bay
Third Tuesday, 6:00 p.m.
Pleasant Hill Community Center
320 Civic Drive Pleasant Hill
President: [Brian Duncan](#)
510-325-9863

East Contra Costa
Fourth Tuesday, 6:00 p.m.
La Fuente Mexican Restaurant
642 1st Street, Brentwood
President: [Marvin Doldol](#), 925-435-6265

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

Elk Grove
Second Wednesday, 7:00 p.m.
Logan's Roadhouse
9105 W. Stockton Blvd., Elk Grove
President: [Leland Grove](#), 916-420-6421

Gold Country
First Monday, 6:00 p.m.
2515 Grass Valley Hwy., Auburn
President: [Alex Tobiasz](#), 916-759-8028

Modesto Central Valley
Third Tuesday, 6:00 p.m.
Mi Casa
624 N. Golden State Boulevard
Turlock, CA 95380
President: [Eddie Tomao](#), 209-596-5032

Sacramento City
Fourth Wednesday, 7:00 p.m.
Plaza Hofbrau
2500 Watt Avenue, Sacramento
President: [Derin Schroeder](#),
916-367-9934

Tracy
Fourth Thursday, 6:00 p.m.
Perko's Cafe
1321 W. 11th Street, Tracy
President: [George Heredia](#), 209-603-0694

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

Bakersfield
First Tuesday of Feb., May, Aug., Nov., Dec.
at 5:30 p.m.
PEP (Subject to change)
12556 Jomani Dr. # C, Bakersfield
President: [Sandra Flores](#), 661-319-9341

Central Coast
Second Wednesday, 6:00 p.m.
Meeting location varies
President: [Matt Mazzo](#), 805-610-3114

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

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

Fresno
Fourth Tuesday, 7:00 p.m.
Roundtable Pizza
First & Bullard, Fresno
President: [Larry Kirkorian](#), 559-681-4467

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

Ventura
Third Tuesday, 7:00 p.m.
Poinsettia Pavilion
3451 Foothill Rd., Ventura
President: [James Eubanks](#), 805-889-5977

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

REGION 3 Northern L.A. County, California
Eric Nielson, Director
818-710-1628
willowcreekpools@gmail.com

Antelope
Second Monday, 6:00 p.m.
SCP Antelope Valley
4514 Runway Drive, Lancaster
President: [Steven Polovina](#),
661-236-6095

Diamond Bar
First Thursday, 7:00 p.m.
PEP 563 W. Terrace Drive, San Dimas
President: [Warren Whitehead](#),
626-329-1171

Foothill
Third Thursday, 7:00 p.m.
American Legion Hall (Downstairs)
4011 La Crescenta Avenue, Glendale
President: [Jay Laughrey](#), 818-957-5298

San Fernando Valley
Third Wednesday, 7:00 p.m.
Winnetka Bowl
20122 Vanowen Street, Winnetka
President: [Ivan Vance](#), 818-376-8541

San Fernando Valley Metro
First Tuesday, 7:00 p.m.
(Dark January & July)
Winnetka Bowl
20122 Vanowen Street, Winnetka
President: [Bob Sickels](#), 818-481-2167

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

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

REGION 4 South L.A. County, California
Rick Morris, Director
310-755-5279 | rick-morris@sbcglobal.net

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

East Long Beach
Second Tuesday, 6:30 p.m.
Ecco's Pizza
2123 N Bellflower Blvd., Long Beach
President: [James Burkhalter](#),
562-305-6929

South Bay
Second Wednesday, 7:00 p.m.
Shakey's Pizza Parlor
3615 Pacific Coast Hwy, Torrance, CA
President: [Rick Morris](#), 310-755-5279

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

Whittier
First Wednesday, 7:00 p.m.
Location TBD
President: [Martin Madrid](#), 909-374-7533

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

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

Central Orange County
Last Tuesday, 7:00 p.m.
Chapter meets virtually via zoom
President: [Jeff Steinker](#), 949-292-4026

Dana Point
Second Tuesday, 6:00 p.m.
Coco's Restaurant
Crown Valley at I-5, Dana Point
President: [Mike Boucher](#), 949-456-0663

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

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

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

Southwest
First Wednesday, 6:00 p.m.
ABC Pools
10560 Los Alamitos Boulevard,
Los Alamitos
President: [Brian Bemby](#), 714-995-8211

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

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

Yorba Linda
First Wednesday, 7:00 p.m.
Round Table Pizza
18518 Yorba Linda Blvd, Yorba Linda
President: [David Hartson](#), 714-306-4864

REGION 6 Inland Empire, California
Scott Peterson, Director
951-255-4175 | ipssascott@yahoo.com

Corona
Second Tuesday, 7:00 p.m.
Marie Callenders
160 E. Rincon St (at Main St), Corona
President: [Ernie Machado](#), 951-264-7464

Hemet
Third Thursday (Bi-monthly),
Dinner 5:30 p.m. - 6:00pm;
Meeting 6:00 p.m. - 7:15 p.m.
Laurel Park Clubhouse
761 Sumac St., Hemet
President: [Kenneth Campbell](#), 951-733-4330

Menifee Valley
First Wednesday of odd months,
6:00 p.m.
My Buddies Pizza
2503 E. Lakeshore Drive #A Lake, Elsinore
President: [Renee Marier](#), 951-285-9672

Ontario/Rancho Cucamonga
Second Tuesday, 7:00 p.m.
Location varies. Please contact chapter
president for more info.
President: [Mike Aron](#), 909-982-4657

Palm Desert
Third Thursday, 6:30 p.m.
Sloan's, 81539 US Hwy 111, Indio
President: [Matt Kauber](#), 760-702-0160

Palm Springs
First Wednesday, 5:30 p.m.
Contact Chapter President for
meeting location
President: [Jim Elliott](#), 760-413-0463

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

Riverside
First Tuesday, 6:00 p.m.
Romano's Italian Restaurant Canyon Crest
5225 Canyon Crest Drive, Ste. 58
Riverside, CA
President: [Scott Zahn](#), 951-966-0592

Temecula/Murrieta
Third Wednesday
Dinner at 5:30 p.m. & Meeting at 6:30 p.m.
Richie's Diner
40651 Murrieta Hot Springs Rd.
Murrieta, CA
President: [Cort Williams](#), 951-775-2678

REGION 7 San Diego County, California
waterwatcher.org
Michael Harris, Director
619-395-6700
mike@barrowpoolservice.com

Escondido
Third Wednesday, 6:30 p.m.
Call for location
President: [Jeff Bauer](#), 760-390-2851

North County Coastal
Third Tuesday, 6:00 p.m.
Five Suits Brewing
2575 Pioneer Ave., Unit 104
Vista, CA 92081
President: [Aden Dunne](#), 760-801-5526

Rancho Del Mar
Quarterly on the 3rd Monday of February,
May, August and November at 5:30pm
Filippi's Pizza Grotto
9969 Mira Mesa Blvd
San Diego, CA 92131
President: [Ed Finney](#), 858-750-8842

San Diego
Third Wednesday, 7:00 p.m.
Admiral Baker Clubhouse
2400 Admiral Baker Road, San Diego
President: [Ken Dirkse](#), 858-761-2283
www.ipssasandiego.com

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

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

REGION 8 Arizona and Nevada
Linda Cross, Director
702-524-8453 | ipssalindacross@gmail.com

East Valley (Phoenix)
Third Thursday, 6:00 p.m. MST
Pool & Electrical Products (PEP) Chandler
2900 S Gilbert Rd. Ste. 1
Chandler, AZ 85286
President: [Marc Cannon](#), 602-432-3371

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

Southeast Valley
Second Thursday, 5:30 p.m.
Superior Pool Products
7330 S. Atwood, Mesa, AZ
President: [Jerry Handley](#), 480-440-2888

Tucson
Third Wednesday, 6:00 p.m. Social &
6:30 p.m. Call to Order
No meetings in August & December
Horizon Pool & Spa Parts
3120 East Medina Rd., Tucson, AZ
President: [Robert Lewis](#), 520-349-1111

West Valley
Third Wednesday, 6:00 p.m.
Cloud Supply
1100 N. Eliseo Felix Way, Avondale, AZ
President: [David Nielsen](#), 623-850-2924

Western Las Vegas
First Monday, 6:30 p.m.
Vietnam Vets Hall
6424 W. Cheyenne, Las Vegas, NV
President: [Stephen Cross](#), 702-375-3725

REGION 9 Texas South
ipssatexas.com
Rick Beaubouef, Director
512-266-6592 | rick.easypools@gmail.com

Austin
First Tuesday, 6:30 p.m.
Red Robin
5601 Brodie Lane, Sunset Valley
President: [John Morgan](#), 512-472-5355

Clear Lake
Third Thursday, 7:00 p.m.
Rudy's BBQ
21361 Gulf Fwy Webster
President: [David Potts](#), 208-887-6486

Corpus Christi
First Thursday, 6:30 p.m.
SCP in Corpus Christi
President: [Jeff Snyder](#), 361-397-9444

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

North Austin
Second Wednesday
Casa Chapala
9041 Research Blvd. #100, Austin
President: [Justin Pinson](#), 512-766-7946

North Houston
Second Tuesday, 7:00 p.m.
Pappy's Cafe
12313 Katy Fwy, Houston
President: [Stephen Titone](#),
281-773-8643

San Antonio
First Monday, 6:30 p.m.
Max & Louie's New York Diner
226 W. Bitters Rd. #126
San Antonio, TX 78216
President: [Jorge Martinez](#), 210-549-7665

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

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

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

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

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

Monterey Coast
Fourth Wednesday, 7:00 p.m.
85 Neilson Street, Ste.201, Watsonville
President: [Jim Huxtable](#), 831-246-1057

Santa Clara Valley
Third Thursday of Feb, Apr, Jun, Aug, Oct,
Dec, at 6:00 p.m.
Roundtable Pizza
1400 W. Campbell Ave, Campbell
President: [Joseph McVeigh](#), 408-249-9731

Silicon Valley
Every Wednesday, 5:30 p.m.
Armadillo Willy's
1031 N. San Antonio Rd.
Los Altos, Ca. 94022
President: [David Guslani](#), 650-333-1351

Tri-Valley
Second Thursday, 6:00 p.m.
(No meetings in July and August)
Dublin Bowl
6750 Regional St., Dublin
President: [Gordon Gregory](#), 925-992-2212

REGION 11 Florida and Georgia
ipssaf.com
Todd Starner, Director
941-915-2135 | tstarnert@tampabayrr.com

Gold Coast (Ft. Lauderdale area)
Second Tuesday, 6:30 p.m.
Wings Plus
9880 W. Sample Road, Coral Springs, FL

President: Ana Labosky, 954-224-7733
www.ipssagoldcoast.com
President: [Ana Labosky](#)

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

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

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

Sarasota (Sarasota and Manatee Counties)
First Tuesday, 6:30 p.m.
Gecko's Grill & Pub
351 N Cattlemen Rd.
North of Fruitville Rd.
President: [Marvin McMahan](#),
941-356-7751

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

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

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

Fort Worth
Third Tuesday, 6:30 p.m.
La Playa Maya Restaurant
1540 N Main Street, Fort Worth
President: [Jason Lehmann](#), 817-605-0194

Mid-Cities DFW
First Monday, 6:30 p.m.
Sports Garden DFW
1850 E. Belt Line Rd, Coppell
President: [Stephanie Gardner](#),
469-835-5674

Rockwall
Second Thursday of each month
Dinner 5:30 p.m.; Meeting 6:30 p.m.
Soulman's Bar-B-Que
691 E. Interstate 30, Rockwall, TX
President: [Elias Duran](#), 512-529-1153

Tarrant County
First Tuesday, 7:00 p.m.
El Chico's Cafe
7621 Baker Blvd., Richland Hills
President: [Dustin Gardner](#), 817-366-8927

Waxahachie
Second Wednesday, 7:00 a.m.
Denny's
408 Westchase Drive, Grand Prairie
President: [Bryan Courville](#), 817-308-9874

PoolPro

PoolPro is the official magazine of the Independent Pool & Spa Service Association

ASSOCIATION INFORMATION

Rose Smoot
Executive Director
Phone: 888-360-9505 x2
Fax: 888-368-0432
rose@ipssa.com; info@ipssa.com
PO Box 254645
Sacramento, CA 95865

FINANCE TEAM

Frank McDonald
Finance Director
frank@ipssa.com

Accounting
888-360-9505 x1
accounting@ipssa.com

MEMBERSHIP

Alison Thompson
Membership Assistant
888-360-9505 x1
memberservices@ipssa.com

INSURANCE BILLING

Phone: 844-574-1134
Fax: 888-811-4502
insurance@cramercpa.com
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800-833-3433

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Lori Brumagin: lori.brumagin@bio-dex.com
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Terry Arko, Product Training Manager:
terryarko@hasapool.com
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Fred Manno: fmanno@haywardnet.com
John Rodriguez: jrodriguez@haywardnet.com
Bob Seward: bseward@haywardnet.com
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Mike Tuttobene: miket@waterwayplastics.com
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Alan Smith: alan@alansmithpools.com
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Paul Matthews: pmatthews@alphawest.com
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Helena Foutz: Helena@GetGreatPlans.com
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Dave Woods: dwwjproducts@gmail.com
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RJ Wetzel: rj.wetzel@biolabinc.com
Chemical manufacturer



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Erica Leone: erica.leone@nemeanpride.com
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Rich Gross/Julie Gross: julie@puritypool.com
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Jason Goldsmith: jgoldsmith@dfgoldsmith.com
Owner of Silver Algaedyn, a silver-based algacide. For 63 years Algaedyn has been known to be the most effective product on the market to destroy and eliminate Black Algae.



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Justin Reyes: marketing@raypak.com
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online@tspoolsupply.com
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ultimatepooltools.com | 858-717-2815
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 | 877-281-7603 ext 237
Brian Richardson: 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, 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.



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Wise Software, Inc.
wisefoftwareinc.com | 661-266-9181
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

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Sheila Shaffer: sheila.alphawater@gmail.com
Proud supplier of wholesale pool supplies to the pool professional.

Aqua Creations
aquacreations.com | 805-672-1695
Rich Dietz: rich@aquacreations.com
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BeST Clear System A Revolutionary Water Reuse - Recycling System
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Harold Tapley: htapley@bestclearsystem.com
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Quality Products for the Pool Industry

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John Grucky: john.grucky@blakesales.net
Products which we represent

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bluesquaremfg.com
(Office) 480-612-6880;
(Cell) 941-705-2533
Donald Smith: 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

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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 | 617-304-5618
Arthur Schutzberg: 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 | 916-538-3568
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 | 877-462-7258
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

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Bill Campbell: bill.campbell@countyleakservices.com
Swimming pool and spa leak locating, repairs, remodel

D&D Technologies

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714-677-1300
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.

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tires.com
480-606-6000
Lori Thomas: 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
760-806-3733
Kristal Needham:
kristal@freedomsolarenergy.net
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H2flow Controls, Inc.

www.h2flow.net
888-635-0296
sales@h2flow.net
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H2O So Clean Pool & Spa Services

h2osoclean.com | 858-732-5426
Daniel Schreiber: daniel@h2osoclean.com
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Kyle Imbsen: kyle@horizonparts.com
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iwallet.com | 866-376-4880
Jim Kolchin: 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

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727-536-4500
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Jack Beane: jack@jacksmagic.com
Manufacturer of pool stain removal chemicals

Kent Westfall Pool Inspections

442-256-1623
Kent Westfall, Owner/Pool Inspector:
kwproinspections@gmail.com

LaMotte Company

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Rich DeMoss: rdemoss@lamotte.com
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Manufacturer of water testing products

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Chris Ziglar: admin@oxiumllc.com
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National Plasterers Council

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847-416-7272
mail@npconline.org

Orenda Technologies

orendatech.com
Harold N. Evans: info@orendatech.com
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Pool and Hot Tub Alliance/California Pool and Spa Association

www.cpsa.phta.org
602-619-2129
Susan Kregar: 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 | 916-755-6121
Michelle Harvey:
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
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
James Bledsoe: jbledsoe@poolwater.com
Richard Holtzworth: 949-756-1666
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For more information about our industry partners, please visit their web sites. If company representatives are available to speak at chapter meetings, their topics and geographic availability is indicated.