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

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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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Many Pool Pros Are Embracing a Plus-Chem Pricing Structure

By PoolPro Magazine

POOL PROS ARE WORKING toward a consensus on whether to include chemicals in their service pricing or to separate out that cost for clients. It's an important deliberation, especially with the price fluctuations in recent years.

For Michael Rodarte, owner of Empire Pool Company in Scottsdale, Arizona, and Jay Broyer, co-owner of St. Cyr Pool & Spa in Middleton, Massachusetts, this isn't a new conversation.

"I've been a big proponent of plus-chem pricing for years," Rodarte says, referring to a pricing method in which chemicals are sold separately from the service. "I changed in 2020, and it's something I wanted to do many years before ... It was one of the best things that's ever happened to my company."

When chemicals are included, eventually either the pool servicer or the customer is getting an unfair deal.

For instance, in the summer, if \$20 of chemicals are allocated for the client, but their chemical bill was more because they had a large pool party, that's to the detriment of the pool professional.

"Now you're being taken advantage of, and you're losing out on money," Rodarte says. "It just depends on the time of the year. With plus-chem pricing, none of that happens. The customer only spends the amount of money that their pool needs to take care of it."

In the winter, some clients' chemical bills are \$5 or less, but in the summer, the chemical pricing increases because of heavy use.

Most customers aren't aware of their pool's chemical usage, but now there are apps like Skimmer or Pay the Pool Man that can



track usage for pool professionals so they can provide more information to clients.

"Most customers, once they see how [plus-chem pricing] works after a couple of months, they really don't notice, and they really don't care," Rodarte says.

Rodarte suggests pool professionals go to a retail pool supply store to see how much chemicals cost and break it down to per-use pricing for customers.

By switching to plus-chem pricing, Rodarte noticed a big change in his business — 25%-30% more profitability, and customers started taking better care of their pools.

He says the Skimmer app has been paramount in introducing this pricing model because it tracks everything and has invoicing reports.

For 23-year industry veteran

Jay Broyer of St. Cyr Pool & Spa, plus-chem pricing is the standard. This model allowed his company to update pricing from vendors.

"We don't have to change the full-service pricing [due to chemical price fluctuations], and I think that's just more transparent and easier for the customer to swallow," he says.

Broyer's clients are in the Massachusetts and New Hampshire area, giving them a short swimming season.

WAVES OF CHANGE

"It's the way we've always done it, but I see the merit behind it because we're setting our service price based on our labor charge, labor fees, drive time and overhead," he says. "The chemicals can be margined just like they are in the retail store."

Broyer says he's noticed pool companies in the Sunbelt have more competition, which makes pricing even more important.

"Customers are going to choose a pool company based on whether they're \$79 a month or \$84

"I changed in 2020, and it's something I wanted to do for many years before... It was one of the best things that's ever happened to my company."

MICHAEL RODARTE
Empire Pool Company

a month," he says. "It's that cutthroat."

In the New England area, the demand is high, but the supply of service companies and technicians is low, potentially providing more leeway in pricing.

Recently, Broyer has also seen a rising trend in plunge pools.

"We don't use

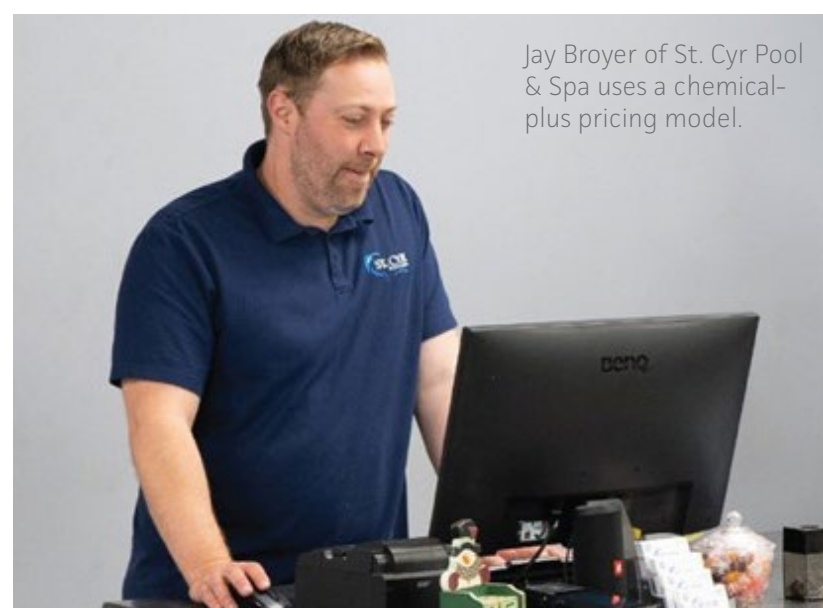
nearly as many products on those pools, but they take more finesse with the chemistry, which helps us with our service-plus-chemical model because we're charging the same trip fee to those pools as the larger pools."

For anyone considering choosing another model and including chemicals in their service pricing, Broyer suggests knowing the math of the chemical use well; otherwise, it could cut into profit.

Broyer knows new pool companies may hesitate about a chemical-plus model because of competition.

"I would say if you're nervous about it, hop on Facebook, find those [pool professional] groups and ask other people in your market who have done it and what their experience has been because it's going to make your life easier," he says. ■

Article by *PoolPro Magazine*,
October 30, 2023





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

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.

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Have you logged on and updated your IPSSA.com Member profile listing? Enhance your exposure by uploading your company logo, linking your business website and social media pages, as well as uploading some pictures of your work. If you need your log in credentials re-sent, please contact memberservices@ipssa.com

The Switzerland Structure

By [Nemean Business Solutions](#)

ONE OF THE EIGHT FACTORS that impact the value of your company is something the team at Nemean Business Solutions refers to as "The Switzerland Structure," which emphasizes the importance of business independence. It cautions against excessive reliance on any single entity, whether suppliers, employees, or customers. While many business owners recognize the risks associated with dependency on a high-profile customer or employee, the hazards of anchoring to a single supplier are often overlooked.

Supplier dependency comes in many flavors, but the most pernicious is a dependency on a single marketing

supplier for sales leads, such as a dominant e-commerce site or social media platform.

6 WAYS MARKETING SUPPLIER DEPENDENCY CUTS YOUR VALUE

Amazon, for instance, is a prime example where businesses heavily invest to gain market access and visibility. However, dependence on a single sales platform like Amazon can devalue a business in the eyes of investors or acquirers for several reasons:

1. Increased Risk Exposure: Sole reliance on one platform exposes a business to risks of sudden policy, fee, or algorithm changes. Such negative alterations by the platform could

significantly impact the business's sales and profitability.

2. Lack of Diversification: Over-dependence on a single channel is perceived as a vulnerability, while a diversified sales approach suggests resilience and adaptability, appealing attributes to both investors and acquirers.
3. Limited Growth Potential: Exclusive reliance on one platform can restrict a company's growth opportunities. Investors typically favor businesses with multiple channels for growth. Being bound to one platform can limit a business's potential for expansion.
4. Brand and Customer Relationship Limitations: Operating primarily through a thirdparty platform may lead to limited customer interaction, hindering the development of a strong brand identity and customer loyalty, both highly valued by investors.
5. Negotiating Power and Autonomy: Dependence on a platform like Amazon can reduce control over crucial business aspects, such as pricing and customer service. Investors may view this lack of autonomy as a strategic weakness.
6. Perception of Innovation and Independence: Businesses demonstrating innovation and independence are often more attractive to investors. Over-reliance on a single platform can create an impression of a lack of these qualities.

HOW CHAD MAGHIELSE IMPROVED HIS SCORE ON THE SWITZERLAND STRUCTURE

Chad Maghielse's company, Pets Are Kids Too, originated with a simple spray to help improve his dog's breath and swiftly expanded to over \$2 million in sales with a 35% profit margin within three years, relying solely on Amazon. Recognizing the risks of this dependence on the ecommerce giant, Maghielse embarked on a path of supplier diversification.

Maghielse expanded to another e-commerce platform, Chewy.com, and launched his own online store. This strategy reduced Amazon's share of his sales to 65%, while Chewy and his store contributed 30% and 5%, respectively. A significant reduction in his business's platform risk and an increase in its appeal to potential buyers resulted from this strategic shift.

Thanks in part to Maghielse's diversification strategy, Pets Are Kids Too was acquired in a deal that valued the company at three times its EBITDA, with a substantial portion paid up front.

Maghielse's journey highlights the critical insight that diversification not only shields against market volatility but also enhances a business's overall value.

EMBRACING THE MENTALITY OF THE SWISS

Reducing your reliance on a single marketing supplier not only bolsters your company's market resilience but also notably increases its value. Adopting a Swiss-style mindset, which values independence and strategic autonomy, is more than a tactical move; it is a key strategy for achieving sustainable growth and boosting the value of your business in the long run. ■

March is a Good Time to Purchase Life Insurance, Protect Those You Love

By Patti Denham, [Morgan Insurance Services](#)



LIFE INSURANCE PROVIDES financial protection for your loved ones in the event of your death. By purchasing a life insurance policy, you enter into a

contract with an insurance company and pay regular premiums for coverage. If you pass away while the policy is active, the insurance company will provide a death benefit to the beneficiaries you have designated. This benefit can range from a small amount to a substantial sum.

There are two main types of life insurance: term life and permanent life. Term life insurance offers coverage for a specific period, such as 10, 20, or 30 years, with fixed premiums throughout that term. On the other hand, permanent life insurance provides coverage for your entire life, if you continue to pay the premiums. Permanent life insurance options include whole life, variable life, and universal life. While permanent insurance tends to be more expensive, it also offers the advantage of accumulating cash value over time.

If you are considering purchasing life insurance, March is a favorable time to do so. By securing life insurance, you can ensure the financial well-being of your loved ones. To get a quote and learn more about the available options, reach out to me today.

MARCH DATES TO REMEMBER

- The designated date for celebrating International Women's Day, which serves as a tribute to the accomplishments of women.
- **March 10:** Remember to adjust your clocks one hour ahead, as Daylight Saving Time commences.
- **March 17:** St. Patrick's Day is observed, and individuals wear shamrocks as a representation of the Trinity.
- **March 19:** Not only is it the beginning of spring, but it is also the day I get to celebrate my birthday!
- **March 24:** Palm Sunday, the Sunday preceding Easter.
- **March 29:** Good Friday is commemorated.
- **March 3:** Easter Sunday, which is connected to the full Moon.



PATTI DENHAM
Morgan Insurance Services
patti@morganinsur.com
California License #: 0D69750
Licensed in all IPSSA States

Staying Ahead in Water Treatment Trends

By Kevin Vlietstra, [Haviland](#)

SPECIALTY RETAILERS THROUGHOUT the U.S. continue to experience robust growth in the hot tub sector. One of the major challenges faced by hot tub retailers is the profitable sale of chemicals. In the past, spa water chemicals used to yield significant profit margins; however, due to competition from big-box retailers and online merchandisers, those margins have just about disappeared. Nevertheless, resourceful retailers are actively devising strategies to differentiate themselves from big-box and online competitors by tailoring and personalizing water treatment solutions to meet the specific needs of their hot tub clientele. By doing so, retailers can charge more for water treatment products, increase profit margins, and simultaneously cultivate customer loyalty.

CUSTOMIZING THE WATER CARE EXPERIENCE In the pursuit of setting themselves apart from competitors, businesses must find ways to differentiate their offerings without solely relying on price competitiveness, especially as consumers increasingly prioritize cost-consciousness in today's economy. Frequently, retailers will notice the sales of their water treatment products tend to fall behind the sales of hot tubs. Rather than allowing customers to purchase their hot tubs at their stores and then seek chemicals elsewhere, retailers must create incentives for customers to return for chemical and hot tub accessory purchases. Savvy retailers have adopted a tailored approach to water treatment, effectively boosting hot tub chemical sales while fostering repeat visits from customers.



Retailers have found that implementing a “discount bag or box” program serves as an effective strategy to entice customers back into their stores. By offering reusable bags or boxes that customers can fill with chemical bottles and filters, retailers can provide discounts to those who bring in their reusable containers. Many retailers also emphasize the importance of using the term “water care products” instead of “chemicals.” This subtle distinction helps hot tub retailers distinguish themselves from competing products in the market, particularly those offered by big-box retailers and online merchants. Using the term “water care products” directly aligns with the idea that hot tub hydrotherapy is an integral component of an overall wellness program for consumers seeking to treat their bodies kindly and maintain their well-being. They do not wish to soak in a bath filled with chemicals.

BEING THE WATER CARE EXPERT

In the realm of pool and hot tub retail, knowledgeable staff possess the expertise to conduct hot tub water testing and provide clients with essential guidance for maintaining clean and clear water. Specializing in water testing, water diagnosis, and water treatment products is a strategic approach to distinguish one's business from big-box and online retailers. The objective is to establish a reputation as a reliable provider of precise water diagnosis and effective water treatment solutions. Offering water testing and diagnosis services enables retailers to offer tailored solutions and builds customer loyalty. Retailers should not underestimate the significance of offering specialized water diagnosis services to set themselves apart from big-box and online competitors.

Water diagnosis centres offer customers the opportunity to sit at the counter, observe, and await the results of their water testing. Water testing is the aspect of the business where customer care can be truly demonstrated. The primary goal is to address any water care issues by identifying their root causes. Ideally, the company should possess the capability to conduct tests that surpass the capabilities of home test kits. These tests encompass assessments of pH, alkalinity, chlorine, metals, and filter performance for water clarity and filtration effectiveness. All these tests collectively instill confidence and bolster customer loyalty. A deeper understanding of clients not only ensures ongoing competitiveness for the business but also enables retailers to avoid engaging solely in price competition.

PERSONALIZING HOT TUB WATER TREATMENT

Tailoring water treatment solutions for customers represents another way to ensure the profitable sale of pool and hot tub chemicals and water treatment products. The development of a comprehensive questionnaire designed to personalize the sale of water care products serves as an excellent method for cultivating

customer loyalty. This approach not only addresses water clarity, balance, and sanitation but also promotes overall water wellness for customers. The goal is to craft a unique and individualized water treatment program for each customer, delivering distinct benefits aligned with their preferences. Providing a high level of service serves as another effective means to stand out in a competitive landscape.

Integral to the sales process for hot tubs is the discussion of water treatment. This conversation distinguishes hot tub retailers from mass merchandisers and consequently empowers them to command higher prices and greater profits when offering water treatment products. Taking the time to guide customers through their options further underscores the expertise of both the retailer and their staff, establishing their retail store as a trusted source of hot tub knowledge and supplies. Tailoring water treatment programs to meet the client's specific needs often leads to additional upsell opportunities, extending beyond hot tub water treatment products, which is an added advantage. Once customers become acquainted with and trust the staff, it becomes notably easier to market a wide range of products, spanning secondary water treatment systems, hot tub accessories, pizza ovens, BBQs, and other outdoor living products.

STAYING INFORMED ABOUT THE LATEST WATER TREATMENT TRENDS

Continual improvement in current water testing and treatment programs is of paramount importance. Embracing cutting-edge technological advancements in water testing, offering mobile water testing services, and employing systems that generate recommendations based on test results can simplify the hot tub ownership experience. For example, some in-store water testing equipment link into computer software that provides a comprehensive printout of all performed tests, along with product recommendations. The accompanying database enables pool and hot tub retailers to archive test results by customer, record customer-specific hot tub information, and merge it with data on previous product usage and other invaluable customer details.

Retailers have the capability to pre-program the system with both private label and specialty chemicals, aligning product recommendations with the printout for straightforward sales, particularly in situations where less knowledgeable staff may assist customers during peak hours. By embracing contemporary water testing technology, retailers can integrate this equipment with their staff's expertise to provide personalized water treatment solutions, simplifying the sale of chemicals in-store or through service trucks when technicians conduct hot tub water tests at customers' homes.

Continued on page 7

Online Presence Essential to Business

THERE ARE FEW INDUSTRIES that can stay afloat quite like swimming pool service, guided by the twin currents of successful marketing and customer satisfaction.

That's because the pool business isn't just about skimming leaves and adjusting chemical levels. It's about diving headfirst into small business ownership. And a lot of that is how well you can sell what you do and that your customers recognize the value you deliver.

The pool business is evolving, and so are the tools and technologies that power it. In a world dominated by screens, having a robust online presence is an

absolute must. A professionally designed website serves as your digital storefront.

Make sure your site is a resource hub, offering valuable content and customer testimonials.

Make it easy for customers to find you by optimizing your site for search engines. Use keywords relevant to your services and encourage satisfied clients to leave reviews. Positive online feedback not only boosts your credibility but also helps you float to the top of search results.

Create informative and engaging content, publish articles and infographics and cater to pool owners seeking advice.

Share your expertise; educate your audience.

And don't forget social media. Platforms like Facebook and Instagram are perfect for showcasing your pool projects, maintenance tips, and connecting with your audience on a personal level.

Speaking of personal, one of the best ways to market your business is by getting involved with your community. Be sure to attend local events, like fairs, cultural events, and seasonal celebrations. Sponsor a local sports team. Offer internships with high school kids. Get involved.

In the service industry, community connections matter. Forge partnerships with local businesses like real estate agencies or home improvement stores. Cross-promotions and collaborations not only expand your reach but also establish your presence as a local go-to pool service provider.

Customer relations are the tide that lifts all boats. And building lasting relationships with clients is also about delivering what you promise. Whether you're a seasoned professional or a newcomer to the industry, there are several absolute non-negotiables to which all successful service companies adhere.

Communication is the key to any

successful relationship. Keep the channels open and transparent. Clearly articulate your services, pricing, and potential challenges. Promptly respond to inquiries and keep customers in the loop about the status of their service requests.

Meanwhile, consistency is the bedrock of trust. Ensure that the quality of your services remains consistently high. Whether it's routine maintenance, repairs, or installations, delivering a standard of excellence builds confidence among your customers.

But remember to keep it personal. Every pool owner is unique, and so are their needs. Tailor your services to match the preferences of each customer. Take the time to understand their concerns, provide personalized recommendations, and follow up with a genuine touch.

With each and every customer, stick to schedules, minimize delays, and demonstrate reliability. Punctuality is a sign of respect, and your customers will appreciate it.

Actively seek feedback from your customers. Surveys, reviews, or direct communication - whatever works best. Use this valuable information to identify areas for improvement. Your commitment to continuous enhancement based on customer feedback builds trust and loyalty.

In the pool service industry, successful marketing and customer satisfaction are the compass and anchor that keep your business sailing smoothly.

By adopting these strategies, you'll not only attract new customers but also create a pool of satisfied clients who will keep coming back, ensuring the enduring success of your business. ■

Article from *Service Industry News*, January 15, 2024.



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Water Treatment

Continued from page 5

Additionally, it is also important for the team to stay informed about the latest health research related to hydrotherapy, including skin issues, muscle health, cardiovascular benefits, and overall wellness. Maintaining a collection of articles readily available for customers to peruse, whether in print form or through emailed links, can be instrumental in sharing health insights. Continuously adapting processes based on customer feedback is essential. Retailers should also ensure the availability of a straightforward, step-by-step printed guide that outlines recommended water care products for start-ups and provides guidelines for weekly, monthly, quarterly, and even annual product usage, including draining and refilling procedures.

Customized water treatment programs

can serve as a gateway to additional revenue streams, such as "valet service" offerings. Many hot tub retailers and service providers find they can readily upsell and offer hot tub draining and refilling services to clients due to the enhanced customer loyalty and knowledge acquired through this process. Valet services are notably profitable and increase strong customer loyalty. Some specialty hot tub retailers are also incorporating cold-plunge water therapy into their offerings to cater to the wellness preferences and trends of their clientele. It is worth noting that even cold-plunge spas require water treatment to maintain clean and clear water.

IMPACT OF TAILORED WATER CARE ON SALES
Specialized services, such as tailored water care treatment programs for customers, enhance the personalization of the sales experience, increase customer loyalty, and ensure the profitability of water treatment product sales. ■



ABOUT THE AUTHOR

Kevin Vlietstra is the technical director and regulatory specialist with Haviland Pool and Spa Products. He has been working in the recreational water industry for more than 25 years. Vlietstra can be reached via email at kevin@havilandusa.com.

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Health Insurance and Your Taxes

By Helena Foutz, **RSSA**, [Get Great Plans](#)

DID YOU KNOW that you may deduct your health insurance from your income taxes? There are different rules for self-employed people versus employees. If you are self-employed and pay all your own health premiums, you can deduct them off the front of the 1040, even if you don't itemize. And even if you're not self-employed, if you do file an itemized tax return, you can deduct any excess expenses of your health care on your Schedule A (check with your tax pro for

details). Itemized deductions can include insurance premiums (like Medicare Part B!) along with dental, vision, long-term care insurance, or HSA contributions.

If you are not on Medicare yet, then your tax pro will ask for your Form 1095-A, which may already have come in the mail to you from your state's Obamacare agency, your employer, Covered California, or your insurer. (You don't need any Proof of Coverage forms if you're on Medicare.)

QUICK NOTE FOR CALIFORNIANS

You may already know that there is a state income tax penalty for not having health insurance coverage the entire year. It's at least \$900 per adult and \$450 per dependent child under 18 when you file your 2023 state income tax. BUT – due to a computer glitch at the end of January 2024, Covered California has extended its open enrollment through March 26, 2024. So, if you need it, you know where to find me! ■

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Resource Corner

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



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Spring Cleaning Your Marketing

By [Manski Media](#)

SPRING IS THE PERFECT TIME to take a fresh look at your marketing plan and make sure you're on track to meet your goals for the year. As a business owner, you know that marketing is key to driving growth and reaching new customers; however, it can be difficult to know where to start when it comes to evaluating and improving your marketing plan.

Here are some tips to consider when thinking about how to spring clean your marketing plan:

EVALUATE YOUR GOALS AND METRICS

The first step in any effective marketing plan is to evaluate your goals and metrics. Are you meeting your targets, or do you need to adjust your strategy? Take a look at your analytics data and see which campaigns are performing well and which ones are falling short. Use this information to identify areas where you can improve and adjust your plan accordingly.

REFRESH YOUR MESSAGING AND BRANDING

Spring is a great time to update your messaging and branding. Consider refreshing your logo or tagline, or updating your website with fresh content and images. Look for ways to make your messaging more compelling and relevant to your target audience. Think about how you can use spring themes and imagery to capture attention and create a sense of excitement around your brand.

EXPERIMENT WITH NEW CHANNELS AND TACTICS

Spring is a great time to experiment with new marketing channels and tactics. Consider trying out new social media platforms, testing different ad formats, or launching a new email marketing campaign. Look for ways to reach your target audience where they are most active and engaged. Try something new and see how it performs – you might be surprised by the results.

COLLABORATE WITH PARTNERS AND INFLUENCERS

Spring is a season of collaboration and partnership, and it's a great time to team up with partners and influencers to reach new audiences. Consider partnering with other businesses or influencers in your industry or in your community to cross-promote your products or services. Look for opportunities to collaborate on events or campaigns that can help you reach a wider audience and build brand awareness.

DON'T FORGET ABOUT SEO.

Finally, don't forget about search engine optimization (SEO). As people start to plan their spring and summer activities, they'll be searching online for products and services like yours. Make sure your website is optimized for search engines, with relevant keywords and high-quality content. Consider hiring a professional



(like us!) to work on and improve your search engine ranking and drive more traffic to your site.

Now that we've established the areas of your marketing that need a little refresh, we can discuss how we can help! At Manski Media, we specialize in helping businesses like yours take their marketing efforts to the next level. Together, we will:

DEVELOP A TARGETED STRATEGY.

With your goals in place, we'll work with you to develop a targeted marketing strategy that's designed to help you reach your goals. We'll identify the channels and tactics that are most likely to be effective for your business and create a plan to execute on those tactics.

CREATE COMPELLING CONTENT.

Content is king when it comes to marketing, and we'll help you create compelling content that resonates with your target audience. From blog posts to social media updates to email newsletters, we'll help you develop content that's designed to engage your audience and drive conversions.

MONITOR AND OPTIMIZE.

Finally, we'll help you monitor your marketing efforts over time and optimize your strategy as needed. We'll track your analytics and make adjustments to your plan as we learn more about what's working and what's not. Our goal is to help you achieve the best possible results from your marketing efforts and drive growth for your business.

Spring cleaning your marketing plan can be a daunting task, but it's an essential step in driving growth for your business. ■

YOUR SERVICE DISTRIBUTION PARTNER... NOT YOUR COMPETITOR!



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- Single Source for Product Knowledge & Training

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



Upcoming IPSSA & Industry Events

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Long Beach, CA

PSP/DECK EXPO
November 9-14, 2024
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Our program pays **YOU** to install a Hayward replacement for any competitor's pump, heater, filter and other select items.



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**IPSSA INDUSTRY PARTNER
SPOTLIGHT**



INSPIRED BY THE DIVERSE community of pool enthusiasts – including designers, builders, applicators, and service professionals, as well as the family and friends who gather in and around water – AquaStar Pool Products is dedicated to enriching the pool experience. Our mission is rooted in making every pool safe, enjoyable, and memorable.

At AquaStar, we are more than just a product manufacturer, we are innovators at heart.

With a portfolio of over 60 patents, our commitment to safety, reliability, and cutting-edge design has earned us recognition across the industry. Our Southern California roots keep us grounded, yet our vision is global. We continuously strive to deliver innovations that matter – innovations that redefine what it means to experience the world of pools. Learn more at aquastarpoolproducts.com.

**IPSSA INDUSTRY PARTNER
SPOTLIGHT**



WATERWAY HAS BEEN A LEADER in the industry and continues to support a wide variety of large and small businesses because of its dedication. This family owned, fully integrated USA facility continues to bring together design, engineering, tooling, production, quality control and service, delivering an extensive range of innovative products, from NSF approved white goods to pumps, filters, pool & spa control systems and much more.

To this end, we resolve to be dedicated and continue to work hard to bring profitability back to our clients

Since 1973, Waterway has provided excellence, integrity and confidence to the pool, spa and whirlpool bath industry...all under one roof, at our 460,000 square foot facility in Oxnard, California.

Our enduring success is based on an unwavering dedication to these important principles:

- Listening to our customers
- Bringing the very best in quality and innovation to market
- Providing the industry's most responsive and caring customer service

For over 50 years Waterway has continued our steadfast commitment to our exceptional standards and to you, our valued customers. Let us know what you need so that you can benefit from our experience! Learn more at waterwayplastics.com.

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:

I bought a pool route for my son to operate. The lid on a filter exploded the day after he cleaned it, injuring the homeowner. I just received a lawsuit from the customer naming me, my son and the LLC. The homeowner is seeking damages for his injuries, that include a broken arm. I think the homeowner has no case as I suspect he was fiddling with the valves, causing an increase in pressure in the filter and the resulting explosion. My son recently joined IPSSA, but he didn't buy the endorsed insurance coverage. He's uninsured. What should we do?

ANSWER:

You have problem. Your son was at the property shortly before the incident and worked on the equipment that caused the homeowner's injury. Now you and your son are both being sued personally, as well as the LLC.

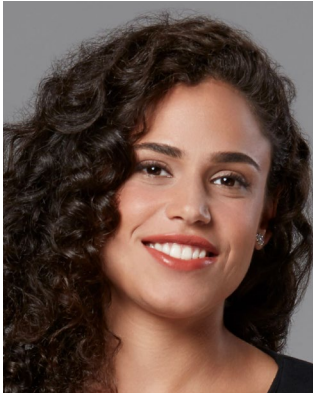
You should consult with an attorney immediately. A plaintiff needs to file a formal Response to a complaint within a specified time or risks losing the case by default. If you don't know a lawyer, you can contact your local bar association. Most county bar associations have a referral system where you can have an initial interview for a minimal cost. ■



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



CCEI Taps Badrawy for Marketing

CCEI NORTH AMERICA, manufacturer of automation and controller systems in the US as well as lighting systems in Canada and Mexico, is pleased to introduce Farida Badrawy as its new North American Marketing

Coordinator. Farida is responsible for managing the planning, strategy and execution of all communications and marketing initiatives for CCEI North America. With an advanced graduate degree in Communications Management and PR from McGill University in Montreal as well as a diploma from the Miami Ad School in Toronto, Farida has the marketing credentials and experience necessary to help expand CCEI's reach in the North American pool and spa market. "Farida speaks multiple languages and possesses the skills needed to ensure the pool and spa market is aware of all the latest innovations that CCEI has to offer the pool industry," says Sébastien Chéreau, Head of CCEI's Global Marketing. "We are very pleased to have Farida on our team as we grow in the Americas," added Arthur Schutzberg, Head of CCEI USA. Farida can be reached at fbadrawy@ccei.ca.

More information about the company can be found at ccei-pool.com/us/



Waterway's Progress in the Age of the Virus

EVEN WHILE THE WORLD IS STILL DEALING with the aftermath of the pandemic; companies shutting down and employees requesting virtual work arrangements along with interest rate being at their highest in decades and inflation rising, Waterway seems to have weathered the storm.

Before COVID-19 hit, there was a certain level of prosperity. The stock market saw gains of significant margins and the rate of employment was increasing steadily. The jobs seemed more stable and the average payroll rose substantially in this time as well as the total labor force coming in at a record high.

Fast forward to the start of the pandemic when there was still a strong desire to work and a sense of hope that things wouldn't be as bad, the message slowly being

released was bleak and a negative atmosphere started to rise in the country. There was talk of the coronavirus spreading worldwide and the media outlets spoke with an alarmist attitude and the country saw massive shutdowns.

Some companies who were doing okay before the pandemic, had enough of a downturn during the age of the virus and decided to make changes, reducing staff, cutting hours while others folded up entirely. It was a confusing time for all industries and Waterway was not immune to the consequences. We had a decrease in personnel for the first time in a while and more regulations were imposed on our business due to the change in import policies.

However, the pool and spa industry flourished, seeing unprecedented demands for in-ground swimming pools due to restrictions on travel and stay at home mandates. Waterway recognized the problems and chose to continue operations, taking care of the service and construction needs of the pool builders.

The businesses hardest hit were ones entrenched in brick-and-mortar retail and relied heavily on face-to-face contact, yet those in the service industry were surviving, possessing greater efficiency as well as a versatile online presence, helping builders get contracts signed through a robust supply chain. The epidemic took its toll on all markets and only the institutions that seemed to thrive were creative enough to pivot and, in turn, get back most of their customers.

While most pool and spa companies rely solely on overseas manufacturing, Waterway saw the financial importance of shifting gears and purchased several custom CNC machines that ran 24-7, along with dedicated mold-makers, hiring expert assembly personnel and employing more quality control technicians.

Waterway recognized the challenges and met them head on, with our strategic planning to maintain production flow as well as increasing our outstanding array of products. From pumps, filters and filter systems to pool and spa controls. Our skimmers and skim filters, air systems, chlorinators and valves are highly-rated and we cover a wide variety of tools that the industry still considers essential to this day. We are the largest manufacturer of white goods and manufacture these in addition to most of our products in-house and feel proud to be an American company, progressing in the face of adversity.

Natural Chemistry Kicks Off 35th Anniversary in AC

NATURAL CHEMISTRY HAS BEGUN the celebrations in honor of its 35th Anniversary year! At January's Atlantic City Pool & Spa Show, NC team members celebrated during the Penn Jersey Chapter's annual party. The event featured an 80s theme and also welcomed a surprise visit from Enzo! Enzo is the iconic personification of



the Natural Chemistry bottle that was created back in the early years of the brand. Enzo, whose name is based on the company's signature naturally based ENZ-yme pool water technology, has been the company's beloved mascot for decades, even having received an upgraded look a few years back. There are some original stuffed Enzos from the early 1990's still out in the market! For this celebration, Enzo came to life as a full-sized, walking and talking member of the Natural Chemistry team. "As always, the Atlantic City Show was an incredible week of events filled with networking opportunities and business connections," said Jamie Novak, Director of Marketing for Natural Chemistry. "Having Enzo at the Penn Jersey party mingling with so many of our long-time customers in the Northeast market was a perfect way to proudly kick off Natural Chemistry's 35th year."

Natural Chemistry was founded in 1989 and has been a leader in specialty water care ever since. The NC team is committed to supporting its dealer partners with an extensive team of outside sales representatives that includes: 3 sales directors, 10 factory District Sales Managers, and 16 external representatives from 3 rep firm partners. NC also has 7 inside sales/customer service team members, 2 full time educators, and marketing support dedicated to helping its retailers and service professionals. The Natural Chemistry team would like to thank all of its loyal customers for the support offered these past three and a half decades-cheers to 35 more years! ■



Industry Educational Corner

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.

MEMBER BENEFITS

What Makes IPSSA's Insurance Program So Special

Onsite Accident Coverage

Jobsite injuries are common, and some injuries are serious, needing immediate attention at an emergency room or urgent care center. A pool tech could fall into an open skimmer, suffer an electric shock, or even get bitten by a customer's dog. Workers are covered by workers' compensation insurance that covers their medical costs. But the business owner is usually excluded from workers' compensation. This could result in a large medical bill. Even with health insurance, a high deductible cost could be significant.

IPSSA members covered under the Group Insurance program are covered up to \$5,000 for jobsite medical expenses following an accidental injury. Jobsite accidental injury medical coverage is a first in the swimming pool service industry and it is available only to IPSSA regular members. No other association offers this coverage.

Coverage for jobsite injuries is another reason why IPSSA members have the best insurance coverage available anywhere!

Click [HERE](#) to find out more about IPSSA insurance coverage provided by HUB/Arrow Insurance Services!



Things to do in March

- **Condition Pools**
- **Filter Maintenance**
- **Revise Additional Insured Endorsements**
- **Solar System Starts**
- **Clean Salt systems and Other Specialty Units**



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.

NEW!
Industry leading
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0:01



**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.



IPSSA National held their bi-annual Weekend of Inspiration Conference on February 2-3, 2024 at the Westin in Long Beach, California. The event included an evening tabletop reception with IPSSA Industry Partners, a leadership conference with IPSSA Chapter Leaders, multiple educational breakout sessions, and an evening dinner banquet with an IPSSA awards ceremony, stand up comedian, raffle prizes, & of course dancing! IPSSA would like to thank everyone who attended and made this event one of the best yet!

A special “Thank You” to our Event Sponsors

- Title Sponsor: Fluidra
- Lunch Sponsor: HASA/Orenda
- Breakfast Sponsor: Nidec/US Motors
- Presenting Sponsors: NC Brands & Paythepoolman
- Breakout Session Sponsors: Mizu & Classic Pools and Spas
- Lanyard Sponsor: Raypak
- Hospitality Suite Sponsor: Alpha Water Systems, Inc., IPSSA Region 5, & IPSSA Region 6



IPSSA PAST PRESIDENT Todd Starner and Past IPSSA Board Member Manuel Margain at the Fluidra booth raffling off Fluidra equipment during IPSSA Industry Partners’ Tabletop Reception



JAY LAUGHREY, IPSSA Region 3 Foothill Chapter President, wins prize sponsored by Jack’s Magic during IPSSA Industry Partners’ Tabletop Reception

LUNCH ON THE TERRACE at the Long Beach Westin, Sponsored by HASA.



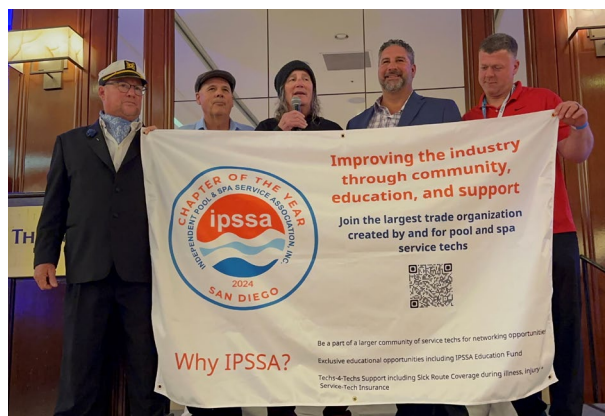
HASA AND FLUIDRA Representatives at IPSSA Industry Partners’ Tabletop Reception

IPSSA CHAPTER LEADERS at a Breakout Session on Digital Media – Do More with Less Time with speaker Tommy Szymanski with Manski Media. Breakout session sponsored by Mizu Pool Covers.



IMMEDIATE PAST IPSSA Board President Todd Starner presenting the 2024 Pool Professional of Tomorrow Award to Aden Dunne.

IMMEDIATE PAST IPSSA Board President Todd Starner presenting the 2024 IPSSA Chapter of the Year Award to IPSSA’s San Diego Metro Chapter.



IMMEDIATE PAST IPSSA Board President Todd Starner presenting the 2024 Terry Cowles Lifetime Achievement Award to William (Bill) Goossen.



IPSSA REGION 7 held their 33rd Annual Tabletop Show on January 27, 2024, at the Four Points Sheraton in San Diego, California.



IPSSA REGIONS 9 & 12 represented IPSSA National during the February 2024 Southwest Pool and Spa Show in San Antonio, TX. The IPSSA Booth included a hands-on competition involving the identification of bad installation techniques and IPSSA hosted TWO certification courses (IPSSA Basic Water Chemistry & IPSSA Equipment Certification) during the educational sessions. Thank you to IPSSA Region 12 Director Casey Gardner, IPSSA Region 9 Director Rick Beaubouef, and all of their region members that worked so hard to represent IPSSA at this event.



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. ■



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. ■

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. ■

New Products



Haviland Offers New Liquid Stabilizer

Haviland Pool & Spa Products is now pleased to offer a liquid stabilizer product that provides a liquid cyanuric acid that is more convenient to use. This product helps prevent chlorine loss in pool water due to sunlight exposure. This product instantly absorbs into the water with just a once-a-season application. Easy to pour and use. Dissolved faster than dry-flake stabilizer products and requires no pH adjustments. Available in 1 gallon container size. Made in USA. [Learn more at havilandpool.com/](http://havilandpool.com/)



CCEI Pool Offers Vigipool App for Swimming Pool Automation

CCEI USA offers its Vigipool app to provide pool professionals with an easy-to-sell and easy-to-install automation and pool management system for pool owners and service professionals. This app universe uses a simple interface to allow users to automate the temperature, lighting, filtration, pumps and pool water chemistry all from a smartphone. Ideal for pool professionals who want to offer their clients a comprehensive yet intuitive system. Clients and service professionals can access their pool data from anywhere in the world their Vigipool device is connected to the internet. They can monitor their pool in real-time and receive alerts should their pool equipment have any issues or water chemistry falls out of balance. Secondly, pool professionals can now be more proactive with their account, having better customer touch points by providing remote monitoring their pools and pool routes, providing clients with true 'white-glove' service, irrespective of the pool professional's location. [Learn more at ccei-pool.com/us/](http://ccei-pool.com/us/)



New AquaStar FlowStar® Line

AquaStar Pool Products, Inc., is pleased to announce the launch of a new product category with the introduction of FlowStar® valves and actuators. The FlowStar line includes two- and three-way valves, a check valve, and a valve actuator designed to meet the diverse needs of the pool industry. FlowStar series products are made in the USA using raw materials sourced within the country. FlowStar valves and actuators feature a lifetime warranty.

Please see the attached press release for more detailed information, including a quote from AquaStar leadership about the product launch. Also attached are JPEG images of the three-way valve and actuator. **Detailed product information can be found at aquastarpoolproducts.com/flowstarvalves.**



Release of Spanish Version for Paythepoolman's Field/Tech App

At Paythepoolman, we hear you! Our vision has always been to provide a software platform that serves your growing needs as pool pros. That is why we are excited to announce the launch of another industry-first... a Spanish version of the field application of the Plus App. Our efficient

and organized pool service and repair tracker is now available en español! Join us at paythepoolman.com and run your business with our broad range of features designed with the pool professionals' needs in mind.



Power Defender Single Speed and Variable Speed Pumps

Waterway's Power Defender pumps are the best choice for your pool needs, lining up with both Super Pump® and IntelliFlo® plumbing. These pumps are high performance and efficient single speed

and variable speed options that provide optimal energy savings. They are D.O.E. and C.E.C. compliant and utilize silicon carbide Viton shaft seals which provide for superior wear and chemical resistance. These American made pumps utilize state-of-the-art energy saving technology, while providing quiet, quality filtration for your pool. Waterway's Power Defender pumps boast maximum efficiency at a tremendous value. [Learn more at waterwayplastics.com](http://waterwayplastics.com).



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.

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: [Stan Snyder](#), 661-706-7655

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 Pizza Parlor
232 W. Carrillo (downtown),
Santa Barbara
President: [Joe Burich](#), 805-451-1963

Ventura
Third Tuesday, 7:00 p.m.
Poinsettia Pavilion
3451 Foothill Rd., Ventura
President: [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: [Bill Brown](#), 818-891-6308

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: TBD

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: [James Morketter](#), 619-708-4972
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., Tuscon, 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
Fourth Tuesday, 7:00 p.m.
Rudy's BBQ
21361 Gulf Fwy Webster
President: [David Potts](#), 208-887-6486

Corpus Christi
First Thursday, 6:30 p.m.
SCP in Corpus Christi
President: [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 | tstarner@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: [Amy Lemieux](#), 941-307-5680

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: [Andrea Nannini](#), 772-209-1821

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

Dallas
Fourth Tuesday, 5:30 p.m.
Senor Chachote Cantina & Grill
7602 N Jupiter Rd, Garland
President: [Brian McDonald](#), 972-238-0008

Fort Worth
Third Tuesday, 6:30 p.m.
La Playa Maya Restaurant
1540 N Main Street, Fort Worth
President: [John "Pete" Partain](#), 682-445-4825

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
PO Box 2934
Rocklin, CA 95677

Industry Partners

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 IPSSA Insurance | Arrow Insurance Service
 Ray Arouesty: ray.arouesty@hubinternational.com
 800-833-3433

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 Lori Brumagin: lori.brumagin@bio-dex.com
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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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marketing@heritagepsg.com
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 Paul Matthews: pmatthews@alphawest.com
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 Helena Foutz: 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.



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 Jon Bokor: jbokor@havilandusa.com
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 Erica Leone: erica.leone@nemeanpride.com
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 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.



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 Rich Gross/Julie Gross: julie@puritypool.com
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 Jason Goldsmith: jgoldsmith@dfgoldsmith.com
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raypak.com | 805-278-5300
 Justin Reyes: marketing@raypak.com
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info@ultimatepooltools.com
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waterquality.net | 877-281-7603 ext 237
 Brian Richardson: brian@waterquality.net
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 Henry Cota: henry@unicelfilters.com, 818-678-0400
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ASSOCIATE MEMBERS

Alpha Water Systems, Inc.
awspoolsupply.com | 562-408-6447
 Sheila Shaffer: sheila.alphawater@gmail.com
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 Rich Dietz: rich@aquacreations.com
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Ben Gargle: bgargle@bhgsales.com
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blakesales.net | 800-748-5756
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.

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Michele Baker: 619-518-3361
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ccej-pool.com | 617-304-5618
Arthur Schutzberg: aschutzberg@ccej-pool.com
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City Water Conservation

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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
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County Leak Services / The Pool Center

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Bill Campbell: bob.campbell@countyleakservices.com
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www.us.ddtech.com | 714-677-1300
info@ddtechusa.com
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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

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Kristal Needham: kristal@freedomsolarenergy.net
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sales@h2flow.net
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Daniel Schreiber: daniel@h2osoclean.com
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Horizon Spa & Pool Parts

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Kyle Imbsen: kyle@horizonparts.com
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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

jacksmagic.com | 727-536-4500
Nadia Beane: nadia@jacksmagic.com
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

lamotte.com | 800-344-3100
Rich DeMoss: rdemoss@lamotte.com
Robin Myers: rmyers@lamotte.com
Manufacturer of water testing products

Microglass, LLC

microglassllc.com | 941-362-1010
Chris Ziglar: admin@oxiumllc.com
Prolong & Protect The Life Of Plaster, Quartz, & Pebble Finishes

National Plasterers Council

nationalplastererscouncil.com | 847-416-7272
mail@npconline.org

Orenda Technologies

orendatech.com
Harold N. Evans: info@orendatech.com
Formulation, manufacture, marketing and sales of specialty chemical water treatment products.

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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*

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James Bledsoe: jbledsoe@poolwater.com
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Weeping Willow Water Supply

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Weeping Willow Water Supply is a bulk water transportation service that specializes in pool fills. They work closely with both pool builders and customers to provide the highest level of service.

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.