

THE IPSSAN

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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.



Why Shock? A Refresher.

By Kevin Vliestra, Haviland Pool & Spa

SHOCKING. YOU'VE DONE IT, your neighbor has done it, your competitor has done it. For the greenhorns, sure they've done it too and probably know it needs to be done. We hope that this brief synopsis answers the question of why it needs to be done. Also, why it needs to be done come closing season.

A daily oxidizer (typically chlorine or bromine) needs to be added to pool water to kill and inactive germs, bacteria, algae, and other pathogens. For the average pools that level is a super low amount of 2-4 ppm and spas that level should be a touch higher at 3-5 ppm. If that is all that one needed to do to take care of a pool, then pool maintenance would be super easy. With that said, a commercial pool with feed pumps and monitoring systems, upkeep is easy (another article for another day). Nevertheless, the scope of these thoughts is for residential pools and those

who aid in their upkeep.

The reality is that pools are going to be used and when pools are used, a slew of new contaminants and wastes are then introduced to the pool. Remember – people are gross! The moment these added wastes are part of the water, the waters oxidizing agent immediately starts to go after these wastes. On top of the mere introduction of these wastes, oxidizing agents will remove these wastes at different rates. For example, a quarter cup of sweat is going to breakdown quicker than the same volume of urine. Again – gross!

As the pool continues to be used, pool and air temperatures rise, and as the contaminant load from the pool being outdoors increases, the oxidizer can get quickly overwhelmed. Once the oxidizer (again, typically chlorine) level declines, the pool becomes open to the common unwanted water

conditions such as algae growth, cloudy and smelly water and worse.

Shocking (often called oxidation, the terms are often used interchangeably), in relation to recreational water care, is the cleaning of water chemically. In other words, shocking is performed to scour the water of bather wastes, outside contaminants, and more. Those contaminants could lead to poor water quality but could also lead to the formation of combined chlorine (chloramine), which may require more shock to remove.

Most who take care of rec water, their go to addition to perform this cleansing is to add a chemical that contains chlorine. Chlorinating shocks

are good choices because not only are you adding an oxidizer to the water, but you are also adding a sanitizer to the water which will knock down bacteria and algae counts. The downfall of chlorinated shocks is that they lack the ability to remove organic chloramines quickly and frequent and repeated shocks treatments can lead to the formation of undesirable disinfection byproducts.

Another option is using a shock without chlorine. It should be known that without chlorine there is no sanitizer

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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:

My customer's dogs approached me when I was recently doing a filter repair. The Dobermans are usually in the house when I am at this account, but this time they accompanied my customer when she approached me to inquire about the job. Neither dog bit me, but I was very fearful that I could be attacked. I am furious and want nothing to do with this customer ever again. I went to the police department to file a report, but they wouldn't take a report because they said that no crime was committed. I plan to drop the account immediately and advise the neighbors to beware of these dangerous animals. I'd like to know if I can file a claim against her or take other legal action.

ANSWER:

I understand that you have an aversion to dogs and that you felt fearful during this encounter. I know of many swimming pool service techs that have been bit by dogs, some seriously, and some carry pepper spray as a form of defense.

A pool tech can drop an account at any time if he or she is working without a long-term contract. That is probably best in this situation. Filing a claim against the customer, however, or suing her is a different matter. It isn't clear that you ever advised the customer of your fear of dogs. It will be difficult to prove she was negligent when she approached you with the dogs unless you communicated this information. Proving your damages will also be hard. You will need evidence to support your claim of emotional distress, such as bills from a therapist or psychiatrist. You said you have no plans to consult with a mental health professional.

I advise against notifying the neighbors about the dogs. Under the circumstances it would be best to just terminate the account and move on. ■



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A Message from IPSSA President, Todd Starner



HELLO IPSSA NATION. I hope this finds you all doing well. Like most of you, I joined IPSSA for a couple of different reasons. One reason being the IPSSA approved insurance policy through HUB/Arrow that we all continue to have access to, which is still the best policy out there. Thanks to Ray Arouesty and his staff at Hub/Arrow, IPSSA members benefit from the most comprehensive insurance benefit package in the industry, including group general liability insurance, life insurance, and accident medical coverage.

The second reason I joined IPSSA was for the sick route coverage, now called Tech-4-Tech Coverage. As most of you know, I represent Region 11 (Florida) and luckily our Region has not had many cases of having to implement Tech-4-Tech Coverage. Recently, Paulette Hester, President of the Treasure Coast Chapter, called to inform me that one her chapter members needed to activate the Tech-4-Tech Coverage. It was a big deal, since this was the first time their chapter had to implement the Coverage within the past eleven years. I am so proud of

Paulette and her chapter for coming together to help their fellow chapter member by covering his pool route for four weeks while he was physically unable to work. To me, this is one of the greatest benefits IPSSA has to offer. The idea that a group of chapter members can pull together to help save a business of a fellow member is amazing.

At the time of this writing, I know that many of you out in California are dealing with some majorly devastating fires. Know that you are in our continued prayers. Please stay safe, things can be replaced, you and your family can not.

As always, stay safe, have fun, and wear your sunscreen. Thank you for your support.

Take care,
Todd Starner
IPSSA National BORD President

Why Shock? Continued from front page

being introduced. Since there is a lack of a sanitizer, it is a poor choice for solving more technical or complicated problems such as algae outbreaks. In any event, chlorine free oxidizers perform a more thorough removal of wastes, which more than makes up for what it cannot do. Additionally, a negative charge to the contaminants allows filters to quickly remove what is not broken down in the water resulting in clearer water.

Though shocking pool water is a necessity for water care maintenance, the frequency of when shock is needed can be changed up with the use of other products and system supplements. Enzyme treatments is one such aid as it breaks down complicated waste structures in the

water. Having a net result of leaving the oxidizer to perform more effectively, thus less is needed overall.

Ozone, ultra-violet (UV), and other AOP systems break-down also remove unwanted wastes and contaminants from water. The addition of these secondary systems will help to limit the amount of oxidizer needed to be applied to the water. However, time is needed for these systems to perform, and sometimes time is scarce, or the water quality falls behind and pool water needs to be cleansed with shock.

Mold, algae, bacteria, viruses, and other microorganisms all linger in pool regardless of which season it is. Add heat, such as the case with hot tubs and spas, then all those water “nasties” start to grow and multiply, which then puts a demand on the amount of oxidizer needed.

Sticking with spas, another element of note, added sometimes in droves to hot

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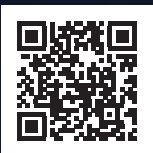
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Why Shock?

Continued from page 6

tubs and swim spas, is sweat. Hot tubs typically have a water temperature higher than the average body temperature, so the body is naturally going to sweat to help cool itself. Swim spas, should be thought of as little athletic area. When someone is using a swim spa, it should be imagined that a high intensity workout will occur, which leads the body to sweat. In all aspects these vessels will require more oxidizers than pools, relative to their size.

The inverse of heat is cold, and as water temperatures decreases the activity of these lingering water born growths and pathogens decreases. When the growth and activity decrease the overall need for oxidizers decreases as well. Just as when the pool is open, during a pools' closed period there is as equal importance in reducing and eliminating these precursors to water issues or at least keeping them under control.

As pools are winding down for the season, shocking the pool water is a must to reduce the number of contaminants in the pool. After the water is shocked contaminant loads in pool water are reduced, resulting in a freed-up disinfectant (sanitizer) to help control the other materials lingering in the water currently in or getting into the pool during the off-season. There are two different camps in what works best. On one end you have those who like to utilize chlorinated products, the other end are those utilizing non-chlorine oxidizing shocks.

Using chlorinating products to close a swimming pool offer advantages. If you have non-existent chlorine levels then applying a chlorinating shock will simultaneously scourer the pool of algae, bacteria, and other contaminants, while leaving a lingering amount of chlorine for the closing period. When un-stabilized chlorines are utilized the impact to the pH is minimized.

Non-chlorine oxidizing shocks, relative to chlorine, is still an up and comer in the recreational water maintenance industry.

Since most are comfortable with chlorines abilities, most do not look at non-chlorine as an effective tool, especially when it comes to closing a pool. However, just because the product doesn't have chlorine present doesn't make it any less of an oxidizer. Non-chlorine oxidizers can scour more contaminants in the water than its chlorine predecessor. And since it doesn't contain any chlorine itself, it will not form with chlorine and possibly form any disinfection byproducts. Most importantly, its lack of chlorine is better for the long-term appearance of the pools surface. Regardless of its effectiveness as an oxidizer, a chlorine presence during the off-season is still a must. ■



ABOUT THE AUTHOR

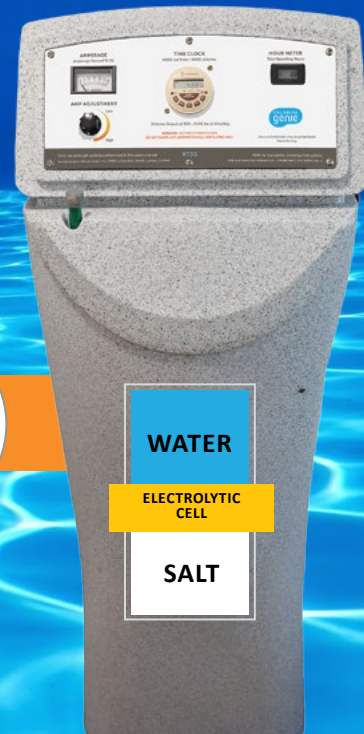
Kevin Vlietstra is the Technical Director and Regulatory Specialist with Haviland Pool & Spa. He has been proudly working in the recreational water industry for over 20 years.



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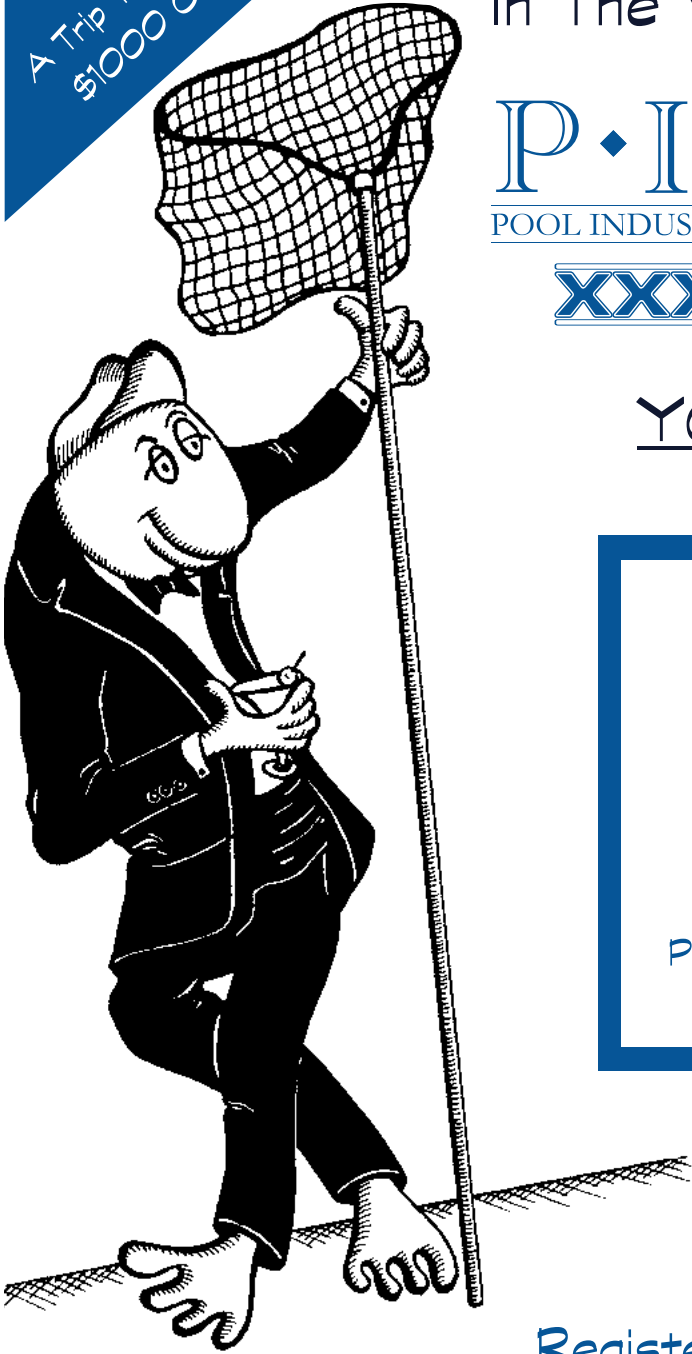
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That's So 'On Brand'

By Jamie Novak, Director of Pro Brands at BioLab (a division of KIK Consumer Products)

WHETHER YOU KNOW IT or not, each one of us is our own personal brand. This is especially important to keep in mind in today's noisy, digital world, where information spreads quickly and often without thought of the consequences. In this article, we'll discuss some tips for success when it comes to both personal and business branding.

Did you know that (according to a 2020 survey from the Harris Polls) 67% of employers believe that checking social media accounts is an effective way of screening potential employees? Another survey by Career Builder found that 54% of employers had actually ruled out a candidate due to something that they saw on the person's social media. You may think that you have your profile "locked down," but chances are there's more information about yourself out there in the digital world than you expect. These days, we all have a digital footprint that can be traced, and it's critically

important that the image we portray online matches our desired personal brand. The same advice goes to managing the reputation of a business.

The biggest tip for success that we can offer is to be authentic. Don't try to create a persona or a brand image online that doesn't align with who you are in the real world or the mission of your company. Be aware that everything you post could have a reaction (positive or negative), and for this reason you should always be thinking a few steps ahead. For example, think 'if I post this, then it could spark that type of reaction' and so on. This advice should be followed for both personal pages and on forums, but it's just as important for business accounts to consider. You want to maintain a consistent image across the platforms, and a consistent message as well from the business side.

This leads to our next point which is about negative posts, comments, or reviews.



Inevitably, at some point your business will likely encounter people who are negative, or even combative. It's important to try and address their concerns to the best of your ability, and ideally you will be able to take the conversation off-line. For example, you can ask them to DM you their contact information to discuss the details of their concern privately. When people make negative comments publicly on a business account, other followers often watch the chain to see how the business will respond. A straightforward and transparent response will gain respect from the audience, whether they choose to click "like" on the response or not. Ignoring a complaint

or negative comment can reflect poorly on the business, with some

followers inferring that the business has something to hide by not responding.

When you think about the brand image that you want to convey, try jotting down some words you'd want people to say when asked about your brand. For example, if your company's mission is to build high-end pools, some words you might write down about the desired brand image are quality, luxury, craftsmanship, reliability, and trustworthy. After you've established the type of brand image that you want, it's important to match up the content that you post and share to align with the qualities selected. Strive to remain "on brand" with what you post, how you respond to comments, and the messaging that you put out to your audience. Authenticity is key, so always stay true to your core values and mission while creating consistency around your brand. ■

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ABOUT THE AUTHOR

Jamie Novak is the Director of Pro Brands at BioLab, a division of KIK Consumer Products. She's held multiple positions in marketing and sales for major manufacturers Newell Rubbermaid, Zodiac Pool Systems, and AquaStar Pool Products with over 17 years of experience in the swimming pool & spa industry. Jamie received her MBA with concentrations in Marketing & Leading Organizations from Johns Hopkins Carey Business School. A storyteller by nature, Jamie is passionate about branding and the customer experience.

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Don't Let High Inflation Kick Your Butt

By Rudy Stankowitz, Aquatic Facility Training and Consultants

YOU CAN'T AFFORD to pay yourself and your employees more money unless you can sell more products or services or sell those items at higher prices. High inflation does not help. It makes it more difficult for a pool company because people have less money and are less likely to spend it on their swimming pools. Folks in the industry often say we are recession-proof. That mindset does nothing more than fill a pool professional's head with a false sense of security at a time when optimism bias is most detrimental. You need to take action to set yourself up to be bulletproof in the face of adversity.

The problem with high inflation is that it makes everyday business operations more difficult and expensive. If your client has to pay higher prices for everything they buy to make ends meet, they will likely spend less on discretionary purchases such as swimming pools, pool service, or even the supplies needed to successfully

DIY. This means you will have fewer customers coming into your stores or calling for estimates—especially if other companies in your area have similar prices, but better deals!

VALUE-ADDED POOL SERVICE

Establishing a marketable point of difference is vital. Think value-added service. What is something you offer that your competition does not? Make choosing your product or service above your competition a no-brainer, not by undercutting the market, but by making the service you offer worth 10 - 15% more than everyone else. It can be as simple as blowing the leaves off the pool deck at each visit or emailing a photo of the freshly cleaned swimming pool immediately following every service. Nowadays, there are a lot of great apps that can help you do just that.

Even when crying poverty, people do (for the most part) understand that they get what they pay for and don't

mind paying more if the value is there. If this is not your experience - you have the wrong customers.

Strive for greater product inclusion among your existing clientele. You already have a customer base and getting those clients on your routes who trust you to purchase additional services is a lot easier than finding more customers. Besides, standing in someone's yard is the absolute best place to close a sale on add-ons to service. If it's not you swinging the net, train your team to look for opportunities and talk it up on those backyard encounters with the pool owner. If they can't sell it, at least get them to the point where they are diligent about letting you know when those chances for additional income exist.

Don't worry about the influx of YouTube jockeys and Amazon junkies. When forced to tighten their belts, some people will look for cheaper methods of pool care. Don't waste your time or energy. You will be second-guessed, nickel, and dimed to the point of heightened pissitivity, and it's not worth the aggravation. These people are not your customers.

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While you can't control the economy or what happens in Washington, DC, there are things you can do to limit your business's exposure to high inflation.

- Use fixed-price contracts when possible. This will help ensure your costs remain stable and predictable, even if prices rise.
- Limit the use of credit (and be sure to pay off balances each month). If you rely on credit cards for cash flow instead of an emergency fund, then

as inflation increases, so will the interest rate on those balances—making it harder for you to manage expenses and profitably grow your company over time.

- Keep an eye on inventory levels with periodic checks against sales goals; this allows for proactive reordering before prices go up later this year when new models hit the market--or if demand picks up unexpectedly after a competitor closes their doors.
- Increase your pool technicians' observational skills by including awareness training. Your techs are your eyes and ears in the field. If there are opportunities at a customer pool, they need to be able to identify them as they arise.
- Look for candidates that view education as ongoing when making hiring decisions. The best employees you can have will be perpetual students in swimming pool education.

If at all possible, lock in your supply costs at current levels. Early buys are a great way to go about this. Instead of purchasing several weeks' worth of product at a time, if you have the means and the warehouse space, you

Things to do in October

- Evaluate Previous Season and Start Planning Next Year
- Walk-throughs on Properties; Evaluate for Upgrades
- Deck Seal
- Tax and Investment Planning

can order a quantity that has you set for several months and at a heavily discounted rate. But don't get all buck nutty with the items your customers will consider to be luxuries. Remember, they are feeling the crunch and will likely be sticking to the must-haves and things, such as specialty chems, that can aid in stretching their chemical supplies.

Be careful about taking in too much or too little product; if you grotesquely overload yourself, you may still be sitting on a stockpile come Labor Day weekend. If you order too lightly, there's the potential you'll face even higher pricing when it's time to reorder—you'll have to raise your rates again mid-season.

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OVER OR UNDER-REACTING CAN SHUT YOUR POOL BIZ DOWN

- While you may be tempted to raise your prices after a significant change in the market, it's often better to wait until Memorial Day weekend before doing so. The reason is that once this holiday weekend hits—when we are already into the pool season—they'll be more willing to pay higher prices than they are if you jack up your rates too early or too late.
- It is time for strategic pricing changes if you've

been pricing your service at one price point for years and suddenly see inflation eating up most of your profit margin.

- Don't forget this after the economy chills out. If you implement a policy of yearly price increases based on regular inflation increases, you will be in a much better position next time the schmutz hits the impeller.

As always, keep an eye on trends and take the necessary steps to ensure your business stays profitable. ■

ABOUT THE AUTHOR

Rudy Stankowitz is a 30-year veteran of the swimming pool industry and CEO/President of Aquatic Facility Training & Consultants. He has conducted swimming pool related training/technical seminars throughout the world. Stankowitz is an award-winning PHTA and NRPA instructor. www.CPOClass.com

IPSSA & Industry Events

POOL INDUSTRY EXPO (PIE SHOW)
October 6-8, 2022
 Monterey Conference Center, Monterey, CA

WORLD AQUATIC HEALTH CONFERENCE
October 12-14, 2022
 Omni Houston Hotel, Houston, TX

IPSSA BORD MEETING
November 4, 2022
 Lake Tahoe Vacation Resort, South Lake Tahoe, CA

PSP/DECK EXPO
November 15-17, 2022
 Las Vegas Convention Center, Las Vegas, NV

IPSSA BORD AND ANNUAL MEETING
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The Importance of Education

By Rose Smoot, IOM, CAE, IPSSA Executive Director

EDUCATION IS THE pool professional's cornerstone for building and maintaining a healthy business.

IPSSA was established in 1988, specifically formed to promote educational opportunities and provide business resources to all pool professionals.

What we have learned over time is that one size of education package does not fit every pool professional's needs, given our individual time constraints, budgets and diverse knowledge bases. Fortunately,



industry education comes in different packages. IPSSA has created different ways to access education, thus facilitating the education needs of each pool professional.

One way that IPSSA supports education is through its IPSSA Education Fund. Applicant is eligible for (2) \$200 per course scholarship through the ED FUND each calendar year. The Fund is available to all pool professionals that derive 50% of their income

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For the Education Fund Guidelines and Application go to www.ipssa.com/ipssa-education-fund

from the pool industry and makes scholarships available for individual and class instruction. Qualifying classes include:

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

Other courses may also qualify for funding based upon approval by the IPSSA Education Committee, if the Committee deems the particular course valuable to pool and spa service professionals.

If you prefer in-person education, IPSSA supports professional growth through

its local chapters. Chapter membership provides tremendous opportunities for gaining the wisdom/experience of your peers and other related industry professionals. A member can get local hands-on training at no cost through classes sponsored by leading industry manufacturers. Examples of industry classes include technical training on gas heaters, Wifi Diagnostics, variable speed pumps, chlorine usage, and other relevant pool service and repair.

IPSSA also has a Water Chemistry Certification course. The course material includes IPSSA's Basic Training Manual-1, written by Robert Lowry. Upon passing the exam, you receive a certification that demonstrates your proficiency at maintaining swimming pool water. This is a great way to demonstrate your knowledge to your customer.

To learn more about resources and the ED FUND with IPSSA, email info@ipssa.com or call 888-360-9505. Press Extension 2. ■

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Maximizing Revenue Year-Round with a Marketing Plan

By Bryce Sirrine, Owner, Beyond Pool Cleaning, Skimmer Ambassador



AS WE HEAD INTO FALL, it's a good time to start thinking about marketing for the off-season and beyond. If you're just getting started, marketing to existing customers is a great place to start. You likely already have their contact information, and they may not understand the full suite of services you offer. This is especially true if you offer ancillary services or seasonal services outside of pool service and repair. We know of many pool pros who offer power washing and holiday light installation, for example.

Some Pool Service Software, like Skimmer's built-in broadcast and service email capabilities, give us an easy way to upsell equipment (think variable speed pumps or pool heaters), ask for referral business, and add on treatments and services. You can include extra information in the regular Service Emails that contain photos and chemical readings, or you can make use of the Broadcast Email feature to email all of your active customers. If you aren't a Skimmer user, you may consider using a third-party email service like Constant Contact or Mailchimp.

Emails aren't just for upselling. Highlight your expertise as a pool pro and set yourself apart from your competition by including life-saving tips from a reputable organization like the American Red Cross during Swim Safety Month in May. If you're expecting a hard freeze, you may want to include a link to an article with tips on how to minimize and prevent damage to pools, pipes, plants,

and pets. You can also use these emails to remind your customers when you'll be closed down for holidays.

Need some examples? Here's a sample outline!

JANUARY/FEBRUARY

- Testing/recommendations for pool draining
- Variable speed pumps to help you save

MARCH/APRIL

- Preventative Maintenance 25% off filter cleaning
- Schedule pool openings

MAY/JUNE

- Swim Safety Month
- PoolRx unit install promo

JULY/AUGUST

- Pool closings refer-a-neighbor and get \$50 off your service
- Pool Heaters info/push

SEPTEMBER/OCTOBER

- Power washing
- Holiday light installation
- Closed for the holidays reminder w/dates

NOVEMBER/DECEMBER

- Closed for the holidays reminder
- Tips on what to do in the event of a freeze

We know the services you offer may vary, but we hope these examples are helpful. Referral reminders can be included in every email you send out, and they're a good way to stay top of mind. We ask for referrals in our Service Emails we send out from Skimmer.

With a little creativity and some time put aside, a

marketing plan can help you stay organized and help you increase your bottom line. Plus, it can help provide value to your customers that set you apart

from your competition. Even if you don't have a website or a social media presence, email is a great place to start. Here's to growing your business! ■

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Stories from the Field

Automatic Pool Cover Provides Escape from Life-Threatening Situation

“When I arrived, my client walked me to the pool cover and explained the most amazing story about a car driving over their pool cover.”



WHEN POOL PROFESSIONALS recommend and install automatic pool covers for their customers, they know these covers are safety covers that prevent children and pets from entering an unattended pool and potentially drowning. But rarely do they think the cover might prevent an automobile from falling into the pool! However, that was exactly what happened to Brad Lovins, owner of Lovins Select Pool and Spa company in Columbus, Indiana, who installed an automatic pool cover on a 20 x 44 rectangle pool.

It all started when Brad Lovins received a text from his client, Dr. Barrett, who asked him to come by their house because there had been an “incident” and the

automatic pool cover should be inspected. “When I arrived, my client walked me to the pool cover and explained the most amazing story about a car driving over their pool cover,” explained Lovins. “First of all, it’s important to understand that this pool is not anywhere near the street, which makes how it all happened a bit of a mystery,” says Lovins. It turns out that in the middle of the night, the driver of the car came up the neighbor’s driveway, turned around in that driveway, then drove across the yard, and off into the pool, came out the pool, hit the diving board, destroyed the diving board, then drove down over the hill into a creek below. “What’s really incredible is that if

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they had not spun the tires on the wall cap, it would not have torn up the cover at all," explains Lovins. It appears that when the car was trying to get out of the pool, they spun the tires and that spinning put a small hole in the cover. "It's especially amazing to think that this mid-size-SUV Chevrolet car

must have sunk down with the cover, before re-emerging and continuing to drive into the field and creek beyond the house."

The incident apparently ended when the car nose-dived into the nearby creek. It turns out that the driver was disoriented. "In fact, none of us even realized the driver

was still in the car when we showed up to inspect the cover," explained Lovins. "When the police showed up to do their report, they didn't arrest the driver, they just took her home and had the car pulled out of the creek." The driver had spent the night in their car in the creek and had avoided drowning in

a swimming pool.

The inspection showed that the cover was still functional. "We were shocked the cover was still working," said Lovins. "No issues with the cover, just a gouge in the coping and a small hole in the cover.

It turns out that the pool
Continued on page 22



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Off the Deep End

Pool Bob's Hydro-eclectic Musings

NET INCOME

Tis the season when falling leaves blanket the pools with hours of "joy" for us pool technicians and it is the time when our thankful clients most value our net worth. However, skimming and raking lots of leaves and debris may be hazardous to your musculoskeletal health. Our IPSSA insurance guru, Ray Arouesty, tells us the rotator cuff injury is the most common injury for a pool tech. 4 to 5 pounds of wet leaves in a net, multiplied by 8+ feet of a telescoping pole, can create a great amount of torque on the shoulder joint and muscles, as well as the upper, middle and

lower back.

My chiropractor advises me to keep my shoulders back and chest out (just like mom always said) and to keep my head upright and between my shoulders. Our arms are designed to do all the moving, but try to keep your elbows down and in. Keep your hands below your head. Don't stretch out too far or lean over to get one more leaf. Extend the pole as needed, otherwise keep it retracted and mostly balanced in your hands. Use a smaller net (18" or less) and empty it often. The giant nets are for giants. Pushing and pull the leaves into the net, with

ABOUT THE AUTHOR
Robert (Pool Bob) Blade operates Aloha Pool and Spa and is a 20+ year member of the Monterey Coast IPSSA Chapter, Past President, Region 10 Secretary and PIE Show museum curator.



graceful serpentine movements, always flowing water over the submerged leading edge of the net and in one forward direction, smoothly. Avoid jerking motions or pushing and pulling too hard. Smooth is fast enough. Think Dances with Pools, not Splash and Dash.

Maybe, someday, we'll all be thankful when a new skimmer is made with a basket the size of a 5-gallon tab bucket. In the meantime, be careful not to cause repetitive strain injuries or net profit harm.

WINTER EYES

It's beginning to look a lot like winter. While traveling

last month, I had a chance to see how northern states, with "seasons", winterize their pools. The "above grounders" pull the cork and take 'em apart. The "in grounders" drain 'em and put a mesh safety cover over the

Continued on page 22

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Off the Deep End

Continued from page 20

hole. I've read the northeastern pools have to purge the pipes and pour in anti-freeze and maybe float inner tubes or logs in the pool to keep the pool glaciers from cracking the waterline tile. I'm thankful, in California (and likely those IPSSA members in Florida too) winterizing, to most of us, means, flipping the heater switch off or leaving the bubble cover on the roller until spring.

MERCI' BEAUCOUP - THANK YOU VERY MUCH!

The heater manufacturers are very thankful and greatly appreciate when pool technicians read all of the manual before installing, servicing or repairing their pool heaters, pumps and filters. Some pool heater installation and operating manuals have instructions in English and French. I guess a few pool heaters are also sold in France and probably the Seychelle

Islands and perhaps some in Canada (eh?). Working on a heater recently, I flipped the manual pages from English to French and quickly learned a few French words. Customer translates to Clientele (client). Heater (boiler) is Chauff. Pool is Piscene. A pool heater operator translates to Chauffeur de Piscene. If I had a pool service, in New Orleans, surely, it would be called, The Pool Chauffeur, oui?

Gratitude is the hearts memory.



FRENCH PROVERB

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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.

Stories from the Field Continued from page 19

owner didn't hear anything during the night. They didn't even notice the car in the creek. But it was their routine to wake up each

morning, open the automatic pool cover and that was when they noticed a black mark and hole in the cover and then they looked over and saw the car in the distance.

"The homeowner was very, very grateful that the car was not in the bottom of their pool," noted Lovins. "And that auto cover probably saved that woman's life."

Lovins called the manufacturer, Automatic Pool Covers to tell them the story and was very impressed that Automatic Pool Covers sent a new cover and all the necessary parts such that a new cover was installed within 6 days. "Our company is so happy we work with an install automatic pool safety covers by Automatic Pool Covers in Westfield, Indiana," says Lovins. They are a great group of people and make a great product, that we know really do save lives." ■

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

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

Pentair will reimburse IPSSA 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](#) and

also available on the IPSSA member portal site under [Member Only Exclusive Offers](#). This will allow Pentair to monitor and collect electronically from participating distributors purchase details, or direct from the member purchases for the rebate accumulation.

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

The Pentair Incentive Program 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.

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 ■



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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IPSSA's Path to Professionalism Member Spotlight

IPSSA's first and foremost priority is to assist its members with growth and professional development through IPSSA's community, education, and support. Each month we will be highlighting a member through our IPSSA's Path to Professionalism Member Spotlight. This month's Path to Professionalism Member Spotlight is on Kenny Campbell, President of the IPSSA Region 6 (CA Inland Empire) - Hemet Chapter.

“**The Path to Professionalism to me means being ethical and accountable in your word to your customers. IPSSA has been a part of our business since 1989 and gives our customers a sense of security knowing that we have a great organization behind us with the tools and educational opportunities to keep our company current.**”



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THROUGH LIVING OUR Win Right values, Pentair is committed to continuing to strengthen our existing culture through an inclusive and diverse workplace that contributes different perspectives, bringing us better ideas and the best solutions. Following are a few examples of the actions we are taking as we strive to make Pentair a great place to work for women, and all employees.

Increasing Representation: We are committed to achieving an inclusive and diverse workforce and leadership team with a specific focus on increasing women in leadership positions globally.

Creating a Culture of Inclusion: Our Business Resource Groups, including the Women's Resource Group (WRG), help promote a sense of belonging across the organization, and provide an opportunity for employees to develop connections, share experiences and perspectives, and support each other in professional and personal development.

Emphasizing Employee Health and Wellness: We work to help our employees achieve a healthy balance at work and in life by offering competitive benefits, including programs, services and resources. ■



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CPO CLASSES WITH RUDY STANKOWITZ




IPSSA members will receive a 10% discount on all classes.

IPSSA members who attend a CPO class offered by Aquatic Facility Training & Consultants will also receive a Voucher for \$40 worth of Natural Chemistry brand products redeemable at participating distribution centers.

Also, don't forget to take advantage of the IPSSA Education Fund to help offset the cost of your classes.

PENTAIR REBATE PROGRAM



Pentair Aquatic Systems appreciates the support of IPSSA membership and is pleased to continue offering IPSSA a rebate incentive based on individual product purchases of each member.

Pentair will reimburse IPSSA one dollar (\$1.00) for each whole good that a member purchases throughout the year. The listing of qualifying whole goods is the same as listed in the Pentair's PIP Program. For IPSSA to receive payment each member must register individually on the Pentair IPSSA Incentive Program Registration Form.

EDUCATIONAL LEVERAGE CLASSES



Educational Leverage LLC offers online certification courses for: CPO, AFO, ISPSC Orientation for Service and Repair, ISPSC for Pool Builders and Texas Residential Appliance Installer (RAIL).

Classes taken through Educational Leverage, LLC may qualify for reimbursement through IPSSA's Education Fund. Classes can be reimbursed up to \$200 and individuals can apply for this benefit 2x per calendar year.

SKIMMER DISCOUNT OFFER



For IPSSA members, Skimmer is offering 50% off Skimmer subscription fees for their first initial two months of service.

Skimmer is not only making it easier for IPSSA members to coordinate their pool/spa service business, but they also developed an intergraded program within the Skimmer Software to help coordinate IPSSA Chapter Tech-4-Tech Sick Route Coverage.

INSURANCE COVERAGE THROUGH HUB/ARROW



Insurance Coverage Through HUB/Arrow Arrow Insurance Service has proudly been the endorsed insurance provider to IPSSA since it was formed in 1988.

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Ultimate Water Taps Jeff Jones for Sales of Chlorine Genie

ULTIMATE WATER, whose flagship product is the Chlorine Genie, is pleased to announce the addition of industry veteran Jeff Jones as the new

Regional Sales Manager and Buying Group Liaison for the company's residential and commercial divisions. Based out of Texas, Jones has

been in the swimming pool industry for over 40 years spanning a broad range of roles including the VP of Sales for DEL Ozone, National Sales



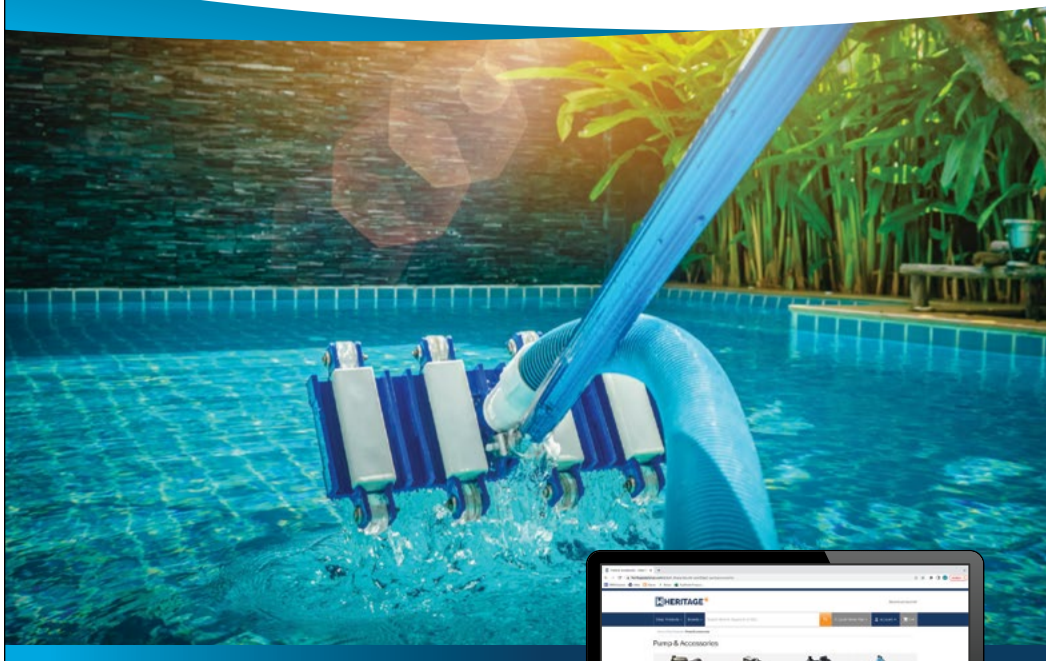
Manager for Letro Products, as well as work in construction management and sales for Blue Haven and Riverbend Pools. Most recently Jones managed buying group sales for Florida Water Products.

"We are very pleased to have Jeff join our team," says Thomas Vessiere, National Sales Director for Ultimate Water. "Jeff brings deep experience, industry knowledge, and strong relationships that will be especially helpful as the demand for the Chlorine Genie grows exponentially in our industry."

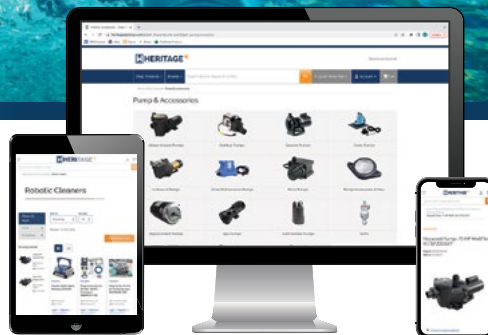
Having sold and designed pool water sanitation systems for many years, Jones is very enthusiastic about being a part of the growing success of the Chlorine Genie. "The design and functionality of the Chlorine Genie makes it an ideal product for our industry and is especially welcome right now as builders, retailers and service professionals grapple with the most efficient way to continuously produce chlorine safely, cost effectively and immediately for their customers," explains Jones.

Jones will be at the AQUALive Show booth # 416 and can be reached directly at jeff@ultimatepoolwater.com or by calling 214-415-2510. ■

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MY NAME IS PAUL Williamson, and I am the founder of Regenaqua, LLC. We are an

Arizona based company specializing and developing solutions to issues affecting our environment and quality of life. I have been in the pool industry since I was a teenager, cleaning pools in my neighborhood. Back then, Arneson Pool Sweeps ruled the market, and Pace brand prefilled tablet feeders were the pinnacle of high-tech pool care!

Regenaqua is divided specifically into two different

arenas: water and air. Our air division products include residential and commercial HVAC treatment products, commercial vehicle air treatment products and equipment that sterilize ambulances and medical transport vehicles. Our water division developed and patented a system for removing cyanuric acid, calcium hardness, VOCs and other unwanted elements from swimming pools. This process is rapid, extraordinarily green, and addresses the three main areas of concern regarding pool water that has become saturated due to age and normal treatment:

- Safety
- Water Conservation

- Environmental Impact

SAFETY

As a direct result of the CDC's study on recreational bodies of water, we have learned cyanuric acid's impact on chlorine and the ability to safely and effectively sanitize pool water has altered our understanding and attitude regarding stabilizer levels.

WATER CONSERVATION

In the southwest region of our country and other areas, such as Texas and the southeast, water supplies are becoming scarce and limitations are impacting our daily life. Recycling a pool, regardless of the technology chosen, helps to preserve those precious resources, and quite frankly,



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Remember, for every client you refer that purchases a safety product from Pool Covers Inc., you will receive a referral check. We here at Pool Covers, Inc. appreciate you and your business!

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ALL PURPOSE XpH



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Stain & scale control on a different level.

- Works in wide pH ranges
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- Highly chlorine tolerant

IDEAL FOR SALT POOLS!



STAIN DROP

POOLSTAINDROP.COM



is necessary to prevent a widespread 'demonization' of our industry by outsiders.

ENVIRONMENTAL IMPACT

Our industry has changed, as has the way Americans shop. When I was younger, pool chemicals were purchased at a professional swimming pool supply store. Today, we find chemicals at warehouse clubs, home improvement stores, grocery stores and mass merchandisers. Unfortunately, as a result, price drives more sales transactions than knowledge. Without the counsel of a professional, cyanuric levels and calcium hardness levels found in the typical pool are off the chart, leading to water management issues. Often, a professional isn't consulted until a problem arises that is outside of the consumers limited understanding of swimming pool water chemistry. The most common correction for

this situation is draining the pool which allows copious amounts of cyanuric acid to enter our environment unregulated, whether it be to the street to drain to oceans, or retention bases or to the sewer, leaving it to be dealt with by the municipality waste treatment facility.

The new era of responsible water and environmental management is here!

Our patented process can recycle a 15,000-gallon swimming pool in about 1 hour with no waste, using approximately 40 gallons of fresh water. We retain everything we remove from the pool for processing in accordance with federal, state and local EPA guidelines. There is no draining, re-balancing or acclimatizing of the pool. Simply, a properly balanced and stabilized swimming pool. **Learn more at regenaqua.com.** ■

Letters to the Editor

Letters to the editor must be accompanied by a name, valid e-mail address and daytime phone number for verification purposes. (Your phone number and email address will not be printed.). Your name will be published with your letter 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.



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 canceled 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. ■

New Products



Spa Chlorine Concentrate controls bacteria, algae

Natural Chemistry's Spa Chlorine Concentrate is a concentrated granular product designed specifically for spas to help control bacteria and algae in spa water. This quick dissolving, one-step sanitizer and oxidizer for spas and hot tubs is a part of Natural Chemistry's high-end line of spa water care products for retailers and service professionals looking to stand out from their competitors. Available in both 2lb and 5lb sizes. Perfect for every spa customer.

Learn more at naturalchemistry.com.



SpaPure offers Natural Clear clarifier for spa water

SpaPure's Natural Clear product is a multi-dimensional clarifier that removes oils, soaps, and other contaminants in spa water. Using a highly effective biopolymer formula, this product even removes trace dissolved metals and other undesirable compounds to improve filter efficiency. Natural Clear is an all-natural, concentrated, biodegradable clarifier that is compatible with all sanitizing systems, even non-chlorine systems. Continued use will even extend the time between filter cleanings. Made in USA.

Learn more at spapureusa.com.

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Polaris® VORTRAX™ 30iQ Light Commercial HMAC Robotic Cleaner

The Polaris® VORTRAX™ 30iQ Light Commercial HMAC Robotic Cleaner brings superior power and premium performance together with robust construction that can handle the rigors of everyday cleaning in small to medium-sized HMAC commercial pools with high traffic. Designed for intuitive use and efficient operation, the Vortrax 30iQ features connected technology for convenient cleaning control using the iAquaLink® app and Ultrasonic Sensors that enable precise navigation for comprehensive results.



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Easy to find the products you need as a Pool Professional

Introducing Leslie's Pro Partner Program

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



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



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



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



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Access discounts and other member benefits from selected vendors.

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- FREE water testing
- Convenient locations
- FREE in-store labor
- FREE pool cleaner inspection

Apply at LesliesPro.com or email Commercial@lesl.com to learn more.

Chapter Information and Meetings

REGION 1 Northern California
Ryan Ruminson, Director
530-401-7346 | ryanruminson@sbcglobal.net

Capital Valley (Sacramento)
First Wednesday, 7:00 p.m.
VFW 8990 Kruihof Way, Fair Oaks
President: [Jason Hilton](mailto:Jason.Hilton@vfw8990.com), 916-224-3113

Delta (Stockton)
Third Wednesday, 6:00 p.m.
The Elks Lodge
19071 N. Lower Sacramento Rd.
Woodbridge
President: [Rick Plath](mailto:Rick.Plath@elks19071.com), 209-456-1605

East Bay
Third Tuesday, 6:00 p.m.
Pleasant Hill Community Center
320 Civic Drive Pleasant Hill
President: [Katrina Pedersen](mailto:Katrina.Pedersen@phcc.com)
925-289-9231

East Contra Costa
Fourth Tuesday, 6:00 p.m.
La Fuente Mexican Restaurant
642 1st Street, Brentwood
President: [Kirk Olsen](mailto:Kirk.Olsen@lafuente.com)

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

Elk Grove
Second Wednesday, 7:00 p.m.
Logan's Roadhouse
9105 W. Stockton Blvd., Elk Grove
President: [Jerry Marquardsen](mailto:Jerry.Marquardsen@logansroadhouse.com)

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

Modesto Central Valley
Third Tuesday, 6:00 p.m.
Mi Casa
624 N. Golden State Boulevard
Turlock, CA 95380
President: [Albert Camarillo](mailto:Albert.Camarillo@micasa.com), 209-628-2717

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

Tracy
Fourth Thursday, 6:00 p.m.
Perko's Cafe
1321 W. 11th Street, Tracy
President: [Beau Hoff](mailto:Beau.Hoff@perkoscafe.com)

West Placer
First Thursday, 5:30 p.m.
Strikes Bowling Alley
5681 Lonetree Blvd., Rocklin
President: [Bryan Soto](mailto:Bryan.Soto@strikes.com), 916-258-5114

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

Bakersfield
First Tuesday, 5:30 p.m.
Rusty's Pizza

6675 Ming Ave., Bakersfield
President: [Trevor Smith](mailto:Trevor.Smith@rustyspizza.com), 661-472-5288

Central Coast
Second Wednesday, 6:00 p.m.
Nino's Grill, Templeton
President: [Matt Mazzo](mailto:Matt.Mazzo@ninogrill.com), 805-614-3114

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

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

Fresno
Fourth Tuesday, 7:00 p.m.
Roundtable Pizza
First & Bullard, Fresno
President: [Vernon Daley](mailto:Vernon.Daley@roundtablepizza.com), 559-960-2427

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

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

Visalia
Third Wednesday, 6:00 p.m.
Amigo's Cantina
5113 W. Walnut Avenue, Visalia
President: [John Cossey, Jr.](mailto:John.Cossey@amicoscantina.com), 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](mailto:Steven.Polovina@scp.com), 661-236-6095

Diamond Bar
First Thursday, 7:00 p.m.
PEP 563 W. Terrace Drive, San Dimas
President: [Robert L. Betts](mailto:Robert.L.Betts@pep.com), 626-757-6707

Foothill
Third Thursday, 7:00 p.m. via Zoom
849 Foothill Blvd. #4, La Canada
President: [Jay Laughrey](mailto:Jay.Laughrey@foothill.com), 818-957-5298

San Fernando Valley
Third Wednesday via Zoom
President: [Ivan Vance](mailto:Ivan.Vance@sanfernandovalley.com), 818-376-8541

San Fernando Valley Metro
First Tuesday, 7:00 p.m.
Canoga Bowl
20122 Vanowen, Canoga Park
President: [Eric Nielson](mailto:Eric.Nielson@canogabowl.com), 818-710-1628

San Gabriel Valley
Second Thursday, 7:00 p.m.

PEP 1862 Business Center Drive, Duarte
President: [Ron Hopwood](mailto:Ron.Hopwood@pep.com), 626-806-4670

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

REGION 4 South L.A. County, California
Adam Morley, Director
310-493-3565 | adam@paradisepools.biz

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

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

South Bay
Second Wednesday, 7:00 p.m.
American Legion Hall
412 S. Camino Real, Redondo Beach
President: [Rick Morris](mailto:Rick.Morris@americanlegion.com), 310-755-5279

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

Whittier
First Wednesday, 7:00 p.m.
Superior Pool Products Santa Fe Springs
President: [Albert Navarro](mailto:Albert.Navarro@superiorpool.com), 562-927-6757

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](mailto:Cal.Pratt@roundtablepizza.com), 949-230-7462

Central Orange County
Last Tuesday, 7:00 p.m.
Coco's Restaurant
14971 Holt Avenue, Tustin
President: [Jeff Steinker](mailto:Jeff.Steinker@cocos.com), 949-586-4860

Dana Point
Second Tuesday, 6:00 p.m.
Coco's Restaurant
Crown Valley at I-5, Dana Point
President: [Cliff Gross](mailto:Cliff.Gross@cocos.com), 949-587-9773

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

Orange Coast
Last Monday, 5:00pm
Roundtable Pizza on Adams and Beach
President: [Rob Manqus](mailto:Rob.Manqus@roundtablepizza.com), 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](mailto:Jim.Romanowski@orangecounty.com), 714-404-2550

Southwest
First Wednesday, 6:00 p.m.
ABC Pools
10560 Los Alamitos Boulevard, Los Alamitos
President: [Brian Bembry](mailto:Brian.Bembry@abc.com), 714-995-8211

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

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

Yorba Linda
First Wednesday, 6:45 p.m.
(Please verify meeting time with president)
Lampost Pizza
21480 Yorba Linda Blvd #D, Yorba Linda
President: [David Hartson](mailto:David.Hartson@lampost.com), 714-306-4864

REGION 6 Inland Empire, California
John Dixon, Director
951-316-1675
waterwhisperer1@verizon.net

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

Hemet
Third Wednesday, 6:00 p.m.
Megabite's Pizza
1153 S. State Street, Hemet
President: [Kenneth Campbell](mailto:Kenneth.Campbell@megabites.com), 951-733-4330

Menifee Valley
First Wednesday 7:00 p.m.
My Buddies Pizza
2503 E. Lakeshore Drive #A Lake, Elsinore
President: [Renee Marier](mailto:Renee.Marier@mybuddies.com), 951-285-9672

Ontario/Rancho Cucamonga
Second Tuesday, 7:00 pm.
Location varies. Please contact chapter president for more info.
President: [Ron Goodwin](mailto:Ron.Goodwin@ontariopools.com), 909-989-0406

Palm Desert
Third Thursday, 6:00 p.m./7:00 p.m.
(Please verify meeting time with president)
Sloan's, 81539 US Hwy 111, Indio
President: [Gary Kauber](mailto:Gary.Kauber@sloans.com), 760-702-5865

Palm Springs
First Wednesday, 5:30 p.m.
Superior 5700 Indian Springs Rd.
Palm Springs
President: [Jim Elliott](mailto:Jim.Elliott@superior5700.com), 760-413-0463

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

Riverside
First Tuesday, 6:00 p.m.

Cask N Clever
1333 University Ave., Riverside
President: [Scott Zahn](#)
951-966-0592

Temecula/Murrietta

Third Wednesday, 7:00 p.m.
Pat & Oscar's
29375 Rancho California Road, Temecula
President: [Scott Peterson](#), 951-255-4175

REGION 7 San Diego County, California [waterwatcher.org](#)

Michael Harris, Director
619-395-6700
mike@barrowpoolservice.com

Escondido

Third Wednesday, 6:30 p.m.
Call for location
President: [Bruce Smith](#), 760-741-3960

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

Third Monday, 5:30 p.m.
12840 Carmel Country Rd.
San Diego, CA 92130
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](#), 858-271-7665

San Diego East County

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

San Diego Metro

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

REGION 8 Arizona and Nevada

Bill Goossen, Director
602-531-0035 | goosse-man@cox.net

East Valley (Phoenix)

Third Thursday, 6:00 p.m. MST
Pool Electrical Products - Tempe
In the back parking lot
1245 W Geneva Dr Tempe, AZ 85282
President: [Angela Clark](#), 480-489-2577

North Phoenix

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

Southeast Valley

Second Thursday, 5:30 p.m.
Superior Pool Products
7330 S. Atwood, Mesa, AZ
President: [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: [Linda Cross](#), 702-524-8453

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: [Mark Mastropietro](#)
512-550-1100

Clearlake

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

Corpus Christi

First Thursday, 6:30 p.m.
SCP in Corpus Christi
President: [Michelle Wilkinson](#)
209-604-6460

Hill Country

Third Tuesday
Tj's Burgers
259 TX-337 Loop, New Braunfels
President: [Jascha Wood](#), 512-216-7663

Houston

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

North Austin

Second Wednesday
Casa Chapala
9041 Research Blvd. #100, Austin
President: [Thomas Long](#), 512-293-7831

North Houston

Third Tuesday, 6:30 p.m.
La Cocina de Roberto
3126 Sawdust Road
Spring, TX 77373
President: [Stephen Titone](#), 281-773-8643

San Antonio

First Monday, 6:30 p.m.
Longhorn Café
17625 Blanco Road, San Antonio
President: [Jorge Martinez](#), 210-549-7665

West Houston

First Tuesday, 7:00 p.m.
Spring Creek Barbeque
21000 Katy Freeway, Katy, Texas
President: [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 Nelson Street, Ste.201, Watsonville
President: [Terry Page](#), 831-297-2215

Santa Clara Valley

Third Thursday, 5:30 p.m.
SCP
2036 Martin Ave Santa Clara
President: [Fred Doering](#), 408-685-8078

Silicon Valley

Every Wednesday, 5:30 p.m.
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)
Location varies. Please contact chapter
president for more info.
President: [Ken Yecny](#), 925-371-4521

REGION 11 Florida and Georgia

[ipssafl.com](#)
Todd Starnier, Director
941-915-2135
tstarnier@tampabayrr.com

Gold Coast (Ft. Lauderdale area)

Second Tuesday, 6:30 p.m.
Wings Plus
9880 W. Sample Road, Coral Springs, FL
President: [Ana Labosky](#), 954-224-7733
[www.ipssagoldcoast.com](#)
President: [Ana Labosky](#)

North Georgia

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

Osceola (Orlando/Kissimmee)

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

Port Charlotte

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

Sarasota (Sarasota and Manatee Counties)

First Tuesday, 6:30 p.m.
Gecko's Grill & Pub
351 N Cattleman Rd. North of Fruitville
Rd., Sarasota, FL
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.
Senor 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: [Tina Carmona](#), 817-991-0555

Mid-Cities DFW

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

Tarrant County

First Tuesday, 7:00 p.m.
El Chico's Cafe
7621 Baker Blvd., Richland Hills
President: [Jason Wilson](#), 817-366-1200

Waxahachie

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



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
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