

# 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.

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## Let the Web Work for You: Use SEO to Promote Your Business

By Karen Schraeder, Fluidra

**IF YOU'RE LOOKING TO START** a new business or trying to expand an existing one, do what 64% of small businesses have successfully done to promote themselves online. As we know, promoting your business online can be a challenge—luckily, SEO is an online tool anyone can learn to optimize their website.

But how do you use SEO to promote your service business online? By simply understanding the basics of SEO and how to use it, you can spend less time promoting yourself and more time servicing pools.

### WHAT IS SEO?

Do you have a website, social media channel or have you recently searched something on Google? Then you've probably heard of SEO, or at least seen it in action when you're scrolling online. Search engine optimization, or SEO, is the process of optimizing websites so search engines can determine what websites appear first, second, third on a page and so on.

In other words, when you type something into a search engine like Google or Bing, a list of websites will populate as search results. These search results are ranked based on relevance and the higher your website is on the results the better. These search results are also based on a user's intent. For example, if a user searches, "swimming pool filter," a search engine will determine that the user is looking for a pool filter to purchase or information about pool filters, and it will display the results accordingly.

The order of ranked search results determines the amount of people visiting your site and is what makes SEO so crucial to the success of a business.

### WHY IS IT IMPORTANT?

When searching online, how often do you click to the second page of search results or even scroll down that far before clicking a link? According to a 2014 study conducted by SEO software company, Moz, more than 70% of users won't click past the first page of results. More likely than not—the sites appearing on the first page are implementing an SEO strategy.

So why should you care? Quite simply, being ranked higher means your business is listed close to the top of the page (just beneath businesses that pay to be listed first), which ensures you'll get more visibility from potential customers.

The sites that appear high up on the list of search results use high-quality, organic content to increase their ranking and earn them a spot at the top. These results are considered organic content (compared to the 2-4 ad listings above them).

Fortunately, organic content is perceived to be more trustworthy over its paid counterpart and therefore, preferred by most, including your potential customers. Ranking organically establishes credibility and name recognition across multiple search results, generating more visits to your site.

So how exactly do you optimize your website? You use a

combination of keywords, phrases and links.

### IMPLEMENTING KEYWORDS

When it comes to SEO, keywords are the driving force in getting people to find you online and click on your website link. A keyword is the specific word(s) or phrase that people will type when searching online. These keywords are what make it possible for people to find your site. Consider the audience you want to target (people in need of a pool service) and what they would typically search online such as, "pool cleaning" or "swimming pool service,"—this will help you determine the most relevant keywords to apply on your site.

To help you, there are numerous free or low-cost online keyword research tools, such as Wordstream and Semrush, that you can use to gather data on average monthly search volume, high and low traffic keywords and related words you may want to use when writing the copy for your website.

Keep in mind that targeting higher volume keywords will put you in competition with bigger companies that have most likely been targeting those keywords for much longer — meaning they've established an authority for those keywords. Although these higher-searched keywords cast a wider net, if you only target these, you might still find yourself on the second or third page of search results since you're likely the small fish in that pond. For example, "pool service" may be a popular online search, but it's

broad and doesn't target a specific area or audience so your business is unlikely to rank high in search results. Meanwhile, low volume keywords and phrases such as, "fiberglass pool cleaning service," target less people but may be more specific to your market. These keywords are typically less competitive with bigger companies too. To get the most out of keyword optimization, it's best to target a mix of high and low volume search terms so you reach the widest demographics.

Once you've determined the keywords you want to use, start implementing them throughout your website. Applying keywords to your content is crucial to your ranking and is not a step you want to skip. Use keywords in your page headlines and throughout your web copy. Adding a blog is a terrific way to address more specific keywords or phrases like "how do I fix a green pool," or "what if my pool pump stops working?" Try to integrate your keywords naturally—don't force it. And definitely don't overdo it...

Google takes "keyword stuffing" into account and often ranks pages with easy-to-read, user-friendly content higher than content that is overflowing with keywords for no reason.

For example, if you're optimizing the keyword "pool service," don't write, "Our pool service is the best pool service in the business. If you need a pool cleaning service, we are pool service professionals with an excellent pool service reputation." This is too repetitive and isn't engaging for your readers. It's better to place your keywords where it feels natural, for instance— "As established pool service professionals, we have the best reputation in the business for all your pool service needs." Here you are still optimizing your keywords without overwhelming your readers or the algorithm.

### LOCATION MATTERS

Surprise—people like convenience. Luckily for you, you're a local business and the most convenient way for people to find you is on the internet. Your customers (people searching online) want to hire a pool service business in their immediate area and this is where SEO can make sure they choose you for the job.

Including your location on your website can boost your ranking in location-based searches and help new customers find your services. Make your location known

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## The IPSSAN

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**ACCOUNTING**  
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Fax: 888-811-4502  
PO Box 2934, Rocklin CA 95677

## We want to spotlight our members!

### CALL FOR CONTENT

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

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# A Letter from the President

HELLO IPSSA NATION. I hope this finds you all doing well. I wasn't sure what I wanted to write about this month, so I reflected on what has transpired over the course of 2023. I have some reminders for the year...

One of the goals I have been working hard on is the 5000 members by 2025. I am happy to report that we are on the plus side of membership this year over last year. So, thank you for that, but we are still a long way from the goal of 5000 members. Please continue to work on your membership campaigns in your Chapters and Regions. The goal is to add 5 new members per month per Region. If there is anything we can do to help, please reach out. In Florida, we have found that having counter days at supply houses, hosting tabletop pool shows, and inviting prospective members to social events have worked well as membership campaigns.

At the BORD, we have been working on new opportunities in education, community involvement and drowning prevention. The membership program committee created two new awards, Chapter of the Year and Pool Professional of the Year. Your nominations need to be submitted to IPSSA at [rose@ipssa.com](mailto:rose@ipssa.com) by October 15th. The membership program committee is actively at work reviewing potential associate members (industry partners) and has voted to approve over 10 this year. The finance committee is hard at work on next year's budget. The outreach committee is working on a new Liaison Program. Stay tuned as this will be an exciting opportunity for any IPSSA member. The education committee is working on a new webinar series to begin next year after the Weekend of Inspiration. The main focus is business tips and tools to assist you in your

pathway to professionalism.

IPSSA National recognizes the hard work all of the volunteer leaders do to promote Improving the Industry through Community, Education, and Support.

The Weekend of Inspiration is in its final planning stages. Classes are set, speakers have been contracted and the party for Saturday evening is planned. Lastly, I also want to mention that for those Chapters that have had your elections, please notify IPSSA National ([info@ipssa.com](mailto:info@ipssa.com)) of the new Chapter Board.

So that is all for now. Have a Happy Fall Y'all! Remember to wear your sunscreen, stay hydrated and be safe. Thank you for your support!

Take care,

Todd Starner,  
IPSSA National BORD President

## IPSSA Code of Ethics

AS A MEMBER OF the Independent Pool and Spa Service Association, Inc., I will utilize my professional knowledge and skilled practical workmanship in providing quality customer service. To that end, it will be my responsibility to keep informed of developments in the pool and spa industry including new techniques and product applications.

My second obligation will be to the members of IPSSA by giving them any professional assistance they may need including sick route coverage. With respect to sick route coverage, I will treat sick route clientele with professionalism and respect and will not solicit the business of a sick route client while providing sick route coverage.

My final responsibility will be to my community and its citizens. I will strive to communicate the necessity for pool safety and other issues of importance to pool and spa owners.

In these ways, I will promote the ideals and objective of the Independent Pool and Spa Service Association, Inc.

## Things to do in October

- Evaluate Previous Season and Start Planning for Next Year
- Walk-throughs on Properties - Evaluate for Upgrades
- Deck Seal
- Tax and Investment Planning
- Update your Business Marketing Plan

## 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.

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# Email Drip Campaigns Provide Personalized Marketing Opportunities

By Malarie Allen, PoolPro Magazine

**BUSINESS OWNERS WHO WANT** to reach their customers on a more personal level have relied on drip marketing campaigns for many years now, but despite being a widely utilized practice, many newer business owners still don't know what such a campaign entails, while others may not understand how to find the balance between direct marketing and direct badgering.

A drip campaign is a series of automated emails sent to potential and current customers. Each email shares information that might be useful or interesting to the audience, based on a particular topic or customer activity.

Email is a highly effective way to market to pool customers, especially the millennial generation, who are quickly becoming a target audience according to Kristan Hart, chief operating officer of The Get Smart Group marketing agency in Angels Camp, California.

Additionally, while recent

changes to iOS phone privacy laws make it harder to serve customers with digital advertisements, email is a great way to reach them on their digital devices.

"Whoever holds the email address holds the key," Hart says. "It is so important you have email addresses for all your customers because that's almost a foolproof way to market to them."

## **DRIP CAMPAIGNS CAN BUILD TRUST, SAVE TIME**

According to Hart, drip campaigns provide more personalized customer service with less burden on sales and service staff. With modern bulk email platforms, like Mailchimp, Constant Contact, HubSpot and others, emails can be personalized and segmented to speak to specific audiences.

"It opens the opportunity for conversation," Hart says. "The customer feels like they are getting personalized customer service."

Customers interested in purchasing a pool often have

similar questions. Through a drip campaign, pool professionals can answer those questions before the customer even asks, which builds company credibility and earns customer trust, according to Ben Poggemiller, co-owner of Urban Life Pools & Hot Tubs in Steinbach, Canada.

"It also allows you to control the sales process and creates consistency, because everyone who enters the sales pipeline is getting the same messaging and information exactly the way you want it every time," he says.

Additionally, drip campaigns can be useful for nurturing current customer relationships. SSG Pools, headquartered in Billerica, Massachusetts, uses them to teach customers about pool installation, with each email educating the customer on the next phase of the process, explains Kelly Michael Skelton, director of marketing at SSG Pools and co-founder of home improvement blog, Backyardassist.com.



The company often uses drip campaigns to help customers maintain their own pools, he adds. These campaigns cover basic issues like cleaning pump baskets and deep end skimmers, adjusting water levels, or vacuuming a pool. This saves the customer thousands of dollars in service fees each year and allows the company's service professionals to focus on the more difficult service calls.

"We found that it's difficult to scale the service and maintenance end of our business because talent is hard to come by and training takes a lot of time," Skelton says. "If we can help customers solve their own problems, they save money, and we save time and have sufficient capacity."

## **PLANNING DRIP CAMPAIGN CONTENT TIMING**

Timing is key, especially in the beginning of a drip campaign. Once staff receive a new customer email address, they need to drop that address in the drip campaign pipeline quickly, following up with the customer right away. Hart suggests campaigns start with more frequent emails in the beginning and less as time passes. An average rate, she says, might be four to five emails the first week; one per week the next three weeks; and one per month after that.

The overall length of a drip campaign can vary greatly, depending on the topic. Because a pool is a large purchase, many people may wait a long time

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## **BE WARY OF THESE COMMON DRIP CAMPAIGN ISSUES**

### **1. Thinking emails can replace sales staff.**

Hart warns that even the best drip campaigns cannot replace sales staff. Many times, drip campaign emails can lead to more opportunities to follow up with customers. "Successful businesses work best when sales and marketing go together," Hart says.

### **2. Not complying with opt-out requests.**

Many bulk email platforms can actually ban companies from sending emails if that company receives too many spam complaints. In fact, for a company sending unsolicited emails, a ban may be the best-case scenario. In 2003, the U.S. passed the CAN-SPAM Act, to protect consumers from deceptive email marketing practices, such as ignoring opt-outs. Violating these rules can mean paying a penalty of up to \$46,517.

### **3. Content that is redundant, repetitive or poor quality.**

"People are going to start dropping off, stop engaging from your campaign when they feel like you're being too sales-y or repeating yourself," Skelton says. According to a survey of 1,400 consumers conducted by bulk email platform Constant Contact, receiving too many emails was the No. 1 reason consumers gave for unsubscribing.

# Mastering Chlorine Stabilization Revisiting CYA Reduction

By Kevin Vlietstra, Haviland Pool & Spa

CHLORINE IS A VITAL component for maintaining the safety of pool water for swimmers. Its primary function is to serve as a sanitizer, but it also has the added capability of acting as the primary oxidizer of waste and preventing the proliferation of algae. When there is an abundance of chlorine available, it can efficiently perform all three of these functions. However, in situations

where chlorine is in short supply, it becomes necessary to introduce supplementary substances. These supplements can serve to either reduce the overall quantity of chlorine required or extend the lifespan of the existing chlorine within the water.

One common additive used for this purpose is cyanuric acid (CYA). It is frequently used to stabilize, safeguard, and conserve

chlorine, regardless of whether it is in tablet or liquid form. This article will primarily focus on CYA's role in preserving chlorine and delve into its impact on water quality as it accumulates in the pool.

**UNDERSTANDING THE ROLE OF CYA**  
In discussions concerning chlorine and cyanuric acid (CYA), it is essential to provide an overview of the two categories of chlorine



used for water treatment: chlorine with stabilizers and chlorine without stabilizers. Chlorine types lacking stabilizers encompass sodium hypochlorite (commonly known as liquid chlorine bleach) and calcium hypochlorite (often abbreviated as cal-hypo). On the other hand, chlorine varieties with stabilizers are typically referred to as "trichloro" or "dichlor." These product names reflect their respective manufacturing processes. For instance, trichloroisocyanuric acid (trichlor) is produced by reacting certain ingredients with CYA to generate a concentrated granular chlorine.

Upon the application of dichlor or trichlor to fresh water, CYA becomes introduced into the pool environment. The stabilized chlorine also yields hypochlorous acid (HOCl), which binds with the CYA. Consequently, HOCl retains its effectiveness for a longer duration when the pool is exposed to outdoor conditions and ultraviolet (UV) light. Initially, even at just one part per million (ppm) of CYA, chlorine remains in the water for an extended period compared to its absence. As the CYA concentration reaches approximately 25 ppm, a more significant amount of chlorine (HOCl) is shielded from degradation in the presence of UV light.<sup>1</sup> This not only prolongs the presence of chlorine in the water but also translates into time and cost savings for pool owners.

Using chlorine compounds with stabilizers results in a continuous introduction of CYA into the pool water. Nevertheless, once CYA concentrations reach 50 ppm, the advantages of chlorine retention begin to plateau. When considering even higher levels, such as 100 ppm, there are no substantial benefits associated with further increasing the CYA content in the water.<sup>2</sup>

Upon closer examination, when chlorine is introduced into the pool, it leads to the formation of hypochlorite ions (OCl-) and HOCl. The latter serves as the potent disinfectant produced when chlorine interacts with water. On the other hand, OCl- also possesses disinfection capabilities but to a significantly lesser extent.

When the pH level is maintained at 7.5, there is an equilibrium established, with an equal ratio of HOCl to OCl-.<sup>3</sup> However, as the pH rises above 7.5, there is a reduced

concentration of hydrogen ions, resulting in a greater formation of OCl-. Conversely, when the pH drops below 7.5, more hydrogen ions are present, leading to an increased presence of HOCl.

Ideally, one would aim to operate a pool with a lower pH to favour the production of more HOCl, which is highly effective in disinfection. Nevertheless, it is essential to consider the potential corrosive effects on various pool components that come into contact with the water. Striking a balance around 7.2 is often recommended, as it allows for effective chlorine action while minimizing the risk of pool corrosion.

It's important to understand that another influential factor affecting the availability of HOCl is the presence of CYA. When even a small amount of CYA is introduced into chlorinated water, it immediately exerts a detrimental effect on the dissociation of HOCl and OCl-. As more CYA is added to the pool, this impact is compounded, resulting in a substantial reduction in the quantity of HOCl present.

While the presence of CYA typically maintains a level of HOCl that is generally effective for residential pools, its impact becomes considerably more significant in commercial pools. This becomes especially critical in water environments that may accommodate multiple simultaneous users, as it can significantly hinder water disinfection rates. To put it more plainly, as it pertains to commercial pools, cyanuric acid should not be used to help ensure the safest possible water for users.

**THE DECISION ON CYA LEVELS**  
Manufacturers and standards organizations have established a reference level of 100 ppm as the threshold for excessive CYA in pool water. This guideline serves as a practical benchmark, ensuring consistency in information among service personnel and providing a baseline for pools that have experienced past issues related to water quality or algae growth. Nevertheless, the ultimate decision regarding the maintenance of higher CYA levels rests with the pool owner.

In assessing the severity of elevated CYA levels in a specific pool, it is crucial for the pool service professional to engage in a discussion with the owner. Together, they can determine whether immediate action or

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# Revisiting CYA Reduction

By Kevin Vlietstra, Haviland Pool & Spa

future measures are necessary. The primary concern revolves around the conditions that may lead to chlorine consumption within the water.

When considering factors affecting chlorine consumption, several aspects come to mind, primarily revolving around water temperature and pool usage patterns. As the water temperature increases, there is a tendency for accelerated organic growth, which in turn heightens the demand for chlorine. Even in the presence of CYA, the sun's exposure can exert a chlorine-drawing effect on the water. Further, the frequency of pool usage plays a significant role in chlorine consumption, with more frequent use translating to higher chlorine use.

Another crucial aspect to explore pertains to the pool's surroundings and the property itself. For instance, a pool situated in a desert region might contend with dust and dirt carried into the pool by the wind, but this is typically not a major contributor to chlorine demand. However, individuals with intricate landscaping or trees that shed particles may experience excessive chlorine demands. Particularly when winds pick up, pollen, nectar, and other organic matter from vegetation can find their way into the pool, further depleting the chlorine reserves.

Assessing the combined factors of pool use and external environmental conditions is essential for making well-informed decisions regarding the course of action to take when CYA levels exceed 100 ppm. For instance, if the pool is situated in a

spacious, sheltered location that is not prone to external influences such as heavy rainfall and experiences infrequent use, it may be possible to maintain CYA levels above 100 ppm with minimal adjustments to the daily maintenance routine.

Safety should always be a top priority when it comes to pool water. It is important to keep in mind that even with elevated CYA levels, chlorine continues to function as an oxidizer. As long as a free chlorine residual of at least one ppm can be upheld, CYA does not significantly impede the ability of OCl<sup>-</sup> or HOCl to deactivate or eliminate common germs and bacteria. While the rate of sanitation and inactivation may decrease, the presence of free chlorine still holds the potential to contribute to the safety of the water.<sup>4</sup>

Regrettably, the increased presence of CYA does indeed diminish chlorine's capacity for oxidation. Upon the introduction of CYA into the water, the millivolt (mV) levels immediately commence a decline, thereby reducing chlorine's effectiveness in disinfecting the pool.<sup>5</sup> For example, when the CYA concentration reaches 75 ppm, it can decrease the oxidation reduction potential (ORP) to approximately 185 mV.<sup>6</sup> The minimum acceptable ORP reading should not fall below 600 mV,<sup>8</sup> with an ideal target being around 750 mV. At these ranges (600-750 mV), and assuming the pump and filtration system are operating at peak efficiency, water quality has the potential to be at its best. More

importantly, water will be at its safest for bathers, assuming there has not been a more heinous incident like a fecal release or other biohazard contamination.

Fortunately, if CYA levels continue to rise, particularly surpassing the 100-ppm threshold, the rate at which ORP declines tends to stabilize. However, since elevated CYA presence hampers the removal of germs and bacteria, it becomes necessary to add more chlorine (or another oxidizer) at more frequent intervals to mitigate waste buildup and prevent common water-related issues.

In the presence of heightened CYA levels, several strategies can be employed to maintain clean and clear water. One approach involves elevating the chlorine level, where maintaining a free chlorine level at 7.5 per cent of the total CYA concentration is a commonly practiced method. Another option is the use of alternative oxidizers, such as potassium monopersulfate, to combat water contamination. These alternative oxidizers do not form bonds with CYA like HOCl, thus preventing a decrease in ORP. In fact, shortly after using potassium monopersulfate, ORP levels will spike ORP reading until the oxidizer has run its course, which can be fairly quick (minutes to hours) if there are sufficient organic contaminants.

Additionally, water treatment can involve the use of non-oxidizer additives. Enzymes, for instance, prove highly effective as they aid in breaking down

## CYANURIC ACID TESTING

### 1. Sample collection

While obtaining a sample from a return may yield uncertain outcomes for pH and chlorine levels, it can offer a more precise measurement for cyanuric acid, particularly when water is drawn from both the bottom and the surface. When conducting an initial test following a period of water stagnation during the entire off-season, it is advisable to brush all surfaces and allow the water to circulate for 24 hours before obtaining the first sample.

### 2. Testing

There are three main methods for testing cyanuric acid:

1. Test strips can help provide a general idea of cyanuric acid levels.
2. A visual examination which involves introducing melamine or a comparable agent into the water. The mixture is then added to a chamber until a visual indicator disappears. This is fairly accurate, but some interpretation may be needed when reading the results.
3. Photometers take the guesswork out of test results. As long as the machine is calibrated correctly and filled according to the manufacturer's directions, the results should be fairly accurate.

complex molecular structures that might otherwise hinder chlorine's effectiveness. When a cell structure is unravelled or deteriorated, this allows an oxidizer to easily reduce it from the water. Borate products can contribute to increased water clarity, though its bonding with calcium and other substrates. Additionally, borates can contribute to the stability of water balance by introducing a secondary buffering agent to the water. Further, maintaining low phosphate levels can provide relief in situations of reduced chlorine levels. Regularly cleaning filters to remove grease and oily deposits with dedicated solutions can also reduce the reliance on chlorine. Finally, the use of algicides can be beneficial in diminishing the presence of algae.

## WHAT ARE THE OPTIONS FOR DECREASING CYA LEVELS?

Reducing CYA levels can be a challenge, as there are not many reliable methods available. While chemical treatments do exist, often enzyme based, following the precise instructions can be demanding for the person applying them. Another option involves using a portable reverse osmosis system (RO). These systems, at least currently, are large and usually expensive which are typically wheeled into place. When auxiliary hoses are placed into the water, RO uses high pressure to force water through a membrane which reduces everything in the water from calcium to cyanuric acids.

It is crucial to note that a significant portion, potentially up to 25 per cent, of the total CYA can settle in areas of the pool with poor circulation. Therefore, removing water from the lowest part of the pool becomes essential in diluting the water and reducing CYA levels. Recent recommendations within the industry say the use of aluminum sulfate (alum) may aid in CYA reduction.<sup>9</sup> However, more studies are needed as there are no outside scientific papers to help draw a line between aluminum sulfate and CYA reduction. Regardless of the method chosen for water removal, it is important to replace water with elevated CYA levels with fresh water, specifically water with no cyanuric acid, to effectively address the issue.

It is worth considering most of the comments and recommendations provided here are focused on residential pool care. However, it is important to emphasize that cyanuric acid in water has not been linked to any documented cases of water-related

Continued on page 8

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



# Use SEO to Promote Your Business

Continued from front page

by incorporating your phone number and full address on your website to narrow down your target audience and rank above your competitors. Place them not only on your website's homepage, but on a contact page as well. So, if you're based in California and someone searches, "pool cleaning service in California," Google will filter results to pool service businesses only in that state. If you want to target a specific city or county like, "pool service in Carlsbad," include them in your

web copy and contact pages so customers searching in their local neighborhood will find and click on your website first. You can naturally incorporate it into text in your About Us page like this: "Pool Service Company X in North County San Diego provides superior service for residents in Carlsbad."

Unlike generic keywords, these targeted phrases only put you in competition with the pool service businesses in your local area rather than nationwide.

## LET'S LINK UP

Another tactic to get your website ranked high enough to appear on the first page of results is through links on your page—ideally, permalinks and internal links.

Permalinks are permanent webpage addresses—such as [www.cleanmypool.com/services](http://www.cleanmypool.com/services)—that help your readers understand what your website is about. Consider what's more appealing—a URL filled with random numbers and letters or a clean URL that's easy to read, such as [www.poolservicebusiness.com/blog](http://www.poolservicebusiness.com/blog).

While it may seem like a minor detail, using permalinks as an organizational tool can actually make a big difference to your readers and your overall website traffic.

Internal links are an easy, efficient way to boost your ranking. They redirect readers from one page on your website to another page on your site and lend credibility to your content—making it more favorable to Google. For instance, if you are writing about pool care tips and already have an article on different cleaning techniques, create an internal link (website builders usually have the option to link content) on a word or key phrase—like "cleaner tips"—that will redirect your readers to the page about cleaning techniques or even a discounted service you're currently offering.

## ARE YOU MOBILE-FRIENDLY?

As more and more people abandon their laptops and desktops for phones, making your website mobile-friendly has become imperative. Good news is—optimizing your website

for mobile is easy with website building platforms that will do it for you. Creating a website using platforms like Wix or Squarespace can help make SEO optimization quick and simple; simply upload your content using one of their user-friendly, premade templates.

## TRY IT OR BUY IT

As you can see, SEO is rather straightforward. Even implementing a few SEO best practices can benefit your business in the long run.

If you're ready to begin, start researching keywords and developing a strategy to accomplish your goals. However, you can always seek out professional assistance and hire an outside agency or SEO professional to optimize your website for you.

No matter what you decide, SEO has become an important digital marketing tactic that can greatly impact the success of your business. By taking the plunge, you can invest and grow your service business just by taking advantage of potential customers' search habits. ■



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## Drip Campaigns

Continued from page 5

before making their final decision. Therefore, Hart says, a drip campaign for sales leads should last around two years.

"You want to stay top of mind," she says.

No matter the length, audience or topic, Poggemiller suggests every email include a clear way for customers to move to the next step of the buying process. This can be as simple as replying to the email, filling out a form or clicking a link to talk to a sales representative.

"If they're ready to jump the line and enter into a buying conversation, I want to make sure they have an easy way to do that," Poggemiller says.

### SETTING UP A DRIP CAMPAIGN

The first step to setting up a drip campaign is to make sure customer email addresses are

on file. This information is as important as the customer's name and phone number, according to Hart. Companies can obtain email addresses from potential customers in a variety of ways, including website forms, raffles, inviting those receiving paper mail to "go paperless" and asking for emails from those who walk in a store expressing interest in purchasing a pool.

With a solid collection of email addresses, companies should sign up for a bulk mail platform. These online systems allow the company to creatively format emails and personalize them to the company brand and customer. Some platforms, such as MailChimp, are free up to a limited number of contacts. ■

Article first published by [PoolPro Magazine](#) on August 31, 2022

## CYA Reduction

Continued from page 7

illnesses. Unsafe water conditions typically arise from factors such as inadequate chlorine levels, poor water balance, and other subpar water care practices. Those factors will lead to issues like the proliferation of bacteria and virus and the growth of unwanted organics and other contaminants. These specifically point to algae and slimes, which have their own issues, can also lead to accidents caused by slippery pool bottoms. Managing elevated cyanuric acid levels is an integral part of pool maintenance, contributing to the overall ease of water care and maintenance. ■



### 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 [kevinv@havilandusa.com](mailto:kevinv@havilandusa.com).



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# Spa and Hot Tub Maintenance: The Differences That Make a Difference

By Alicia Stephens, BioLab

LET'S FACE IT, SPAS and hot tubs are not 'little pools,' so the water chemistry in these soaking vessels can't be maintained in the same way as pool water. When a person gets into a hot tub, waste from their body stays behind. This waste includes sweat, dirt, oil, lotions, perfumes, colognes, makeup, and more. While a lot of what's left behind is harmless, this type of contamination is a contributing factor to the overall wellness of hot tub water.

Understanding the differences between spa water chemistry and pool water chemistry will help pool professionals maintain and treat spa water so users can enjoy their soaking experience.

## THE DIFFERENCES THAT MAKE A DIFFERENCE

The four main differences between pool and spa water maintenance are:

1. Temperature
2. Turnover rate
3. Aeration
4. Water volume per bather

Understanding how each of these differences contributes to hot tub water problems will help spa professionals take action to ensure these soaking vessels provide the expected experience for users.

### DIFFERENCE #1- TEMPERATURE

Let's start by delving into how water temperature effects spa water chemistry. The higher water temperature in spas can lead to volatility of the sanitizer, volatility of carbon dioxide, calcium solubility issues, and an increased rate of bacterial growth in the spa. As a result, it's important to understand how the spa's water temperature can lead to chemical imbalance and unsafe soaking conditions.

**Temperature Effect 1:** Volatility of Sanitizer: Remember that temperature ranges in pools are roughly 77-86 degrees Fahrenheit, while the typical temperature range for spas is 98-104 degrees Fahrenheit. Higher temperatures can cause sanitizers to become volatile and leave the water through gassing off. This can be particularly detrimental in chlorinated spas because chlorinated compounds are "lighter" than brominated compounds. So this makes it difficult to maintain the proper sanitizer residual in the spa water.

**Temperature Effect 2:** Volatility of Carbon Dioxide: The higher temperatures of spa water cause the water to lose carbon dioxide. The problem with this carbon dioxide loss is that this causes the pH in the water to increase. And when pH is high, the water becomes 'caustic' (OH<sup>-</sup>). Loss of carbon dioxide also causes total alkalinity to decrease, resulting in a loss of bicarbonate (HCO<sub>3</sub><sup>-</sup>). Loss of total alkalinity will also contribute to pH balance issues.

**Temperature Effect #3:** Calcium Solubility: Going back to our water chemistry lessons, calcium is less soluble in warm water. As a result, the calcium "falls out" of the water in the form of scale (usually calcium carbonate) as water temperature increases. Additionally, high pH can also cause scale. Both of these effects are a direct effect of the higher water temperatures in spas and hot tubs.



The biggest problem with the scale that forms (as a result of this 'fall out') is that this scale can damage the heat exchangers in the spa as well as lead to cloudy water. In addition, spa surfaces are also susceptible to deposits that can also damage the spa interior. All of which leads to a less enjoyable soaking experience, not to mention serious damage to the spa or hot tub vessel.

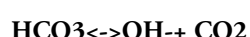
**Temperature Effect #4:** Bacterial Growth Rate: The growth rate of the type of bacteria that causes infections in humans grows fastest in spa temperatures of 95-104 degrees Fahrenheit. Because spa water temperatures are close to human body temperature, these types of bacteria need very little time to start growing in the spa water. Turnover rate and sanitizer are key to combating the bacteria growth in spas.

### DIFFERENCE #2: TURNOVER RATE

Spas and hot tubs are designed for rapid turnover because they handle a smaller volume of water and because that water is warmer and more susceptible to bacterial growth. While swimming pools have a typical turnover rate of 6 hours, spas, on the other hand, have a typical turnover rate of 30 minutes. In spas, the rapid movement of water, particularly through elbows in the plumbing, forces carbon dioxide out of the



water, increasing the pH and decreasing the total alkalinity.



Let's think about why the turnover rate in a spa is 30 minutes versus being 6 hours in a pool. Compare the size of a small hot tub to an Olympic-sized swimming pool. Bacterial infections and viruses in large pools, even pathogens, and fecal matter, have more space to roam around. But if the same amount of germs were to enter a hot tub, the potential exposure is increased because the volume is so much smaller, and the risk of infection is much higher. Therefore although this rapid turnover rate is designed to help prevent bacterial growth and disease, it also has side effects that can start to cause problems in spa water—namely with the higher pH and lower alkalinity. Turnover rate is positive for water clarity and cleanliness, but it does cause other issues that need to be addressed.

### DIFFERENCE #3: AERATION

Unlike pools, spas have jets designed to create soothing bubbles to help relax the muscles of those enjoying a soak. These jets, in fact, 'aerate' the water pushing carbon dioxide out of the water and causing an increase in pH while decreasing alkalinity. As a result of the increased pH and decreased alkalinity, calcium scale begins to form.

In addition, aeration leads to 'splash out' or evaporation that may also cause the sanitizer to be pushed out of the water. Therefore, it's important to keep an eye

on the residual sanitizer to avoid dropping too low. These three components of spa water chemistry: temperature, turnover, and aeration, all contribute to high pH and low total alkalinity in the spa environment, leading to water quality issues and balance concerns.

### DIFFERENCE #4: VOLUME OF WATER PER BATHER

The volume of water per bather (or bather load ratio) significantly contributes to the rapid flux in water chemistry changes in a hot tub versus a pool. There is obviously, far less water per person in a hot tub than in a pool. To put it in perspective, having two people in a 350-gallon spa is the same as having 200 people in a 35,000-gallon pool. Another way to visualize this is to think of it in terms of gallons of water per bather. In a pool with 35,000 gallons of water, four people have 8,750 gallons of water each. In a spa with 350 gallons of water, four people have 87.5 gallons of water each. Not only is there less water per person, but the warmer water of a hot tub also causes the human body to increase its perspiration, while jets rapidly remove dead skin cells and body oils. As a result, spa water invariably will quickly change its chemical composition as these 'contaminants' are quickly added to the water (as the bathers soak).

Additionally, most people don't shower before they get in hot tubs. Apart from being gross, this situation also severely impacts water quality.

Chlorine and bromine react with bather waste, including sweat, urine, and other

personal care products that bathers bring into the water. These water contaminants react with the sanitizer and impact the spa water in many ways. This includes causing turbid or cloudy water, and reacting with nuisance organic compounds that settle out along the waterline and provide a protective coating where bacteria can grow. The list of germs that love to hang out in hot tubs is long, and even more concerning is that people aren't aware of how their own choices affect other bathers.

Even when people shower prior to entering a hot tub, contaminants from their bodies can cause the sanitizer to be used up very quickly. The more people you add and the longer they stay in the hot tub, the more rapidly sanitizer levels decrease. This results in a lower concentration of sanitizer levels than there needs to be to kill all the bad bacteria. Add in the skin cells other bather

Continued on page 11

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# Spa and Hot Tub Maintenance

Continued from page 10

wastes from the body that can interact with chlorine to produce chloramines, and you can have irritation to the eyes, skin, and respiratory tract.

For all of these reasons, a hot tub-specific approach for sanitizing and routine physical maintenance in hot tubs is required.

## **SANITIZE, OXIDIZE, MAINTAIN BALANCE AND PREVENT BIOFILM**

Spa retailers and service professionals need to ensure that spa water is always chemically balanced to prevent disease transmission. Unfortunately, because water chemistry in spas changes so quickly (as explained above), it's challenging to provide spa water chemical service often enough to ensure water chemistry balance for bathers. Therefore educating your spa clients on the importance of water balance between service visits is imperative.

Sanitizers are key because they kill the bacteria in a hot tub. However, not only do sanitizers get used up quickly with so much organic waste in the water, the

heat of a hot tub actually breaks down these chemicals faster, creating the need to add them more often. Ideally, the sanitizer in a hot tub should be adjusted after every single use, and the filter should be cleaned and/or replaced frequently. Supplemental shocking is important in spas. The client needs to keep an eye on the sanitizer levels in between service visits.

To help maintain the water balance in hot tubs, consider incorporating a broad-spectrum enzyme into the recommended water care routine. Enzymes break down non-living organic waste such as hair products, lotions, oils, and more. By breaking these items down using enzyme technology, you can reduce the amount of time and effort spent maintaining a crystal clear hot tub. Enzymes help to reduce the frequency of filter cleanings, prevent unsightly scum lines and unpleasant odors.

Service Tip: laminated checklist: Many service techs now leave a laminated 'Enter/Exit-Checklist' attached to spa covers. This is meant to encourage users

to check sanitizer and disinfectant levels as they open and close the spa when they both enter and exit. It's important that water balance parameters are in range and that a sufficient amount of sanitizer is present in the water for all the reasons previously discussed.

## **PREVENTING BIOFILM**

Preventing 'biofilm' is very important and sometimes overlooked as a part of hot tub maintenance. When microbes stick to the surface of the hot tub, they grab on tightly and begin dividing. In fact, they double in number in about 20 minutes! In a very short time, a 'slime layer' forms to protect the microbes, allowing them to emit chemicals to signal and attract more microbes. When enough microbes are present, the metabolism transforms into a 'biofilm' that protects the microbes making them more resistant to sanitizers in the water. To prevent biofilm formation, it's imperative to maintain the sanitizer residual in the water to kill the micro-organisms that

create biofilm before they get a chance to adhere to the surface of the hot tub. In addition, it is also very important to physically remove the slime layer by scrubbing the hot tub surface, especially around the waterline.

## **GETTING OUT OF TROUBLE: DRAIN, REFILL, DECONTAMINATE**

What if the spa gets into too much trouble? It happens. Luckily, because spas use a smaller volume of water, draining and refilling can be a viable option. Adjust the alkalinity if the water balance has gotten out of control (usually due to high pH and low total alkalinity). Then test and adjust pH frequently.

If biofilm is present, it's best to implement a decontamination procedure before getting the hot tub ready for users. The first step in spa decontamination is to remove the filter, clean it or replace it. If cleaning, use a chemical filter cleaner for a deep clean. This involves thoroughly rinsing the filter then submerging the filter in a 1:10 solution of liquid chlorine for 1–4 hours. Next, raise the water level to ½

“**The very first As temperatures get cooler and hot tubs and spas are getting more use, now is the time to proactively educate your spa clients on how temperature, aeration, turnover rate, and bather load affect spa water chemistry and how to ensure they are soaking in clean water. Be sure your clients have a 'checklist' to refer to as they get in and out of the spa.**”

inch above the high water mark and raise the chlorine level to 20ppm. Circulate for the water for one hour, turning the blower on for 30 sec every 5 min. Turn off the jets and aerator and drain the spa rinsing down the sides as it drains. Be sure to clean the surfaces thoroughly. Then refill, sanitize and balance the spa water.

## **CONCLUSION**

With the surge in demand for all things backyard living, hundreds of thousands of new spas have been installed, which means there are hundreds of thousands of new spa owners who need regular spa water service or need to be taught how to maintain their spa water chemistry. As temperatures get cooler and hot tubs and spas are getting more use, now is the time to proactively educate your spa clients on how temperature, aeration, turnover rate, and bather load affect spa water chemistry and how to ensure they are soaking in clean water. Be sure your clients have a 'checklist' to refer to as they get in and out of the spa. And remember that if that spa gets into too much trouble, take the time to decontaminate that spa water and get your clients into clean, sanitized, and well-balanced water for a truly relaxing winter-soaking season. ■

*Article originally published in the December 2021 IPSSAN.*



## **ABOUT THE AUTHOR**

Alicia Stephens is the Director of Training and Education for BioLab Inc. In her 22 years with the company, she has focused primarily on education, training, and development, as well as technical support and new product research and integration. Currently, Stephens supports all education and training initiatives for the BioLab Pro Dealer division.

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

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# 5 Easy Steps to Boost Pool and Spa Product Sales in the Off-Season and Into Next Year

by Rachael Pritz, RB Retail & Service Solutions Software

AS FEWER CUSTOMERS come through the door and phones aren't ringing-off-the-hook, now is the time for pool and spa service pros as well as pool and spa retailers to set up and maximize the potential of e-commerce to increase product sales, select new product lines and expand your business reach beyond your current geographic area.

## STEP 1: SET UP YOUR ONLINE EMPIRE

We all know that online sales will continue to grow and will help pool and spa businesses continue to profit, especially in the winter months. If you don't already have an e-store, there are options for online 'shopping cart' systems that can be added to existing websites—providing a fully equipped, easy check-out and curbside pick-up or delivery. It's the perfect way to make sales management easier and keep your

pool and spa business thriving year-round.

"The past two seasons were extremely busy so we added a shopping cart system to our website that was incredible for our business," explains Tracy Bond, owner of Great Valley Pools. "We discovered the online store was great to have as an additional point-of-sale option that gave our customers the ability to search availability, order online and arrange for delivery or pick up depending on customer preferences. It helped our retail division and provided that extra convenience which was great for customer loyalty."

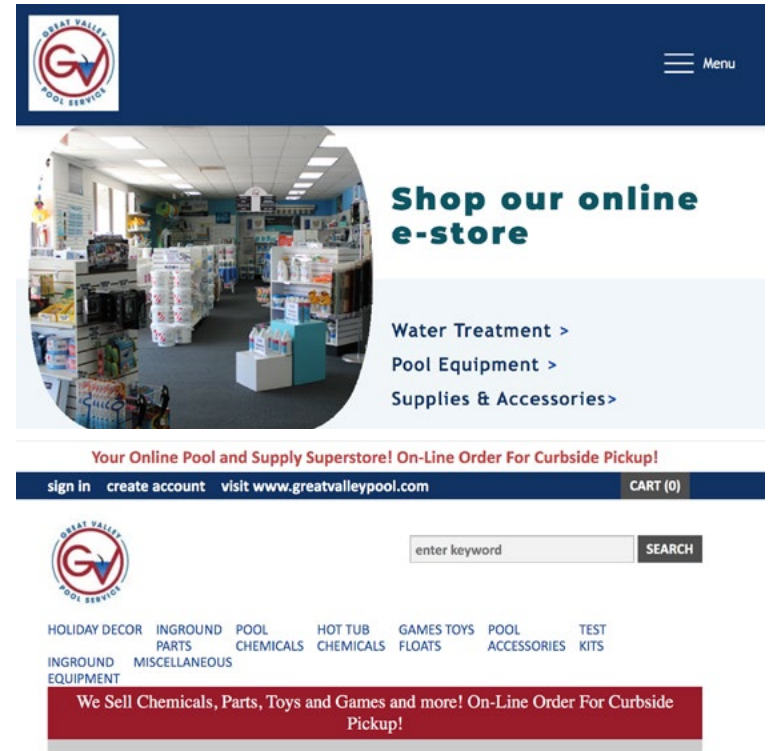
## STEP 2: ADD PRODUCTS, SERVICES & DOWN-PAYMENTS

Online stores allow retailers to open-up valuable space in their brick-and-mortar stores by offering, for example, lower-margin products online only.

Having a robust, integrated business software that integrates with a powerful e-commerce store allows pool and spa service professionals and retailers to operate more proactively and start generating additional sales immediately this winter! In fact, savvy professionals are even including down payments options in their e-store for products and services which might not start or be delivered until next spring.

## STEP 3: PROMOTE YOUR ONLINE STORE

There are many simple ways for businesses to promote their online presence, including printing your website on all receipts, sending emails and direct mail or even running Google ads. The goal is to re-train customers to use your online shopping option as much as possible. Service pros can capitalize on the colder months to remind customers they don't need



to bundle-up this winter to pick up spa chemicals, for example, when they can order for home delivery instead!

## STEP 4: EXPAND YOUR REACH

To build your e-commerce empire, be sure to use marketing to expand your store's geographic reach. Start by actively targeting areas farther from your physical location. The winter is an excellent time to reach out to consumers who might be looking for someone to service their pool or spa—not only to sell them pool and spa products, but also to offer them winter services such as pool closing, safety covers, and equipment upgrades.

## STEP 5: GET STARTED NOW!

The "off season" is the ideal time for pool and spa professionals to get better at using the power of their business software and become nimbler with their e-commerce site. For example, start planning a calendar of 'cyber-sales' or products previously sold only on the showroom floor or test a product line you haven't offered in the past. Now is the time to use the few precious months during the winter to get creative with marketing, consider adding new products and services, and make the most of their e-commerce site. Start building your e-commerce empire now to increase sales this winter and into next season as well! ■



### ABOUT THE AUTHOR

Rachael Pritz has been active in the pool industry for more than 20 years, which has provided her with an all-encompassing expertise in the trade. She worked at a local pool store while pursuing a master's degree at the University of Pittsburgh, Pa. With her technical skills and industry knowledge, she joined the launch of RB Retail & Service Solutions in Pittsburgh in 2003. For more information, visit [rbretailandservice.com/pool-and-spa/](http://rbretailandservice.com/pool-and-spa/).



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

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- Industry Trade Show education offerings
- Certified Pool Operator (CPO)
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Based upon the determination of the Committee, other courses may qualify for funding.

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

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

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





**IPSSA'S SARASOTA CHAPTER** was excited to present a \$5,200 donation to the Florida Swims Foundation, which is a nonprofit organization that funds swimming lessons and scholarships throughout Florida communities. The Foundation is the 501 (c) (3) arm of the Florida Swimming Pool Association (FSPA).

Pictured in the photo from left to right: Sonja Dickey, Manasota Executive Director of FSPA; Todd Starnor, Region 11 Director & IPSSA National President; Dan Ball, FSPA President.



**IPSSA'S GOLD COAST** Chapter, out of IPSSA Region 11 (FL/GA) attended the First Annual Latin American Pool & Spa Show held in Miami, FL on September 16, 2023. This is an event organized by the Latin American Pool Society (LAPS) and is a trade-only exposition event and is open to pool builders, pool service technicians, and industry retailers. LAPS operates as a non-profit organization, embodying its mission to promote personal advancement and opportunities within the Latin American Community. Through fostering connections and offering premier resources, LAPS empowers professionals to become leaders in their field, accomplish their goals, and approach their work with unwavering passion.



**THANK YOU TO EVERYONE** who came to visit us at the IPSSA booth during the PIE show last month and congratulations to the two winners from our drone raffle, as well as the winner of the Milwaukee First Aid Kit (donated by the IPSSA Fremont Chapter). Thanks again to IPSSA Associate Members Hayward and AQUASALT for sponsoring the drones. We can't wait to see you all at the Pool Industry Expo next year!



**CONGRATULATIONS TO FRED AND MITCHELL**, IPSSA Gold Coast Chapter's new Vice-President and Secretary. Thank you for your awesome volunteer dedication. We appreciate you and all of our chapter leaders!

**IPSSA Chapters & Members: Send pictures of your new board members and events. We'd love to share them in future issues of the IPSSAN and on IPSSA National's social media pages.**

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Item #331066  
20K - 30K gallons



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MINERAL TECHNOLOGY

**#1 CHOICE OF POOL PROFESSIONALS**

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



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



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

LEARN MORE



Hasa.com

MY HUSBAND, ROBERT FOUTZ, JR., has been a swimming pool service tech and was



I became a health insurance broker, first with Medicare, then branching out into

an IPSSA member since 1985, and we attended the merger to become IPSSA in Santa Barbara in 1988. All three of our daughters and I have worked with Bob over the summer (one even had her own truck for a couple of years). You could say that I am IPSSA-adjacent, and that I have a good understanding of the swimming pool industry. Bob and I have been self-employed all our lives, and because we never had employer-provided health insurance, we've always had to buy our own. This, coupled with employment in the medical field, gave me good insight into the health insurance business.

Covered California (and nationally Healthcare.gov), small group coverage, and now I'm studying for my certification as a Registered Social Security Analyst. (Ask me to analyze your best age to take Social Security in a couple of months!)

I hope to bring my knowledge of life and health insurance to IPSSA and how to save money or get you the most coverage for your dollar. Life and health insurance can be complicated, but I can walk you through it, and my services are free to you! (No, really, they are free!)

Check back here next month for super-exciting information on Open Enrollment. Can't wait! ■

Fast-forward a few years later,

## Community - Education - Support



Follow us! @IPSSA

# PRECISION

POOL TILE CLEANING

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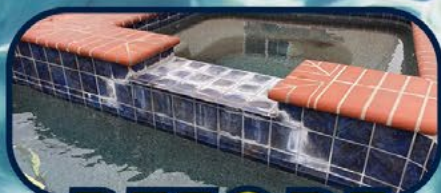
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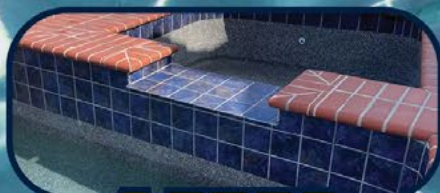
\*Cannot be combined with any other offers and minimums apply.

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GLASS/CERAMIC/PORCELAIN TILE

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BRICK & COPING

PEBBLE FINISH

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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.



## Introducing Gentle Chlor CLGE40

All-In-One System Salt Water Chlorine Generator Cell

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

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

### Features

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

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

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**Upcoming  
IPSSA &  
Industry  
Events**

**IPSSA REGION 11  
GOLD COAST EXPO**  
October 26, 2023  
Seminole Classic Casino,  
Hollywood, FL  
Click [here](#) to register!

**IPSSA NATIONAL  
BORD MEETING**  
November 10-11, 2023  
Mandalay Bay  
Las Vegas

**PSP/DECK EXPO**  
November 13-15, 2023  
Las Vegas Convention  
Center  
Las Vegas

**WORLD AQUATIC  
HEALTH CONFERENCE**  
November 13-15, 2023  
Las Vegas Convention  
Center  
Las Vegas

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

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

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

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

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

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

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of the Red  
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0:01

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- ✓ Built-in protection against overfilling
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**KEY BENEFITS**

- Eliminates manual filling of pool
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**IPSSA has expanded its rewards and recognition to include 3 BIG AWARD OPPORTUNITIES. 2023 nominations are now open!**



NOW ACCEPTING NOMINATIONS FOR THE

## 2023 IPSSA AWARDS

CHAPTER OF THE YEAR AWARD  
 POOL PROFESSIONAL OF TOMORROW AWARD  
 TERRY COWLES LIFETIME ACHIEVEMENT AWARD

Award Nomination Deadline: 10/15/2023  
 Go to [www.ipssa.com/ipssa-awards](http://www.ipssa.com/ipssa-awards) for Guidelines and Nomination Forms

**Nominations are due by October 15, 2023. Go to [ipssa.com/ipssa-awards](http://ipssa.com/ipssa-awards) for more information.**

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### CALLING ALL IPSSA REGULAR MEMBERS

## IPSSA is Recruiting for Volunteers to Serve on the IPSSA BORD Committees

**THE COMMITTEES MEET FOUR TIMES A YEAR** through Virtual experience. With this format very little time is taken away from your business or family. You will be able to work with the IPSSA BORD to ensure your organization is doing all it can to help the members and the community it serves. The committees are as follows:

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

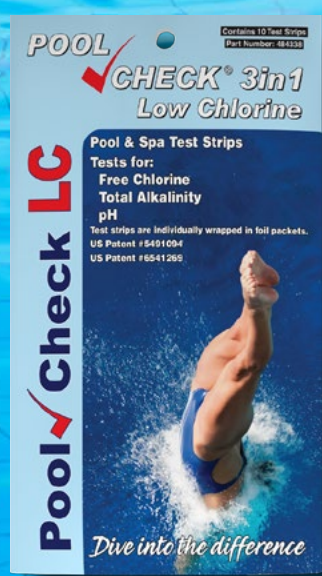
- **Membership Committee Program:** Promotes and facilitates the recruitment and continuity of IPSSA members

Please submit your email intent with your name, and committee you wish to serve. Those wishing to volunteer may select one-committee to serve. If interested, please submit your name right away. If you are not selected for the committee of choice, please know that committees change throughout the year and we will keep your name on file. If you are interested or would like more information about the committee purpose and how best you can serve, please feel free to contact me, Rose Smoot at 888-360-9505 or [rose@ipssa.com](mailto:rose@ipssa.com). ■

## USING ALTERNATIVE POOL SANITIZERS?



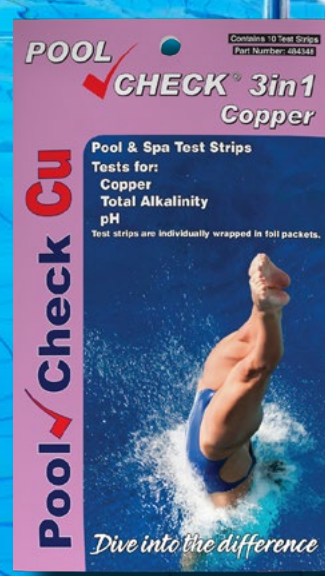
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Check store inventory before visiting



#### SHOP ONLINE FOR PICKUP

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



#### WHOLESALE PRICING

Access to your wholesale pricing & visibility to consumer retail prices



#### REORDER WITH EASE

Easy reorder functionality for frequently purchased items



#### INTUITIVE INTERFACE

Intuitive, simple online shopping interface



#### FIND PRODUCTS EASILY

Easy to find the products you need as a Pool Professional

## Introducing Leslie's Pro Partner Program

A new program designed to grow your business.

Enroll today to take advantage of these program benefits:



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



#### REFERRAL PROGRAM

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



#### REBATE PROGRAM

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



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



#### VENDOR PARTNERSHIPS

Access discounts and other member benefits from selected vendors.

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- Skimmer - Routing App



#### ADDITIONAL BENEFITS

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

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



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

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

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

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

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

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# FICTION VS. FACT

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

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

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

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

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

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

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

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

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

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

**FACT:** Your membership dues

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

## 6. Members pay a reinstatement fee.

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

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

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

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

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

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

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

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

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

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



## PENTAIR Rebate Program — Take Advantage

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

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

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

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

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

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

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

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



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The employee owners at **Pool Covers, Inc.** are committed to great customer service for you and your clients!

Know that when you refer your clients to us they do not need to shop anywhere else. Pool Covers, Inc. employee owners will not only provide **superior customer service** but will provide you with the most innovative products to make your clients pool safe. We offer child safety fencing as well as safety swimming pool covers. Our style of "one stop shopping" makes it faster and more convenient for you and your clients.

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!

Pool Covers Inc. providing quality safety products and service in Northern California for over 30 years.

**Call us at 800-662-7665 with your referrals!**

**Save Lives, Save Water, Save Heat, Save Money!**

# New Products



## CCEI USA offers simple & affordable TILD automation

CCEI USA's TILD automation system provides a simple and affordable entry-level automation system that is easy for pool professionals to sell and install. Perfect for pool owners who want to start using automation to manage their pool, the TILD system can manage the pool's heater, lights and pump—all from a simple app on any smart phone. Ideal for existing pool owners who want to automate pump room equipment, regardless of the equipment brand or age. This UL and ULC certified system gives pool owners the ability to control water temperature, lights, and pool pumps with the CCEI's VigiPool app. Great for pool service professionals and retailers looking for unique products to distinguish themselves from competitors and increase revenues on every pool by selling this a simple, affordable, entry-level automation system. **Find more information at [www.ccei-pool.com/us/](http://www.ccei-pool.com/us/)**



## Haviland commits to reducing packaging footprint with new 'bagged balancers'

Haviland Pool & Spa Products is now offering select sizes of water corrective and chlorine complimentary chemistries in resealable retail friendly packaging. This new line of resealable, bagged balancers use a 'gusseted base' that allows the bag to stand independently on retail store shelves. Haviland is committed to bringing updated packaging concepts to the market along with helping reduce the amount of plastics that are used in the packaging of products. Products are available in both 5lb and 10lb sizes. All products made in the USA. **Learn more at [www.havilandusa.com](http://www.havilandusa.com)**



## PRO Series® now offers Extra Strength Stain & Scale Product

ProSeries® pool is pleased to now offers an Extra Strength Stain and Scale option as a part of its professional strength line stain and scale product for pool pros. These products reduce metal-based staining & calcium scale buildup with consistent use. PRO SERIES® Extra Strength Stain and Scale Control is highly effective at controlling scale buildup and cloudy water from high calcium levels. Easy to use, while helping to protect pool surfaces and equipment from costly damage. When applied according to label instructions, product stays effective for up to four weeks. For use in pools sanitized with chlorine or bromine. **Learn more at [www.proseriespool.com](http://www.proseriespool.com)**



# Associate Members

## TITANIUM PARTNERS



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

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



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Pentair Aquatics Systems is the world's leading manufacturer of pumps, filters, heaters, automation, lighting, cleaners, sanitizers, water features, and maintenance products for pools and spas.

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



**Industrial Test Systems**  
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Mike McBride: [mmcbride@sensafe.com](mailto:mmcbride@sensafe.com)  
George Bailey: [gbailey@sensafe.com](mailto:gbailey@sensafe.com)  
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Lynn Nord: [lynn.nord@kingtechnology.com](mailto:lynn.nord@kingtechnology.com)  
Manufacturer of water purification products using minerals and 50% less chlorine



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



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Fred Schweer: [fred@poolrx.com](mailto:fred@poolrx.com)  
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Built by a service company, customized for you! Skedit is an all-in-one business software built by Aaron Burningham in 2006 to run his personal business, Intermountain Pool Covers. Since then, the company has grown, improved, and is customizable for companies in the industry. Skedit is still used by the company that built it and used by hundreds more today.



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## SILVER PARTNERS



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



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

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Helena Foutz: [Helena@GetGreatPlans.com](mailto:Helena@GetGreatPlans.com)  
714-657-6355

Helena Foutz is an IPSSA-adjacent California licensed health and life insurance broker, #0M50453. She is also licensed in nine other states, including Nevada, Arizona, and Texas.



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

Established in 1968, Haviland Pool & Spa is a leader in the manufacturing of pool and spa water treatment products. Haviland produces eight house brands including ProTeam and SpaPure, while also private-labeling pool and spa chemicals.



**LOU - powered by Evosus**  
[lou@evosus.com](http://lou@evosus.com)  
360-735-9510 x1  
Dan McManus, CEO: [dmcmanus@evosus.com](mailto:dmcmanus@evosus.com)  
360-244-4136

LOU is cloud business software for retail and service companies who manage inventory across multiple stock sites. The Evosus team built LOU based on 20 years of best practices from 500 pool & hot tub businesses across the U.S.



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Andy Hjorth: [andy@getmizu.com](mailto:andy@getmizu.com)  
Ben Weekes: [ben@getmizu.com](mailto:ben@getmizu.com)  
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Cheryl Maclennan:  
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**Purity Pool Inc.**  
[puritypool.com](http://puritypool.com)  
Rich Gross/Julie Gross: [julie@puritypool.com](mailto:julie@puritypool.com)  
800-257-1961 ext. 1  
Purity Pool is the industry leader in professional leaf rakes and other tools for service professionals. Purity Pool focuses on making the longest-lasting and easiest to use products, prioritizing durability and efficiency over cutting corners.



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



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[onlinesales@tspoolsupply.com](mailto:onlinesales@tspoolsupply.com)  
602-532-4863  
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Ultimate Pool Tools is a group of seasoned pool care professionals that have come together to make better pool care tools that deliver precision-crafted performance.



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Brian Richardson: [brian@waterquality.net](mailto:brian@waterquality.net)  
877-281-7603 ext 237  
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The VacDaddy™ is a portable pool vacuum system that combines power and light weight to create a more convenient and faster way of cleaning pools.



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# Associate Members

## ASSOCIATE MEMBERS

### Alpha Water Systems, Inc.

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

### Aqua Creations

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

### BeST Clear System A Revolutionary Water Reuse – Recycling System

[bestclearsystem.com](http://bestclearsystem.com)  
209-629-8485  
Harold Tapley: [htapley@bestclearsystem.com](mailto:htapley@bestclearsystem.com)  
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### BHG Sales

[bhgsales.com](http://bhgsales.com)  
714-982-8856  
Ben Gargle: [bgargle@bhgsales.com](mailto:bgargle@bhgsales.com)  
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### Blake Sales Associates\*

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

### Blue Square Manufacturing

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

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

### CCEI USA Inc.

[ccei-pool.com](http://ccei-pool.com)  
617-304-5618  
Arthur Schutzberg: [aschutzberg@ccei-pool.com](mailto:aschutzberg@ccei-pool.com)  
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and can be connected via Bluetooth or Wi-Fi.

### Compass Minerals

[compassminerals.com](http://compassminerals.com)  
913-343-2194  
Tommy Allmon  
[allmont@compassminerals.com](mailto:allmont@compassminerals.com)  
Compass Minerals is the leading salt producer in North America and the U.K. We take pride in safely delivering essential mineral products to help keep people safe, feed the world and enrich lives. Our high-quality ProSoft® Pool Salt is formulated for pool professionals and certified by the National Sanitation Foundation. ProSoft Pool Salt is designed to meet or exceed the standards set by leading chlorine generator manufacturers and contains high purity, extra fine crystals that dissolve rapidly.

### County Leak Services / The Pool Center

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

### D&D Technologies

[www.usddtech.com](http://www.usddtech.com)  
714-677-1300  
[info@ddtechusa.com](mailto:info@ddtechusa.com)  
D&D Technologies was founded on child safety and we are committed to preventing toddler drownings worldwide. D&D Technologies is the designer and manufacturer of the MagnaLatch® magnetically triggered safety gate latch and TruClose® self-closing, polymer safety gate hinges. D&D Technologies is the recognized leader in safety and hi-performance gate hardware globally providing the broadest range of gate hardware for every application.

### Discount Tires/America's Tires

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

### Freedom Solar Energy

[freedomsolarenergy.net](http://freedomsolarenergy.net)  
760-806-3733  
Kristal Needham: [kristal@freedomsolarenergy.net](mailto:kristal@freedomsolarenergy.net)  
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### H2flow Controls, Inc.

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

### H2O So Clean Pool & Spa Services

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

### Horizon Spa & Pool Parts

[horizonparts.com](http://horizonparts.com)  
520-295-9750  
Bruce Johnson: [bruce@horizonparts.com](mailto:bruce@horizonparts.com)  
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### iWallet

[iwallet.com](http://iwallet.com)  
866-376-4880  
Jim Kolchin: [jim@iwallet.com](mailto:jim@iwallet.com)  
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### Jack's Magic

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

### Kent Westfall Pool Inspections

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

### LaMotte Company

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

### Microglass, LLC

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

### National Plasterers Council

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

### Orenda Technologies

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

### Paythepoolman, LLC

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951-234-5166  
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### Pool and Hut Tub Alliance/California Pool and Spa Association

[www.cpsa.phta.org](http://www.cpsa.phta.org)  
602-619-2129  
Susan Kregar: [skregar@phta.org](mailto:skregar@phta.org)  
The Pool & Hot Tub Alliance protects and advances the common interests of the industry by providing education, advocacy, standards development, research, and market growth to increase our members' professionalism, knowledge, and profitability.  
**Pool Industry Expo, Inc. (PIE SHOW)**  
[info@poolindustryexpo.com](mailto:info@poolindustryexpo.com)  
650-327-7743 (7PIE)  
PIE has well earned its reputation over the past 34 years, with more than 130 exhibitors per show and attendance ranging as high as 5 to 6 thousand, many of the attendees and exhibitors from those shows are still showing up in Monterey for their "Education Vacation".

### Pool Water Products\*

[poolwaterproducts.com](http://poolwaterproducts.com)  
James Bledsoe: [jbledsoe@poolwater.com](mailto:jbledsoe@poolwater.com)  
Richard Holtzworth: 949-756-1666  
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### Powell Pool Company, LLC

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[nidec-motor.com](http://nidec-motor.com)  
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Jim D'Angelo: [jim.d'angelo@nidec-motor.com](mailto:jim.d'angelo@nidec-motor.com)  
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