

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.

How to Enhance the Flow of Information Financial Impact of Poor Communication

By Jamie Novak

MANY ARE AWARE OF the frustration that comes with ineffective communication, but they might not understand its costly impact on a business's bottom line.

Quantifying the cost of ineffective communication can be challenging. One cannot easily put a price tag on the cost of a misunderstanding. Even something as seemingly minor as omitting a single word while typing quickly can negatively affect the entire message being conveyed. Back in 2017, the author and an analyst colleague estimated that ineffective communication costs businesses almost \$4 billion a year.¹ This number is expected to continue rising as the speed of communication increases with technological advances.

Another study, conducted by communications expert Debra Hamilton, found that

in smaller companies with 100 or fewer employees, this cost amounted to around \$420,000 per year.² When considering the real cost of ineffective communication to businesses, those typos and run-on sentences suddenly seem much more significant, do they not?

WHAT IS EFFECTIVE COMMUNICATION

Effective communication is exchanging information in a clear and concise manner, leaving no room for misinterpretation by the receiving party. This may sound easy, but often is not. Everyone processes information differently, so a person's approach to communication is important to consider.

TYPES OF INEFFECTIVE COMMUNICATION

Aside from misspelled words, grammatical errors,

and unclear writing, what else can be considered ineffective communication?

- Incorrect punctuation that leads to uncertainty of meaning.
- Not fully reading or listening to information.
- Rushing the exchange of information and not allowing time for questions.
- Including the wrong people in emails so the right ones are not in the loop.
- Unnecessarily copying numerous employees on emails, which can lead to confusion and, in some cases, even animosity.
- Handling business via text message and not properly documenting it for others.
- Not providing clarity on action required.
- Meetings that could have (and should have) been an email and vice versa.

Say a business has a technician on their team who is great at maintaining pools and is a valuable member of the crew, but the tech is disorganized and

always forgets to write down notes about a task. While at a weekly service visit, they notice the filter gauge needs to be replaced but they do not have the part. They send a text to the service coordinator to add a filter gauge replacement to their next visit but do not state which filter type the pool has. The coordinator assumes they are not calling it out because the pool must use the same filter they put in new builds. Of course, it does not work out, and during next week's visit, a team member must deliver the correct filter gauge to the backyard. This is not only inefficient, but it is also costly; not just in the gas to get the correct part to the job, but also in the loss of productivity of the office team member (as well as the service technician if they spent any time waiting around for the part to arrive). Occurrences like these are a regular part of their daily work routine. Yet, unless they identify and rectify the underlying issues, the cumulative effect could significantly impact both time and expenses.

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IPSSA: Improving the Industry through
Community, Education, & Support.

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Communication

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COMMUNICATION BEST PRACTICES:

- Be intentional. Try to predict how a message will be received and how it could be interpreted.
- Select the right audience and know the audience (i.e. adjust the tone to be more formal or informal based upon the relationship with the other party).
- Do not create or ignite conflict. Be solution-oriented.
- Soften the tone when conveying difficult news but remain firm.

FOR WRITTEN

COMMUNICATION:

- Use simple language for clarity.
- Limit filler words (e.g. “in order to”).
- Provide the necessary context but get to the point.
- Proofread and correct any typos/ grammatical errors (consider asking a colleague to read it before sending.)
- Summarize response requests if action is required.
- Consider the use of templates for a consistent brand voice.
 - Communication with team members is a reflection of the company.
 - Preserve the brand’s image and company reputation by providing

resources for professional and clear communication.

- Share notes with a customer relationship management (CRM)

system or even Google docs.

- Include a professional signature on emails with complete contact information — there is nothing more frustrating than wanting to pick up the phone to discuss an issue but having to search for the phone number.

THE STAR METHOD

Stop: Pause, give yourself time to process what happened

Take a breath: Breathe and reflect on the situation

Analyze the facts: Gather data, research what happened, identify productive solutions

Respond with grace: You’ll never regret handling a situation this way

THE STAR METHOD

At some point in the career of a pool professional, they will encounter an email, text, or phone call that provokes upset. While an impulsive reaction might be the first instinct, the author advocates for restraint. The STAR method has been devised by the author to serve as a reminder to pause in these circumstances. Professionals will never regret handling a tough situation with grace.

People do not always get it

right, but hopefully these best practices will help improve communication. ■

ABOUT THE AUTHOR

Jamie Novak is the director of pro brands at BioLab, a division of KIK Consumer Products. With more than 19 years of experience in the swimming pool and spa industry, she has held multiple positions in marketing and sales for major manufacturers. Novak received her MBA with concentrations in marketing and leading organizations from Johns Hopkins Carey Business School.

The IPSSAN

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Hayward Appoints Senior Vice President, Chief Global Operations Officer

ON APRIL 15 HAYWARD announced the appointment of Eric Sejourne as Senior Vice President and Chief Global Operations Officer, effective April 15, 2024.

Sejourne will oversee all integrated operations activities across the Company's global enterprise, including manufacturing, distribution, sourcing, materials management, quality, and environment, health and safety.

He succeeds John Collins who was appointed as Hayward's Chief Commercial Officer in December 2023.

Sejourne will use his more than 30 years of experience in global operations, lean manufacturing and supply chain management to build on Hayward's long-term vision and strategy for a world-class end-to-end supply chain.

"Eric is joining our company at a pivotal juncture, as operations continue to normalize post-pandemic, amidst ongoing cost inflation and global events that stress the efficacy of integrated supply chains," said Kevin Holleran, President and Chief Executive Officer of Hayward. "His role is crucial, as our operations are so vital to our success. Manufacturing and distribution have historically been competitive advantages for Hayward, and I have full confidence we will continue to flourish under Eric's leadership."

Sejourne joins Hayward from Assa Abloy, where he has worked for the last 15 years. Most recently, Sejourne

served as Chief Operations Officer of the Americas Division.

"Hayward has a strong reputation as an innovator and a proud history of making high-quality products. I am looking forward to meeting the talented people throughout the company's global operations whose hard work built that strong reputation," Sejourne said. "I can't wait to join the team."

Prior to his time at Assa Abloy, Sejourne was a vice president at Watts Water Technology, where he was responsible for developing the strategy for the company's manufacturing footprint. He also helped establish the company's program management office and continuous improvement operating system.

Sejourne also worked at Ingersoll-Rand, where he started his career in the manufacturing management training program and eventually rose through the ranks to general manager of operations for the Northeast within the company's Security Technologies division.

Sejourne holds a master's degree in manufacturing systems engineering and a bachelor's degree in mechanical engineering from Lehigh University. In addition, he earned a second master's degree in business administration from Indiana University's Kelley School of Business. He speaks French fluently and has spent significant time working outside of the United States. ■

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Meet the IPSSA National Board

JASON HILTON

**REGION 1 DIRECTOR,
AND ASSISTANT CFO
NORTHERN CALIFORNIA**

Jason serves on the IPSSA Finance Committee. IPSSA Region 1 includes the Capital Valley, Delta, East Bay, East Contra Costa, El Dorado, Elk Grove, Gold Country, Modesto Central Valley, Sacramento City, and Tracy chapters.



Max started out in pool service in 2004 working for a large company in his area. He started doing repair work and route management. After 10 years he secured his C61/D35 and C53 license and left his job to start his own pool service company. Max now

services 38 commercial pools, 140 residential pools, as well as doing pool remodeling and new pool construction. In addition, he handles repairs for 12 other companies.

Max has been a member of IPSSA since 2004. He is a past IPSSA Ventura Chapter President, Treasurer, and Sick Route Chair. Max also volunteers in his community including building a Make a Wish pool, installing Make a Wish pool access lifts, and has been a rescue diver for the Ventura County Sheriff's Department for 18 years. Max states that he will look out for single pole pool guys and is a big believer in sick route coverage.

Max currently services on the IPSSA Education Committee. IPSSA Region 2 includes the Bakersfield, Central Coast, Conejo, Conejo Valley, Fresno, Santa Barbara, Ventura, and Visalia chapters.

MAX O'BRIEN

**REGION 2 DIRECTOR
CENTRAL CALIFORNIA**



**ERIC NIELSON
REGION 3 DIRECTOR**

NORTH LOS ANGELES COUNTY
Eric was born in a small town in central Utah in 1959. He moved with his family in 1963 to the San Fernando Valley, where his father was an aerospace engineer working on the Gemini and Apollo programs. While growing up in the "valley," he spent his summers on the ranch in Utah raising Alfalfa, Cattle, Sheep, and Turkeys. There he developed his love for the outdoors, hunting, and

fishing which are continued passions to this day. In 1974 started helping a neighbor who was a pool man with a route in Beverly Hills and has continued, for the most part, in the pool business since then. Starting Willow Creek Pools, a service, and construction company, in 1982, it has focused on high-end residential and commercial pools in the Beverly Hills, Bel-Air, and Malibu areas. He also owned a wholesale pool distribution house for several years and sold it in 2015. He joined IPSSA in 1983 and has held multiple positions, including chapter president, and serving on the BORD from 2002-2004, serving for a year as the IPSSA president in 2003. He has served on many boards in the industry for decades, including positions on the CPSA Board and as a Director of the Western Pool and Spa Show. Eric was honored to receive the Terry Cowles award in recognition of his service to the industry. His charity work is not limited to the pool industry and includes serving as a Boy Scout Scoutmaster for 14 years and leading a Hollywood Celebrity event that raised money for the Wounded Warrior Project. He and his wife Patty recently celebrated their 40th wedding anniversary, and he credits her with any accomplishment he has ever had. They have two children and four grandchildren who are the joys of their lives. Eric has always loved the ideals of what IPSSA stands for and hopes to help it grow and prosper into the future.

Eric currently serves on the IPSSA Education Committee and IPSSA Marketing and

Outreach Committee. IPSSA Region 3 includes the Antelope, Diamond Bar, Foothill, San Fernando Metro, San Fernando Valley, San Gabriel Valley, and Santa Clarita Valley chapters.



RICK MORRIS
REGION 4 DIRECTOR AND
BORD SECRETARY

SOUTH LOS ANGELES COUNTY
Rick was born and raised in Southern California. He and his wife Marsha of 29 years reside in his hometown of Gardena and have three children together - Brendon, Ryan, and Kayla. He has served over 20 years as a leader and director on a church board for a local kids' club. Rick has always enjoyed working with the youth. Rick worked in the sales field for several years and after downsizing and reorganizing a few times, he went into the pool service business by purchasing 40 pools in 2005. He joined IPSSA on his one-year work anniversary date, became President of Southbay chapter after 4 years in 2009-2013 then again as Chapter President from 2019 to current. He also concurrently served as Secretary / Treasurer for Region 4 from 2019 to 2022. He holds a contractor license C-61/D35, a L.A. County health Dept License and is CPO Certified. Rick stated, "This has truly been a satisfying career in growing and learning the pool trade with other great guys. I've enjoyed taking care of our clients, whether commercial or residential and having the

freedom and time to spend helping others grow in their business as well."

Rick currently serves on the IPSSA Membership Committee. Region 4 includes Central Los Angeles, East Long Beach, South Bay, West Side, and Whittier chapters.



MICHAEL DENHAM
REGION 5 DIRECTOR AND IPSSA
BORD PRESIDENT

ORANGE COUNTY
Mike and his wife Patti live in Huntington Beach where Mike started his business in 1986, which is the same year he joined IPSSA. Mike started volunteering at the chapter level as Treasurer, then eventually became Chapter President. Mike got involved at the regional level where he helped establish and became the first Treasurer of Region 5. In the years 2000 to 2002, he served on the BORD as Regional Director. While on the BORD he was Chairman of Associate Members and CFO. In 2002 Mike got involved with the Region 5 HOTT Show and has served as HOTT Show Chairman for the last sixteen years. He joined the BORD twenty years later and looks forward to helping solve the issues and challenges ahead.

Mike is the IPSSA BORD President and serves on all IPSSA Committees. Region 5 includes Anaheim, Central Orange County, Dana Point, Mission Viejo, Orange Coast, Orange County Pool Professionals, Southwest, Surf City, Tustin/Irvine, and Yorba Linda chapters.

SCOTT PETERSON
REGION 6 DIRECTOR
INLAND EMPIRE

Scott serves on the IPSSA Marketing & Outreach Committee. Region 6 includes the Corona, Hemet, Menifee Valley, Ontario/Rancho Cucamonga, Palm Desert, Palm Springs, Redlands, Riverside, and Temecula/Murrietta chapters.



ADEN DUNNE
REGION 7 DIRECTOR
SAN DIEGO COUNTY

Aden was born in North County, San Diego, and after a few years away living in Park City, he decided to move back and take over the

family business. Growing up, he remembers always helping out and riding around with his dad, cleaning pools after school in the summers his whole childhood. At the time, Aden always had planned to do something other than follow in his father's footsteps. Not that there was any one specific thing that he had his sights set on becoming, but he had always wanted to do something

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different. He had always said that he wasn't going to be a pool man.

After trying out a few other things and really taking a look at the ins and outs of the pool industry as he grew up, it was very easy to see how great of a career this actually was and the potential behind it. So, after Aden moved back from Utah, he decided to start working for his dad again, learning the trade at a deeper level, and eventually planned to make a career out of it. A year or so later, his father decided he was ready to get out of the business after 30 years, so Aden decided it was time to take the leap and buy the company from him. Since then, the company has been steadily growing each year and Aden has never looked back. Now almost 30 years later, Aden is a Regional Director for IPSSA, was named Pool Guy of the Year by Pool Nation, was awarded IPSSA's inaugural Pool Pro of Tomorrow award, and sits on a few different boards and committees within the industry. He is happy with the way things have played out and is looking forward to many years in this business.

Aden is the Chair of IPSSA's Marketing and Outreach Committee. Region 7 includes the Escondido, North County Coastal, Rancho Del Mar, San Diego, San Diego East County, and San Diego Metro chapters.

LINDA CROSS
REGION 8 DIRECTOR
ARIZONA/NEVADA

It was 2005 and I was 55 years old in a high-pressure corporate job. My husband was in the same situation, and we



found out that our daughter in Scotland is pregnant with our first grandchild. We know our corporate jobs wouldn't allow enough time to travel to Scotland, so we started looking for an early retirement and needed some extra income until we could receive Social Security and Medicare. My brother-in-law- was in the pool business and President of the Capital Valley IPSSA. He convinced us to start our own pool tile cleaning business, which would allow some flexibility for travel. We moved from Alabama to Las Vegas, after determining a high volume of pools with calcium caked on tiles, and a low volume of businesses removing it. After sitting at a desk for 30 years, it was wonderful having a job outside in the fresh air. I also enjoyed my time interacting with customers.

The tile business fizzled during the Great Recession (2009) and we were faced with adding pool service, even though that would mean a little less time off for traveling to Scotland. I concentrated on pool service while my husband concentrated on tile cleaning. I became passionate about water chemistry, and read everything I could find about it, as well as took courses such as CPO.

I joined the Western Las Vegas chapter of IPSSA in 2011. During those 12 years, I have been President for eight years and Treasurer for two years. As President, I began shifting our meeting from vendor sales

visits to vendors teaching us something, such as how to troubleshoot their product, or a National Plasterer Council member discussing aspects of pool start-ups or having a CPR class for the members.

This is the second year of my first term as the Region 8 Director. I hope to continue to focus on Education, as well as the many other aspects and goals of the BORD.

Linda serves on the IPSSA Education Committee. Region 8 includes the East Valley, North Phoenix, Southeast Valley, Tucson, West Valley, and Western Las Vegas chapters.



RICK BEAUBOUF
REGION 9 DIRECTOR AND
IPSSA BORD CFO
TEXAS SOUTH

Rick Beaubouef was born in Houston, TX in 1977, but moved to California with his family in 1987. He's named after his father, who was a first generation poolman. Rick started working in the pool industry with his dad when he was 8 years old and started his first swimming pool company in 1998 in Austin, TX. Rick has been a member of IPSSA since 1998 and has served more than a decade in different chapter board positions for Austin, and North Austin Chapters. Rick also served as an Executive Board member for the Aquatic Professionals Education Council, until it was changed to the Texas Pool

and Spa Coalition. Rick is father to two sons, Alex and Skyler, who he hopes to raise as 3rd generation poolmen. Being a native Texan, with California roots, Rick has a diverse perspective of the swimming pool industry and the challenges we face. Rick's motto is "Improve the industry, to improve our businesses, to improve our quality of life".

Rick is the IPSSA BORD CFO serves on the IPSSA Executive Committee and IPSSA Finance Committee. Region 9 includes the Austin, Clear Lake, Corpus Christi, Houston, North Austin, North Houston, San Antonio, and West Houston chapters.



GARY HEATH
REGION 10 DIRECTOR AND
IPSSA BORD VICE PRESIDENT
NORTHERN CALIFORNIA: SAN FRANCISCO/SAN JOSE BAY AREA

Gary was born and raised in California's East Bay; his family has deep roots in the area. After graduating from high school, he attended Sacramento State University where he received a BS in Business Administration. He and his wife Kelly have a daughter and live in Danville. Gary and his wife Kelly did not grow up in the pool business, they bought The Pool Doctor in 2010. After long successful careers, Gary in the Heavy Construction and Mining Equipment Industry, and Kelly in Pharmaceutical sales they decided to quit

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Corporate America and work for themselves. He currently holds a C61/D35 Contactors License and is CPO Certified. The Pool Doctor has been in business since 1956, he and Kelly are the fourth owners of the 65-year-old company. They cover the East Bay area and service hundreds of residential and commercial pools. In his spare time Gary loves to hunt and fish, and wishes he had more time for golf and has a vacation home in Twain Harte. Gary has belonged to both the East Bay and then the Tri Valley chapters of IPSSA. He served as president of Tri Valley for several years prior to being elected to the BORD. He also has served on multiple HOA boards.

Gary is the IPSSA BORD Vice President. Region 10 includes the Fremont, Mid-Peninsula, Monterey Coast, Marin/Sonoma County, Santa

Clara Valley, Silicon Valley, and Tri-Valley chapters.



PAULETTE HESTER
REGION 11 DIRECTOR
FLORIDA/GEORGIA

Paulette grew up in Illinois and in 1995 decided that she wanted to be in the sunshine and by the ocean. So, she packed up her kids and their belongings and headed to Stuart, Florida. The day she arrived, which was the closing day of her house, was her first experience with a hurricane. Instead of closing on the house, they had to find a hotel and wait out the storm with all of their possessions in a U-Haul trailer and three little

girls hunkering down in a hotel bathroom.

After working in hair salons for three years, Paulette took a job at a pool company and instantly fell in love with working outdoors in the sunshine, which was the reason she moved to Florida in the first place. In 2002 her fourth daughter was born and in 2004 she started my own company, Pools by the Sea, Inc.

In 2012, IPSSA formed a chapter on the Treasure Coast and Paulette was elected as the chapter's Treasurer. She stayed in that position up until 2022, which is when she became Chapter President. She remained Chapter President until she accepted the IPSSA Board of Director position for Region 11.

Paulette loves the pool industry and also loves being a part of IPSSA. She says that it brings her joy

to working to help IPSSA grow, educating others on pool safety, and learning new things that help her as a businesswoman. She also loves having such a physical career. Paulette's ultimate love comes from being outside in the sunshine on her boat, diving, snorkeling, off-roading in her Jeep, and hiking in the mountains.

Paulette serves on the IPSSA Membership Committee. Region 11 includes the Gold Coast, North Georgia, Osceola (Orlando/Kissimmee), Port Charlotte, Sarasota (Sarasota and Manatee Counties), and Treasure Coast chapters.

CASEY GARDNER
REGION 12 DIRECTOR
TEXAS NORTH

Region 12 includes the Dallas, Fort Worth, Mid-Cities DFW, Rockwall, Tarrant County, and Waxahachie chapters. ■

Bring on all the blooms and sunshine!

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

DID YOU KNOW THAT MAY is National Strawberry Month? But let's be honest, who needs a special occasion to enjoy the scrumptiousness of strawberries? Well, here's something even more exciting- they are beneficial for your health too! They can potentially enhance heart and brain health, lower the risk of certain cancers, and aid in the management of type 2 diabetes. So, why not indulge in eight strawberries each day and relish the advantages they offer?

What about your insurance benefits! Do you ever have trouble figuring out what you have or what the benefits mean? What is Co-Insurance? What happens if you go Out of Network? What if you are uninsured? Are you aware of the penalty

for being uninsured? Who will pay your bill if you visit the Emergency Room or get hospitalized? That's what I'm here for! Call me with your questions, whether it's to help you find new insurance, put together a group plan for you and your employees or help you transition into Medicare, I'm happy to help! The insurance companies pay us so there's no additional charges or fees if you call me for insurance help! ■



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IPSSA 2024 Award Nominations are Open!

Nominations are due by
October 15, 2023.

Go to ipssa.com/ipssa-awards
for more information.

EVEN THOUGH WATER SAFETY and drowning prevention is imperative and important year-round, May is the official “Water Safety Month” and IPSSA would like to highlight some amazing nonprofit organizations that are working hard to make sure individuals of all ages are being safe in and around the water.



THE JASPER RAY FOUNDATION has been working hard over the past year in collaboration with local government, the California Water Safety Coalition and the Orange County Drowning Prevention Coalition to continue their essential work in drowning prevention. In October 2023, JRF raised almost \$15,000 at the first annual ‘Fish Outta Water Fun Run for Swim Safety.’ These funds are earmarked to provide low-cost and free swimming lessons to those in need in Orange County, CA. The JRF Board of Directors is working with local municipalities and aquatic centers to promote a free recreation swim day. This event aims to encourage swim safety through booths, tables, and vendors that will provide resources to families in need. The second annual ‘Fish Outta Water Fun Run’ is scheduled for October 26.

Jonathan St. Clair, JRF’s co-founder, was also asked to participate on the NDPA Board of Directors as he increased his involvement in water safety initiatives. Julie, JRF co-founder, continues to serve on the California Water Safety Coalition board to support the California Water Safety Strategy released in April 2023. Moreover, the Jasper Ray Foundation board continued to grow as Tim Pagano, Deputy Director of Parks and Recreation, joined the Board in January 2024.

For more information, go to jasperray.org.



Left to right: Karen Cohn, Co-founder of The ZAC Foundation; Nathan Bass, District Representative Senator Newman; Julie Lopiccoco, Co-Founder of the Jasper Ray Foundation; and Johnathan St. Clair, co-founder of the Jasper Ray Foundation.



Left to right: Kris Lev-Twombly (President & Chief Executive Officer at California State Alliance of YMCA), Dr. Will Koon (National Manager of Drowning Prevention Strategy, Royal Life Saving Society- Australia) Karen Cohn (Co-Founder of The ZAC Foundation), John Abdou (Associate Athletic Director, UC Irvine), Dr. Mark Simonian (Water Safety Council of Fresno), Rob Williams (Retired Newport Beach Lifeguard Chief), Julie Lopiccoco (Co-Founder of the Jasper Ray Foundation), Megan Ferraro (Executive Director of The ZAC Foundation) and Lydie Gutfeld (Director of Parks, Recreation, and Community Services, San Bernardino)

THE CALIFORNIA WATER SAFETY COALITION recently hosted its 4th Annual California Water Safety Summit, where industry experts and speakers discussed drowning prevention and water safety and expanded upon the April 2023 California Water Safety Strategy release. Speakers at the Summit included Dr. Justin Sempsrott, Four-time Olympian Brenda Villa, Dr. Renay Bradley from the California Department of Health, Alex Tardy from the National Weather Service, Karen Cohn from The ZAC Foundation, and many more.

“The California Water Safety Coalition Board was thrilled to host our fourth annual event that brings together water safety experts from all over the world to promote drowning prevention initiatives and share ideas and information about water safety in general,” said CWSC Chair Megan Ferraro. Mrs. Ferraro, Executive Director of The ZAC Foundation, is a founding California Water Safety Coalition member and has also helped form similar coalitions in New Jersey and Texas. “These local coalitions help bring together water safety experts from industry and the non-profit sector to strengthen this community’s impact in drowning prevention,” notes Mrs. Ferraro.

The California Water Safety Summit was held at the Jessie Turner Community Center in Fontana, right next to their new state-of-the-art aquatics center, where the local community can come together for recreational swimming and competitive sports. The Summit is the culmination of the April 2023 California Water Safety Strategy release, written by Dr. William Koon of Royal Lifesaving Australia. Koon, a native Californian, wrote the strategy with other drowning prevention stakeholders.

For more information about the Summit, the Coalition, or the Strategy, visit cawatersafety.org.



Upcoming IPSSA & Industry Events

PIE SHOW
October 3-5, 2024
Hyatt Regency
Monterey, CA

PSP/DECK EXPO
November 9-14, 2024
Kay Bailey Hutchinson Convention Center
Dallas, TX

MAY IS WATER SAFETY MONTH!



JUDAH BROWN PROJECT began because of the drowning death of 3-year-old Judah Brown in 2016. Our mission at JBP is to provide funding for survival swim instruction for children 6 years and under whose parents cannot afford the lessons otherwise, to provide CPR/First Aid and AED certification for individuals 8 years and older and to provide other lifesaving education to families to help prevent children from drowning.

For more information, go to judahbrownproject.org.



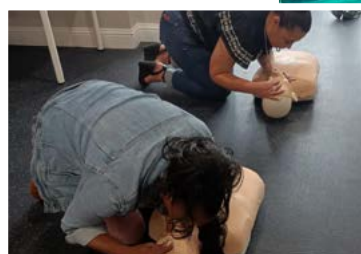
Children spinning a wheel with questions about water safety at Katy Safety Fest in the Fall of 2023. When they answer, they get a prize. If they don't know the answer, they learn the right one and then get a prize.



Throw Don't Go-A different apartment complex training in Summer 2023 we showed the kids how to use a Bouy to save someone from drowning without getting in trouble in the water themselves.



Beach flag red light green light game to teach kids the beach warning flag system. This was taken at a kids training we did at an apartment complex in Houston Summer 2023.



CPR Class-This class was taught to parents at a 3rd apartment complex in summer 2023.



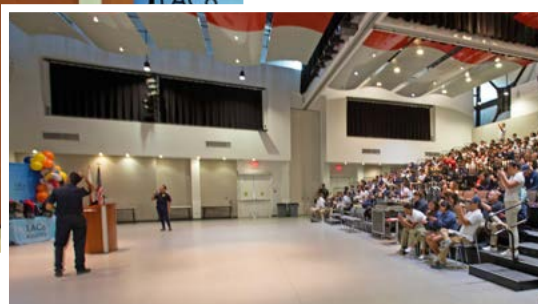
Doug Forbes, President of Meow Meow Foundation, as a guest speaker in front of 400 LA County Aquatics personnel. This is the 2023 LA County Aquatics kick-off event where lifeguards, instructors, supervisors and first responders gather for education and training before the season commences.



DOUG FORBES AND ELENA MATYAS established Meow Meow Foundation in honor of their 6-year-old daughter Roxie who died in 2019 from a wholly preventable drowning at a Los Angeles area summer camp. While Elena has also since died, Doug continues to make caregivers aware that drowning is the leading cause of death for children 1-4 and second leading cause of unintentional injury death for children 5-14. As the nation's sole camp safety foundation, Doug travels the nation discussing how a lack of meaningful camp safety laws has led to a tragic history of summer camp harm, including drownings, despite camps being places for positive child development. Meow Meow Foundation has created wonderful alliances with the Michael Phelps Foundation, The Beau Biden Foundation, the American Academy of Pediatrics and more.

MISSION: We make camps and aquatics safer for kids through unique education, advocacy and resources.

For more information go to meowmeowfoundation.org.



Attendees watching a presentation during the LA County Aquatics kick-off event.

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.

 **ALAN SMITH POOLS**
Plastering Remodeling Design

ALANSMITHPOOLS.COM
714-613-4996





NATIONAL WATER SAFETY MONTH IS THE PERFECT TIME to register as a Host Location for the 15th Annual World's Largest Swimming Lesson. The 2024 event takes place on Thursday, June 20th -the first official day of summer! Hosting or participating in the WLSL event is a great way to keep your water safety initiative moving forward during peak swimming season. Drowning risk is highest during the month of July. Research shows participation in formal swimming lessons for kids ages 1-4 can help reduce drownings by as much as 88%.

The World's Largest Swimming Lesson is celebrating its 15th year of raising awareness about the critical importance of teaching kids and parents to Be Water Aware™. Since its inception, WLSL has provided more than 200,000 hours of water safety training to 354,000 kids & adults in 53 countries. Help support your community with crucial water safety knowledge by joining TEAM WLSL for the 2024 World's Largest Swimming Lesson! Learn more and register at wsls.org.



A young swimmer at Goldfish Swim School in Arlington Heights, IL demonstrates the importance of proper water safety equipment at the pool during the World's Largest Swimming Lesson.



A Lifeguard at Splash Kingdom Wild West Waterpark demonstrates the flutter kick to a young swimmer during the 2023 WLSL event in Weatherford, TX.



A Lifeguard at Splash Kingdom Wild West Waterpark demonstrates the flutter kick to a young swimmer during the 2023 WLSL event in Weatherford, TX.



Olympic Gold Medalist and Water Safety Champion, Cullen Jones worked with Leslie's Pools to host the 2023 WLSL at the Southwest Valley Family YMCA in Goodyear, AZ teaching campers important swimming skills and sharing the message "Swimming Lessons Save Lives."



A young swimmer from the Boys and Girls Club of Central Florida was one of more than 600 participants at the largest WLSL event in 2023 hosted by Disney's Typhoon Lagoon in Buena Vista, FL.



Check Your Pool Gate Month

Safe Gates Help Save Lives

DROWNING IS THE LEADING CAUSE OF unintentional death in children ages 1 – 4 years, with an average of 11 fatal and 22 non-fatal drownings per day. In addition, 70% of child drownings happen during non-swim times. Childrens’ curious nature naturally draws them to the back yard swimming pool, and the majority of children that drown most commonly gain access to the pool area through a faulty fence or gate. The National Drowning Prevention Alliance (NDPA) has developed the 5 layers of protection to help reduce the risk of child drowning.

The first layer, and most important layer, is a barrier that limits access and an alarm to alert of any unplanned access to the pool area. Fencing provides a barrier that works 24/7, but a fence is only effective if the gate and gate hardware are in good working order – a properly functioning gate can help prevent drownings. Checking the pool gate is vital to drowning prevention, yet only 30% of pool owners check the safety of their pool gate once a year. Recognizing the need to create awareness of this problem and provide education on how to check and maintain a pool gate, D&D Technologies has brought together the NDPA and several non-profit organizations to establish the Check Your Pool Gate Month beginning the first day of May.

Check Your Pool Gate Month was created to remind pool owners of the vital need to ensure pool fences, gates, latches and hinges are secure and in top working order, with the aim to reduce child drownings by making it harder for them to access the pool. Every pool owner should be confident they have a safe swimming zone. For every 1 child that drowns, another 7 experience a non-fatal drowning – 40% of these children require further care. A

RESOURCES

For more information on pool safety and compliance visit:

bit.ly/4aOzjBN
bit.ly/3wiHbkG
ndpa.org

For more information on the Layer of Protection visit:

ndpa.org/layers

few minutes is all it takes for pool owners to check their pool fence and gate, and this simple routine done regularly could help save the life of a child.

SAFETY CHECKLIST FOR POOL GATES

- Gate should open outwards, away from the pool
- Gate latch release knob should be out of reach of children under 5. (check local codes/standards from minimum requirements)
- Fence should be at a minimum height to comply with your region and encompass the pool area. (check local codes/standards for minimum requirements)
- Maximum clearance from finished ground surface is no more than 4” (100mm)
- Fence perimeter must have adequate distance from other climbable objects or structures
- Gate must be self-closing and self-latching
- Gate hinges are reliable, self-closing, tension-adjustable, rust free and bind free
- Gate latch must be adjustable for height and width
- Gate latch cannot be key locked in the “open” position
- Gate latch cannot be opened using implements or force
- Gate will shut and latch securely from any position, including from resting on

the latching mechanism

- Gate complies with all relevant United States Codes/Standards and legislation for pool safety

Fence companies have a critical role in the effort to save lives as they communicate directly with customers. A few important points to communicate to customers are the importance of checking the pool fence and gate on a regular basis to make sure all are in good working order – reminding the customer a gate that is not self-closing and self-latching provides instant and often undetected access to the pool area. Also, provide the items on the checklist to check and communicate the significance of installing the safest, most advanced latches and hinges available, considering the hardware’s vital role in protecting children.

You are encouraged to support the ‘Check Your Pool Gate Month’ campaign by following D&D’s social platforms and sharing the posts, and by announcing the start of the campaign and posting the safety checklist for pool gates on your website. ■

Things to do in May

- **National Water Safety Month — Promote Water Safety and Drowning Prevention**
- **Algae Control**
- **Specialty Chemical Maintenance**
- **Change Hoses on Liquid Chlorine Feeders**
- **Truck Maintenance**
- **Evaluation of Fuel Consumption Need**

Achieve and Maintain Clear Pool Water

By Terry Arko, HASA

THE IMPORTANCE OF WATER CLARITY

Clear water in swimming pools is important for three main reasons. The number one reason is for the safety of swimmers. There are several safety concerns from cloudy pool water. Especially if the water is so cloudy that swimmers cannot be seen beneath the surface of the water. This is a condition that can lead to injuries and even potentially drowning. The risk of drowning increases dramatically when a swimmer in distress beneath the surface cannot be seen. There have been several well reported cases of drownings occurring at public venues such as hotels or municipal pools due to extreme cloudiness of the water. Public pools will be shut down if the bottom of the pool is not clearly visible from the deck. Residential pools should not be used if the bottom drain and floor are not visible from the surface.

Secondly, cloudy pool water could be an indication of lack of disinfection and the presence of harmful pathogens. These could be bacteria, viruses, or protozoa (such as cryptosporidium or giardia). This is another reason cloudy pools should not be used as this could lead to risk of ear infections, pink eye, skin irritations and internal stomach diseases from swallowing non-sanitized water.

The third reason is strictly aesthetical. This is the appearance of the water. Most people would rather swim in a pool that is bright blue and clear. Swimming pools are intended to be inviting, bright, clear, and blue. This is what draws swimmers to use a pool on a sweltering day. Pool owners are concerned about safety, health, and clear water. Keeping pools safe, clean, and clear is a huge concern for both the users and anyone who is responsible for the maintenance of the water.

PHYSICAL HYDRAULICS

Many times when it comes to water clarity pool operators can get it backwards. Chemicals seem to be the go-to when a pool begins to turn turbid. However, clarity of water is dependent not on chemicals but on the pool equipment. Having a pump and filter that are sized in harmony with one another so that the entire body of water moves through the system in an acceptable time is paramount to keeping water clear. There is no chemical on earth that can replace proper circulation and filtration. Pumps should be sized with sufficient flow rate to ensure an effective turnover rate through the filtration system.

TURNOVER RATE

The turnover rate is the amount of time it takes for all the volume of pool water to move once through the system. It takes four turnovers of the pool volume to obtain 98% filtered water. Turnover rate is measured in hours. The requirement for public pools is that one turnover is accomplished within 6 hours. This means that in a public pool it takes 24 hours to obtain 98% filtered water. Residential pools are sized smaller than a commercial facility. Therefore many residential pools may not even accomplish one complete turnover in a day. If you know the gallonage of the pool and the flow rate of the filter then you can determine the turnover rate. The formula is as follows: Turnover rate = Pool volume divided by Flow rate divided by 60 minutes.



You can also determine the flow rate needed to achieve turnover rate within a specified time. The formula to figure flow rate is as follows: Flow Rate = Pool volume divided by Turnover rate desired divided by 60 minutes.

FILTRATION

Filters serve one main purpose for swimming pools. The removal of particulate matter. Pool water is an active gathering site for micron sized solids to accumulate. Filters are designed to remove material of differing microns. The main filter types are as follows:

- Sand Filter 50 – 25 microns
- Cartridge Filter – 15 microns
- Diatomaceous Earth D.E. – 4 microns

The human eye can see down to 35 microns. Anything smaller cannot be seen but exist in the form of tiny solid particles. These particles have an electrical charge repulsion and remain suspended in the water. If they are not removed they will build up to the point where the water becomes cloudy and unsafe. These are mostly materials from the environment and swimmers such as dust, algae, pollen, hair follicles and skin flakes. Proper filter sizing in relation to flow rate and the type of media used are integral to efficient removal of micron sized solids.

CHEMICAL CLARITY

One of the most effective ways to deal with tiny micron solids that are not filterable is by oxidation. One of the best chemical oxidizers that pool pros already have in their arsenal is chlorine. Chlorine is a remarkably effective oxidizer to breakdown and destroy micron organic materials that can sneak past filters and cause cloudiness. A regular maintenance regimen of oxidation with an un-stabilized chlorine such as sodium hypochlorite liquid can ensure cleaner water. Enzymes are a highly effective way to not only breakdown unfilterable organic solids, but also oils as well. The use of a chitosan clarifier weekly is one of the most proactive ways to ensure the ultimate removal of suspended micron sized solids. Chitosan is a long chain strong positive charged particle that attracts negative charged suspended particles. It creates a loose net floc of particles that can be quickly removed by the filter. Because the particles are loose net they do not block the filter media but actually continue to remove particles within the filter. There are clarifiers in the pool industry that are synthetic, and polyacrylamide based. While these are effective at clearing water they are technically using petroleum to floc the solids. This leads to

scum lines on the waterline and causes the filters to block up from combined oils. If water is extremely cloudy and algae has begun to form in the water a heavy floc or alum may be used to quickly coagulate and send the material to the pool floor.

OZONE AND UV

Two other equipment devices that can assist in keeping pool water clear are Ozone and UV. Ozone is one of the most powerful oxidizers, 25 times more effective than free chlorine. It is amazingly effective at oxidizing organic solids and inactivating chlorine resistant germs such as cryptosporidium and giardia. UV works at destroying combined chlorine which can be an

interference to the oxidation of chlorine. UV can cause chlorine to work better at oxidizing because of how effectively the UV destroys chloramines and kills bacteria.

KEEP IT CLEAR

The most important job as a pool professional is to ensure the highest quality of water for the pool owners. The greatest representation of quality is safe, clean, and clear water. The ability to achieve and maintain clear pool water is the most important part of pool maintenance. Clarity along with proper disinfection ensures a pool that is safe for swimmers and water that is aesthetically pleasing. ■

Growth vs. Value

By Nemean Business Solutions

WE LIVE IN A BUSINESS world where growth is worshiped. Entrepreneurs measure themselves by how many people they employ or how quickly they increase revenue. However, if your endgame is to sell your business to a strategic acquirer, indiscriminate revenue growth may not result in a spike in company value; in some cases, it may even detract from it.

Strategic acquirers—the buyers that usually pay

the most—are looking for something they can't easily do themselves. They covet that unique offering that would take too much time or money for them to duplicate. But the more extraneous offerings you add, the less valuable you become in their eyes. Take Michael Lieberman, who co-founded Datastay, a software company that revolutionized how brake manufacturers cataloged their design drawings through its



product lifecycle management software. Lieberman was on a first-name basis with almost every brake manufacturing executive in the industry. He was the man to know.

Autodesk, a billion dollar serial acquirer renowned for software tools indispensable to designers and builders, acknowledged Datastay's dominance in the brake industry and saw the potential to market Datastay's software across the myriad industries Autodesk served. Autodesk offered Lieberman an extraordinary ten times revenue for his nine-employee company. Had Lieberman prioritized broad revenue growth, he might have diversified his offerings to the brake manufacturers, diluting the core value that attracted Autodesk. Brake manufacturers need all sorts of other software, but Lieberman remained disciplined and focused exclusively on product lifecycle management tools. Lieberman could have branched out to other industries, but spreading his attention would have weakened his connection to the brake industry and invited competition. Instead, he stuck to his knitting: Make the world's best product lifecycle management software for the brake industry.

Unlike a private equity acquirer that bases their valuation on a multiple of your Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA), the typical strategic acquirer is calculating what your offering is worth in their hands. They want the company with the missing puzzle piece, and the less diversified that offering is, the higher the premium they're prepared to pay. ■



FROG Recycles for Earth Day

RECYCLING IS HARD AT WORK in the hot tub and swim spa industry. The FROG® Recycle Program, launched about 1 1/2 years ago, has found its way to the front window of retailers' stores.

Typically, empty hot tub and swim spa sanitizing containers are not accepted through local recycling services because they contain chlorine or bromine.

However, King Technology, makers of FROG products, partnered with TerraCycle®, a global recycler known for "recycling the unrecyclable" to create a program for their empty hot tub and swim spa cartridges. When FROG retailers sign up for the program, King Technology ships them a FROG Recycle box - TerraCycle's Zero Waste Box™.

When Pepper's Pools in Kansas City, MO, found out about the FROG Recycle program, they signed up. Soon, the FROG Recycle box showed up at the store. "We put it right in our front window," Kim Goldsbury, one of the family owners of Pepper's Pools explains. "It's easy to handle."

"Customers ask us what to do with empty cartridges," Goldsbury says. "We tell them to bring them in, and then they can go ahead and buy new product - we take care of everything."

Images of the cartridges the program accepts are printed on the FROG Recycle box along with images of what the empty cartridges will eventually be made into. People can see the end result of their recycling efforts.

When the box is full, the retailer simply calls UPS for prepaid pick up.

The empty cartridges are shipped to a processing plant and are eventually made into useful items like outdoor furniture, decking or railroad tracks.

"We want to be a company that helps people recycle," Kim says. "We believe in recycling, but don't do as much of it as we'd like to do, so this is the perfect opportunity for us.

"Our participation shows our customers that we care about the environment, the company cares, and we're giving them an opportunity to recycle. We can do little things to help make a difference in our world and reduce waste. We need to embrace little things, they make a positive difference," Goldsbury states.

Available to all FROG retailers, the FROG Recycle Program is a positive step toward zero waste.

"The program gives customers a place to recycle their cartridges and gives retailers an opportunity to connect with their customers and make a positive impact in their communities," Jackie Reick, director of marketing for King Technology states. "It's one more way to Enrich Lives Daily.

For more information contact **Alex Granlund at 952-646-4339.** ■



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.

What Makes IPSSA's Insurance Program So Special

Communicable Disease

Keeping swimming pools free of bacteria is one of the most important parts of the pool service trade. Failure to keep a pool properly sanitized can result in many waterborne diseases, including e-Coli, Cryptosporidium, Staphylococcus and Giardia. Why then, do most insurance policies exclude claims for these communicable diseases? IPSSA members covered under the Group Insurance program are covered for non-legionella bacterial claims.



Coverage for non-legionella bacterial infections is another reason why IPSSA members have the best insurance coverage available anywhere!

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

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



Find a Pool Service Professional SEARCH FUNCTION

Section 125 A Way for Employers to Save By Helena Foutz, Get Great Plans

SECTION 125 IS A LAW THAT ALLOWS American companies to reduce the amount you pay in FICA payroll taxes through pre-taxing employee benefits. Your qualified full-time employees can have access to important benefits designed to help them be healthier. Since those benefits are pre-taxed, employees will generally see a net increase in their take-home pay.

Interested? If you have at least 5 qualified full-time employees, your company may be qualified to participate. Your company may enjoy FICA payroll tax savings of over \$500.00 per employee per year. That can mean major savings for you and your business. Because of the Section 125 pre-taxing process, your qualified full-time employees will enjoy an average of over \$1,000 a year increase in their take-home pay and will receive valuable benefits designed to help make them happier and healthier.

At a minimum, a Section 125 plan that I know of will save your company over \$500.00 per employee per year on FICA payroll taxes.

Your qualified full-time employees will receive important benefits and increase their net pay by an average of over \$1,000 dollars a year.

This is a win-win for employees and employer. Please contact me to learn more. ■

HELENA FOUTZ

helena@getgreatplans.com

Licensed Independent Life and Health Broker #0M50453
CA, NV, AZ, TX, MO, MI, NE, OR, AR, KS, AK

New Products



ProTeam Offers “Severest Algae”

ProTeam is pleased offer “Severest Algae” —a new, unique copper blend algicide that kills all algae of any color and any type. This product’s performance actually increases as the temperature in and around the pool water increases, working harder as the sun shines directly on the water. Designed to be used during the summer months, bathers can swim immediately after application. This product is triple chelated to prevent staining on pool surfaces and continuously destroys algae for days after application. Works in both chlorine and bromine sanitized pools. Made in USA. **Learn more at proteampoolcare.com.**



Paythepoolman New Product

Our mission is to provide a software platform built specifically for the evolving demands of pool professionals in this industry. Water chemistry remains a top priority—and our innovation reflects that. Check

out our latest release - the La Motte Spintouch Bluetooth integration. This feature allows direct import of readings into our app, enabling technicians in the field to save time and monitor water chemistry with speed and accuracy. Join us at paythepoolman.com and discover our comprehensive software solutions crafted to streamline your business operations. Experience it for yourself with our free 30 day trial! **Learn more at paythepoolman.com.**

Chapter Information and Meetings

REGION 1 Northern California

David Hawes, Director
925-828-7665 | david@hhpools.com

Capital Valley (Sacramento)

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

Delta (Stockton)

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

East Bay

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

East Contra Costa

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

El Dorado

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

Elk Grove

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

Gold Country

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

Modesto Central Valley

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

Sacramento City

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

Tracy

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

REGION 2 Central California

Beau Braisher, Director
661-332-4952 | braisherpools@gmail.com

Bakersfield

First Tuesday of Feb., May, Aug., Nov.,
Dec. at 5:30 p.m.
PEP (Subject to change)
12556 Jomani Dr. # C, Bakersfield
President: [Stan Snyder](#), 661-706-7655

Central Coast

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

Conejo

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

Conejo Valley

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

Fresno

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

Santa Barbara

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

Ventura

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

Visalia

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

REGION 3 Northern L.A. County, California

Eric Nielson, Director
818-710-1628
willowcreekpools@gmail.com

Antelope

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

Diamond Bar

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

Foothill

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

San Fernando Valley

Third Wednesday, 7:00 p.m.
Winnetka Bowl
20122 Vanowen Street, Winnetka
President: [Bill Brown](#), 818-891-6308

San Fernando Valley Metro

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

San Gabriel Valley

Second Thursday, 7:00 p.m.
PEP 1862 Business Center Drive, Duarte
President: [Todd Leming](#), 626-484-5515

Santa Clarita Valley

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

REGION 4 South L.A. County, California

Rick Morris, Director
310-755-5279 | rick-morris@sbcglobal.net

Central Los Angeles

Second Monday, 6:30 p.m.
Han Woo Ri Presbyterian Church
1932 S. 10th Ave, Los Angeles
President: TBD

East Long Beach

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

South Bay

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

West Side

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

Whittier

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

REGION 5 Orange County, California

Michael Denham, Director
714-891-6180 | denhampools@gmail.com

Anaheim

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

Central Orange County

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

Dana Point

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

Mission Viejo

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

Orange Coast

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

Orange County Pool Professionals

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

Southwest

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

Surf City

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

Tustin/Irvine

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

Yorba Linda

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

REGION 6 Inland Empire, California

Scott Peterson, Director
951-255-4175 | ipsscotscott@yahoo.com

Corona

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

Hemet

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

Menifee Valley

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

Ontario/Rancho Cucamonga

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

Palm Desert

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

Palm Springs

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

Redlands

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

Riverside

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

Temecula/Murrietta

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

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

Escondido

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

North County Coastal

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

Rancho Del Mar

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

San Diego

Third Wednesday, 7:00 p.m.
Admiral Baker Clubhouse
2400 Admiral Baker Road, San Diego
President: [James Morketter](#),
619-708-4972
www.ipssasandiego.com

San Diego East County

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

San Diego Metro

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

REGION 8

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

East Valley (Phoenix)

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

North Phoenix

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

Southeast Valley

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

Tucson

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

West Valley

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

Western Las Vegas

First Monday, 6:30 p.m.
Vietnam Vets Hall
6424 W. Cheyenne, Las Vegas, NV
President: [Brian Pilgrim](#), 702-576-6631

REGION 9

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

Austin

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

Clear Lake

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

Corpus Christi

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

Houston

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

North Austin

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

North Houston

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

San Antonio

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

West Houston

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

REGION 10

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

Fremont

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

Marin and Sonoma County

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

Mid-Peninsula

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

Monterey Coast

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

Santa Clara Valley

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

Silicon Valley

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

Tri-Valley

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

REGION 11

Florida and Georgia
ipssافل.com
Todd Starnier, Director
941-915-2135 | tstarnier@tampabayrr.com

Gold Coast (Ft. Lauderdale area)

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

North Georgia

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

Osceola (Orlando/Kissimmee)

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

Port Charlotte

Fourth Tuesday, 6:30 p.m.
Buffalo Wings & Rings
1081 W. Price Blvd., North Port, FL
President: [Amy Lemieux](#), 941-307-5680

Sarasota (Sarasota and Manatee Counties)

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

Treasure Coast

Fourth Tuesday, 7:00 p.m.
Duffy's Sports Bar
6431 SE Federal Hwy Stuart, FL
President: [Andrea Nannini](#),
772-209-1821

REGION 12

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

Dallas

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

Fort Worth

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

Mid-Cities DFW

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

Rockwall

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

Tarrant County

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

Waxahachie

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



ASSOCIATION INFORMATION

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

FINANCE TEAM

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MEMBERSHIP

Alison Thompson
Membership Assistant
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memberservices@ipssa.com

INSURANCE BILLING

Phone: 844-574-1134
Fax: 888-811-4502
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PO Box 2934
Rocklin, CA 95677

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Lori Brumagin: lori.brumagin@bio-dex.com
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Fred Manno: fmanno@haywardnet.com
John Rodriguez: jrodriguez@haywardnet.com
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Jon Bokor: jbokor@havilandusa.com
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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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Brian Richardson: brian@waterquality.net
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ASSOCIATE MEMBERS

Alpha Water Systems, Inc.

awspoolsupply.com | 562-408-6447
Sheila Shaffer: sheila.alphawater@gmail.com
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Rich Dietz: rich@aquacreations.com
Swimming pool contracting company specializing in the formulation and installation of fiberglass resurfacing

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

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

CCEI USA Inc.

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

City Water Conservation

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info@citywaterconservation.com
Leak Detection Through Prevention - City Water Conservation is a Northern California leak detection and repair company servicing the Greater Sacramento, East Bay, & San Joaquin Valley areas.

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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.

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Bill Campbell: bob.campbell@countyleakservices.com
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Kristal Needham: kristal@freedomsolarenergy.net
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www.h2flow.net | 888-635-0296
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Kyle Imbsen: kyle@horizonparts.com
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Jack's Magic

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Nadia Beane: nadia@jacksmagic.com
Jack Beane: jack@jacksmagic.com
Manufacturer of pool stain removal chemicals

Kent Westfall Pool Inspections

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

LaMotte Company

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

Microglass, LLC

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Chris Ziglar: admin@oxiumllc.com
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nationalplastererscouncil.com | 847-416-7272
mail@npconline.org

Orenda Technologies

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

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Pool and Hot Tub Alliance/California Pool and Spa Association

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

Pool & Spa Apprenticeship and Training Committee (PSATC)

poolapprenticeship.com | 916-755-6121
Michelle Harvey: michelle@poolapprenticeship.com
From the Industry, For the Industry - PSATC is the premier provider of work-based lifelong learning to meet an employer's need for skilled journeymen in the Pool & Spa Service Industry. Our 12-month comprehensive educational apprenticeship program is developed by Pool Service Professionals for Pool Service Professionals and is the only fully certified pool service industry Apprenticeship Program sanctioned by the State of California.

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info@poolindustryexpo.com
650-327-7743 (7PIE)
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Pool Water Products*

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

Regal Beloit America Inc. / Century

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