

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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Back-to-Basics: Simplifying Hot Water Chemistry and Conserving Sanitizer

By John Bokor, Haviland

THE GLOBAL PANDEMIC has created a plethora of new hot tub owners in the market who need to understand how to properly care for their hot tub water.

With sanitizers in high demand, retailers and service professionals need to take a 'back-to-basics' approach with their customers to provide them with the simplest plan for hot water treatment. The goal is to educate new hot tub owners on how to minimize chlorine use while still properly maintaining their water chemistry to avoid the pitfalls that can occur should their water fall out of balance.

BACK-TO-BASICS 1: STAY BALANCED

It all starts with water balance. Making sure hot tub customers have the correct mineral balance (total alkalinity to calcium hardness) to support a proper and stable pH is key. Balanced hot tub water is the best way to ensure chlorine, and most other sanitizers, can keep the water sanitized. To help maintain that balance, especially for new hot tub owners, using a blended borate specifically designed for the hot water environment can help keep the chemistry in balance. Some hot tub retailers include a borate product with the initial 'start up' chemistry package they provide to their customers for this reason — not only does it help maintain water balance, it also makes the hot tub water feel more soothing.

Borates can, in fact, help lower chlorine consumption because they have a buffering ability allowing hot tub water to remain at a more stable pH level for a longer period. In turn, borates allow chlorine to be more efficient and effective at sanitizing the water. In addition to using borates as a water-balancing tool for pH control, new hot tub owners also like the way it makes the water look and feel. One of the reasons hot tub water treated with borates has more 'sparkle' is because the borate product increases the refractory index of the water so more light is reflected and 'sparkly.'

Finally, borates help improve the overall bather experience. All borates can be considered derivatives of boric acid, the active ingredient in eye drops, and this soothing ability translates into hot tubs treated with borate. Further, as borates

are a mineral salt, they help make skin feel softer and help reduce 'red eye' that is common from the hot water steam.

BACK-TO-BASICS 2: KEEP CLEAN FILTERS

Simply rinsing the filter with water does not remove the contaminants that become embedded in the pleats of the cartridge. Keeping filters clean allows them to operate properly and remove contaminants from the water so chlorine is not tied up with floating debris. Water clarity is only as good as the filter will allow it to be. Chemicals can resolve many different water quality problems, but if the filter is not working properly, neither will the water treatment program. The pandemic has led to homeowners using their hot tubs more frequently, especially those who have purchased a new hot tub. As a result, filters have been working overtime, so they need even more frequent cleaning.

Although it is not a favourite topic of conversation with new customers, it is important for retailers and service pros to point out to new hot tub owners soaking is not a substitute for bathing. Not showering before getting into a hot tub is a bad habit that can severely impact water quality. As chlorine and bromine react with bather waste it causes turbid or cloudy water, and chloramines to form that give hot tubs a distinctive odor. Further, when sanitizers react with organic compounds (contaminants) that settle along the waterline it leaves a coating where bacteria can grow.

Even when bathers shower before entering a hot tub, contaminants from their bodies can cause the sanitizer to be used up quickly. The more people there are and the longer they stay in the hot tub, the faster disinfectant levels decrease. This results in a lower concentration of sanitizer levels than what needs to be present in the water to kill harmful bacteria. Further, chloramines can cause irritation to the eyes, skin, and respiratory tract.

Additionally, it is important to remember having jets in a hot tub increases the need to sanitize and clean filters regularly — as the jets pound contaminants off the skin's surface. For example, one must remember although body wash feels great on the skin,



it leaves a film on the body that is removed by the jets, which quickly mixes into the hot tub water and clogs the filters.

BACK-TO-BASICS 3: OXIDIZE OFTEN

Oxidize on a regular basis. The term commonly used for this step is 'shocking.' This is the part that gets rid of the 'yuck.' Oxidizing breaks up chloramines and bromamines, and restores sparkle and clarity to the water. Many service professionals include a weekly dose of enzymes that can reduce the frequency of shocking, because the material helps keep the organic load from building up in the hot tub water.

In keeping with the goal of reducing the use of chlorine, routinely oxidizing hot tub water with a non-chlorine shock can be beneficial to controlling contaminants and allow chlorine to work more effectively. As a reminder: Disinfection, also referred to as sanitizing. While oxidation is the destruction of non-living waste materials like skin, urea, and hair follicles.

Chlorine demand is much higher when organic contaminants are present. Therefore, it takes longer to remove demand and create an effective free-chlorine residual. This is why oxidizing with a non-chlorinated shock is important. Since non-chlorine shock does not contain chlorines, it will

not combine with chlorine to create unwanted disinfection byproducts — such as combined chlorine (chloramines) or, even worse, di- or trichloramines. The odor from combined chlorine or chloramines is carcinogenic and causes eye and lung irritation. Higher bather loads can lead to a bigger demand and more sanitizer consumption. So, it is important to regularly oxidize this non-organic waste to free up chlorine to sanitize.

BACK-TO-BASICS 4: SANITIZE CONTINUOUSLY

Hot tub owners should never say "Hey the water looks good, so it must be fine." Sanitizer is what protects bathers. No matter what type of sanitizer one is using, it is extremely important to maintain the proper level. Proper water balance, regular filter maintenance, and routine oxidizing will reduce the amount of sanitizer that will be consumed. That said, protecting bathers is the goal; therefore, it is extremely important to always maintain the proper sanitizer levels in the hot tub.

Service techs should start by educating their clients that hot water does not kill germs. Hot tubs are typically maintained between 38 and 40 C (100 and 104 F). This temperature may feel scalding on the skin at first, especially if one jumps

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1. Before Draining: (keep swimmers out during the process)
 - Raise the waterline above any scale, dirt or slime along the tile line
 - Pour 1 gallon Bio-Dex **Protect-All Supreme** per 10,000 gallons into the water and allow to circulate for 24 to 48 hours.
2. Drain the water according to city regulations and builder recommendations.

STEP 2 - THE MIX

Using a 5 gallon bucket.

1. Pour in two gallons water (warm water if very cold for easier mixing)
2. Pour in one gallon acid
3. Pour in 8 oz **Plaster White 'n Brite** (may be used for all colors and types of pool surfaces including black plaster)
4. Pour in 8 oz **Aquadex 50 Stain-Off**
5. Blend, using something like a paint mix stick.

STEP 3 - THE WASH

Garden Sprayers may be used but the mix may need to be adjusted for ease of use

6. Standing on the deck, at the edge of the pool, pour the mixture down the side. Continue around the perimeter until completion. Scrubbing is optional at this time.
7. With a hose, begin rinsing at the initial starting point and continue to rinse all the way around the pool.
8. Pump or drain excess residual. Use Bio-Dex **Foam Stop** if excess foam is a problem.

STEP 4 - START UP

All doses per 10,000 gallons

- Refill the pool adding 6oz of **Protect-All Supreme** in thirds as the pool fills. (total 18 oz)
- Balance the pool water as needed
- Add 2 oz **Clearrex 500** to the skimmer when the filter is turned on.

STEP 5 - MAINTENANCE

NOTE: Smaller does can be added weekly

- Add 6 oz **Protect-All Supreme** monthly
- Add 6 oz **Aquadex 50 Stain-Off** monthly
- Add 3 oz **Clearrex 500** monthly

Process below is per 10,000 gallons:

NOTE: Maintain normal chlorine levels throughout the full process

STEP 1

- Raise the water line over scale, dirt and soil if possible
- Apply 1 quart **Protect-All Supreme** by pouring around the perimeter of the water.
- Pour 2 oz **Clearrex 500** Clarifier in the skimmer.
- Run the Filter for 24 hours and brush if possible.

STEP 2

- Turn off the filter and apply 2 quarts **Aquadex 50 Stain-Off**, pouring in areas where the stains are most severe. Allow to dwell for 4 to 8 hours.

STEP 3

- Turn on the filter and run for at least 8 hours

STEP 4

- Add 2 more ounces **Clearrex 500** and adjust chlorine and ph as needed.
- Continue to brush for 7 days if possible.

TIP: Process can be repeated as needed for maximum results

STEP 5

MONTHLY MAINTENANCE

NOTE: Can be added weekly in smaller amounts

- Add 6 oz **Protect-All Supreme** monthly
- Add 6 oz **Aquadex 50 Stain-Off** monthly
- Add 3 oz **Clearrex 500** Clarifier monthly



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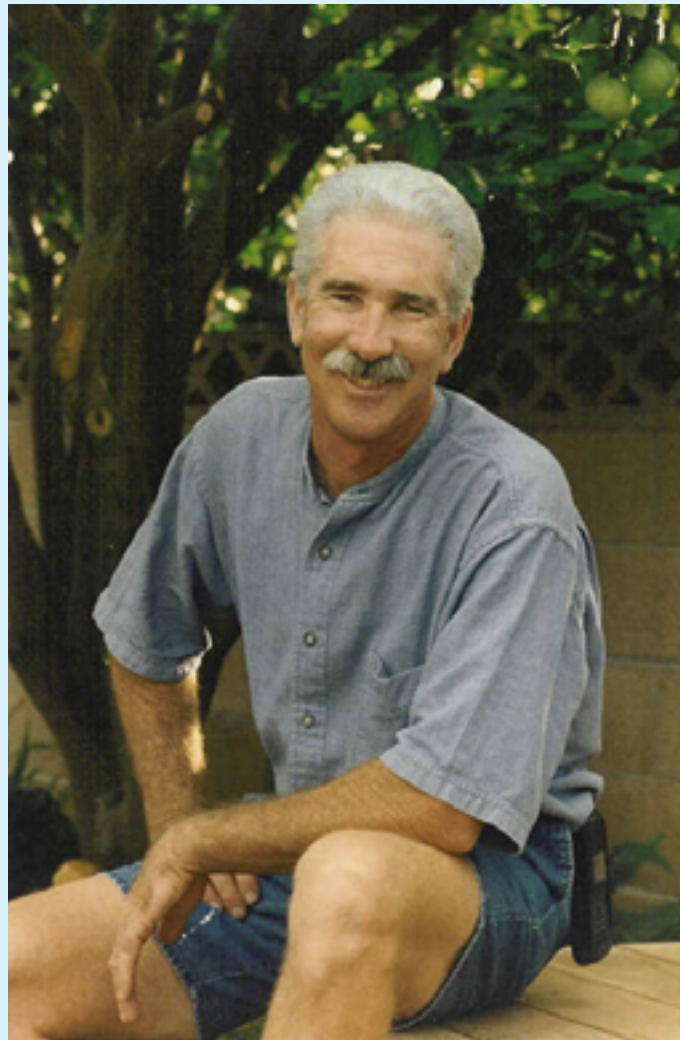
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Have you logged on and updated your IPSSA.com Member profile listing? Enhance your exposure by uploading your company logo, linking your business website and social media pages, uploading some pictures of your work. If you need help there is a video tutorial on IPSSA.com Listed under Resources/IOU Training. If you need your log in credentials re-sent, please contact memberservices@ipssa.com

Terry Cowles Memorial Award



IN 2006 IPSSA, INC. INITIATED THE Terry Cowles Memorial Award. This award will be given each year to the IPSSA member who best meets the criteria outlined below.

- Demonstrated professionalism
- Service to IPSSA
- Assistance to others in the pool and spa service industry
- Contributions to his or her community

Terry Cowles was a longtime outstanding member of IPSSA was involved in the creation of the IPSSA Benevolent Fund. The award consists of an inscribed plaque and complimentary dinner tickets, hotel room for the recipient and a guest to attend the next IPSSA Weekend of Inspiration dinner, and a check in the amount of \$1,000.00. The award is presented at the IPSSA Weekend of Inspiration dinner. Procedure: Each IPSSA region is eligible to nominate a member for this award. Nominations should be delivered to the IPSSA, Inc. Executive Director using the designated nomination form found on the IPSSA Website by no than October 15 for consideration and selection at the November BORD Meeting. Nominations must be received **no later than October 15, 2021.** ■

IPSSA Events

BORD MEETING
August 7, 2021
Virtual

BORD MEETING
November 5, 2021
Monterey CA, Monterey Plaza Hotel & Spa

WEEKEND OF INSPIRATION CONFERENCE
February 4-6, 2022
Kona Kai Resort, San Diego

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 - provides advice to the BORD on the strategic directions, development of the educational activities (leadership seminar) of IPSSA and supports the ED FUND.
- Legislation and Regulation develops and implements strategies to ensure that the association's public policies and government affairs activities are fully addressed and communicated.
- Marketing and Communications - designs and implements strategies for promoting IPSSA by continuously strengthening its brand and developing web, social media, and print materials (including the IPSSAN). MCC's objective will be to execute a comprehensive marketing and communications strategy which clearly presents IPSSA's mission and its services.
- Membership Program - promotes and facilitates the recruitment and continuity of IPSSA members, which clearly presents IPSSA's mission and services.

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. ■

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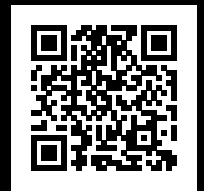


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How pool retailers & service companies are bringing water testing to their clients while adding new revenue streams

By Rachael Pritz- RB Retail & Service Solutions

THE PANDEMIC CREATED CHALLENGES for pool and spa retailers but, for many, it has also created opportunities to think outside the box to develop new programs that generate new revenue streams. One such ‘out of the box’ idea has emerged for several retailers who decided to start providing professional, at-home, poolside water testing — rather than just having customers bring water samples into the retail store.

Initially, retailers were looking for ways to stay connected to the foot traffic that normally came into the store with water samples and then purchased chemicals once their test was complete. Steve White, owner of Underwater Pool Masters was a bit panicked at the beginning of the pandemic, worried about lost income from his otherwise very profitable in-store, water-testing service. But one of White’s friends, a marketing specialist on the west coast, encouraged him to look at this as an opportunity to distinguish his business from others in the marketplace. “She said to me, Steve, why don’t you take your expertise directly to the customer, to their door step and give extra personal service and charge a premium. And it turns out, she was right,” says White.

THE BIRTH OF THE POOLSIDE CHEMIST™ PROGRAM

From the encouragement given by his friend, the Underwater Pool Masters team developed what they now call “The Poolside Chemist™” program that was created to solve the in-store ‘water testing’ problem created by the pandemic. “Many people had more time than ever to spend in their pool, but had to make sure it stayed clean and clear without exposing themselves to the additional COVID contact risk of shopping for chemicals in a local pool store,” explains White.

The Poolside Chemist™ program was designed to bring an

in-store water-testing lab literally to the poolside of the customer, with all COVID safety protocols in place for the safety of the pool service tech as well as the customer. For a small fee, a certified pool operator (CPO) could use state-of-the-art water testing technology to assess chemical levels in the water and apply necessary chemicals in a contactless experience for the customer. “The program featured use of the LaMotte3585 WaterLink Spin Touch, a mobile water testing system that generates an instant and accurate range of chemical levels, sending results to the customer instantly by email,” explains White. “We really couldn’t have made this program a reality without the LaMotte technology.”

MOBILE WATER TESTING

And it turns out that this idea started to emerge even prior to the pandemic. Dan Lenz of All Seasons Pools in Illinois, also saw a business opportunity for his service department by creating a mobile water testing service. “We also use the LaMotte mobile spin test equipment and we realized there would be a real opportunity to get into the backyard to test the pool water and examine the entire pool while water testing,” says Lenz. “There are hundreds of folks who come into our store every year with their water for testing and they usually just test their water, buy their chemicals a vac or a brush and leave the store. We know nothing else about their pool,” explains Lenz. “But by being at the pool to test the water, our techs look around at the entire pool and the pool equipment, looking for opportunities to upgrade pumps, heaters, filters and more importantly, help a pool owner determine why they might be experiencing a chronic water problem or staining that has more to do with the physical equipment of the pool and can’t only be fixed with chemicals.”

Because the new mobile water testing service was a means for the All Seasons service department to develop leads, Lenz and his team created a detailed checklist for their techs to use when doing the mobile water testing so that techs are sure to get a complete profile of the pool, including photos of the pool, the pump room and the backyard surroundings. This profile is then used as a service lead for selling additional services and products in the future. “It’s a bit of an investment to purchase the LaMotte mobile devices, but the potential revenue from these sales leads will quickly cover the initial cost. Not to mention, we also charge a fee for the mobile water testing service.” Lenz had started to pioneer this program prior to the pandemic but quickly found renewed reasons to make the program a priority during the lock down.

Underwater Pool Masters is also taking advantage of the opportunities that come with being in the backyard examining the pool. “While on the scene, CPOs can conduct a safety check of the pool and advise the customer of any concerns,” explains White. “We have also discovered that customers like to pick the brain of the CPO, while they’re in the backyard, at a safe social distance and wearing masks, to gain valuable advice related to pool chemistry and maintenance.” For any larger concerns noticed during the trip, Underwater Pool Masters has been able to assess any required fix and arrange a service trip to address the issue. “In fact, the Underwater Pool Masters techs diagnosed multiple leaks that were fixed, replacements of old equipment were initiated, automatic chlorinators were installed, and a handful of other oddball issues and upgrades were addressed,” says White.

INTEGRATING MOBILE WATER TESTING WITH BUSINESS SOFTWARE PROGRAMS

Both Underwater Pool Masters and All Seasons are now building valuable databases of information as a result of creating mobile poolside, water-testing programs. Rachael Pritz, VP at RB Retail & Service Software says their company has also experienced and uptick in new customers who are interested in integrating their business management software with their water testing programs. “Our software offers an integrated solution for pool and spa businesses that includes a Water Lab Sync component, that integrates with the LaMotte system, and our software also has a Mobile Service system that automatically links your in-house database of customers with water testing information and history, which can all be entered from the field using our Mobile Service feature,” explains Pritz. “Being able to provide staff with real time, and immediate access to important water testing information as well products owned, pool and spa size, stored images and schematics, previous

water problems, equipment profiles, personal information, directions, and more, gives pool and spa businesses the tools to create sales opportunities and an overall exceptional customer service experience that will keep customers coming back to you well beyond the pandemic,” says Pritz.

The use of mobile apps has exploded for every business in light of the pandemic, as apps have made it easier than ever — for both consumers and retailers — to make safe transactions and stay in touch while maintaining social distancing. There are now many mobile apps available through business software packages or as standalone tools, that will ensure your company provides better service to customers and makes daily operations less stressful for employees. “Delivering exceptional service can be challenging during the busy season when insufficient checkout resources at peak times often lead to long lines, frustrated customers, and lost sales,” Pritz says. “Taking water testing poolside and using mobile apps can help resolve these issues and elevate the customer experience.”

Pritz explains that a water-testing database that is integrated into POS software allows staff in-store and in the field to better help customers by being able to view the test results on a store computer terminal, tablet or other mobile device. A live mobile app allows employees to access the same data anywhere on the retail floor or in the field. “Being able to help a customer with readily accessible information at any terminal or on any screen in-store improves service and builds an incredible amount of customer loyalty,” Pritz says. “This also applies to service techs in the field, where apps allow techs to upload photos, equipment information and other customer data for future reference as well as tools to help diagnose water chemistry issues. They even allow techs to send messages directly to clients with recommended product purchases that can be made directly through your online store.”

Mobile service software also gives techs the ability to provide an electronic ‘Door Hangers’ that include before and after pictures showing the work done. Mobile service apps with water testing integration give techs the ability to have the results save automatically in the software for record keeping and can even be added to the customer’s post-visit electronic door hanger. “Savvy pool and spa retail and service departments are embracing technology to create new opportunities for business revenue that will last far beyond this pandemic,” Pritz says.

FROM CHALLENGE TO OPPORTUNITY

Moving the traditional water testing system from an in-store service to a mobile, poolside



ABOUT THE AUTHOR

Rachael Pritz is executive director of RB Retail & Service Solutions. She has been active in the pool industry for more than 20 years, which has provided her with an all-encompassing expertise in the trade. Pritz 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. She can be reached via email at rachael@rbcontrolsystems.com.

service might have emerged from the pandemic, but it is also alleviating a typical bottleneck and stress that was common for pool and spa businesses prior to the pandemic. My embracing the mobile technology, businesses like Underwater Pool Masters and All Seasons are providing better customer service, distinguishing themselves from their competitors and also generating an incredible amount of information saved in their CRM databases for future sales and revenue opportunities. “We already have our promotional materials complete and have started mailing postcards to customers that only came in to test water and are not using our pool service,” Lenz says. “We are already adding new clients to our service department and couldn’t be more pleased.” Steve White also says that he was delighted to find that his program was popular among new pool owners as a way to ensure that they maintained proper chemical levels throughout their first season of enjoyment with their family. “With all the new pools that were installed this season, our customer base increased dramatically but this program has already helped us gain customer loyalty among this new group of pool owners, a group we hope will continue to use the Poolside Chemist and we hope this group never considers going elsewhere for their chemicals and water testing,” White says.

For Underwater Pool Masters, this program has proved to be a valued convenience for customers amid the pandemic but is sure to remain a valuable convenience for many moving forward with or without strict social distancing guidelines. “In fact, for anyone comfortable cleaning their pool on their own, or with the help of an automatic vacuum, the Poolside Chemist™ program on a weekly or biweekly schedule can essentially serve as a “well-visit” for a pool and pool owner to sustain pristine conditions while learning a bit about pool chemistry and pool safety in the meantime,” White says. “It’s been a blessing to have technology and friends that have provided invaluable support during these challenging times.” ■

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Simplifying Hot Water Chemistry

Continued from page 1

into the hot tub immediately after walking through a snowy backyard or swimming in a cold pool. However, this temperature is certainly not high enough to kill bacteria and other germs that may be present in the water. In fact, the warm, wet environment of the vessel fosters bacterial growth. Germs living at typical hot tub temperatures can survive for days, even weeks. The goal of retailers and service pros should be to educate clients, especially new hot tub owners, on the importance of consistent

water sanitation. Hot tub water that is not disinfected is far less forgiving than pool water that is not balanced.

Disinfectants, or sanitizers, will kill germs in a hot tub assuming they are not being used up quickly on organic waste in the water. It is important to remember the heat of a hot tub breaks down chemicals more rapidly than in cooler water, creating the need to add these same chemical products more frequently. Ideally, the sanitizer in a hot tub should be adjusted after every use, and the filter should be

cleaned and/or replaced regularly. Although technicians should ensure the filters are clean, they must also encourage their clients to keep an eye on the sanitizer levels.

Many retailers and service techs will send regular reminder emails and texts to their new hot tub clients, reminding them, for example, to clean their filters the first day of every month. Not only will this help ensure the customer continues to have clean hot tub water, it is also a great way to build customer loyalty.

BACK-TO-BASICS 5: KEEP TESTING Lastly, test, test, test. There are several methods available in the industry today and retailers/service pros should help their clients choose the one that suits their needs best. Small adjustments are easier to make than large ones; therefore, it is important to make sure clients are also testing their water every few days. This can be done with a simple test strip and it is especially important to train new hot tub owners to do this routinely. Many retailers include a three-month supply of water

test strips in their initial 'start up' chemical package for their new customers, just to ensure they have clean hot tub water and are more likely to feel satisfied with their purchase. Additionally, some service companies include onsite water testing and training for an additional fee, or they build in the cost of new hot tub owner training into their pricing or service contracts. These onsite testing and training sessions can help ensure the client understands and participates in the wellness of their hot tub water. ■

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PRO TIPS

To ensure the overall wellness of the clients' hot tubs, the following are a few tips for service pros to keep in mind.

SERVICE TIP 1

The Centers for Disease Control and Prevention (CDC) recommends checking and adjusting hot tub chemicals every hour when bather load is high to make sure chlorine is at two to four parts per million (ppm) and the pH level is 7.2 to 7.8. In the case of bromine, the sanitizer level should be between 4 and 6 ppm.

SERVICE TIP 2

Service techs should be sure to include a note on their maintenance checklist to scrub off any slimy bacteria (biofilm) appearing on hot tub walls, so it does not continue to circulate in the water.

SERVICE TIP 3

One should also make a note of the installation date and any hardware changes or major repairs on the customer record. Many newer hot tubs come from the factory or have options to add secondary disinfection devices, which can help improve the water quality and lessen the amount of maintenance work. That said, these devices require regular upkeep that is often overlooked, such as replacing solarized ultraviolet (UV) bulbs or replacing an ozonator as they have a limited lifespan.

SERVICE TIP 4

Create a laminated checklist for new and existing hot tub owners. Many technicians are now leaving a laminated 'enter-exit-checklist' attached to hot tub covers. This encourages users to check sanitizer and disinfectant levels as they open and close the hot tub when they enter and exit the vessel. Note, it is important water balance parameters are in range, and enough sanitizer is present in the water.

ABOUT THE AUTHOR

John Bokor is the host of Haviland Pool and Spa Products' "Legendary Pools and Spas," a web series that promotes the fun of owning a pool or hot tub. He is also the company's director of sales and has more than 25 years of experience in the pool retail industry. Bokor, a certified pool operator (CPO), regularly speaks to professional dealers and pool owners within his territory about water chemistry and maintenance. He can be reached via email at jbokor@havilandusa.com and on Facebook @LegendaryPLS.



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AS HEARD ON

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Pool Service Technicians— Relief is on the way! Reconstruction Begins at BioLab's Lake Charles Plant



AFTER SEVERAL MONTHS OF ASSESSING, removing, and attempting to salvage structures and some intensive planning to optimize future operations, the BioLab team has begun the reconstruction of the Lake Charles, LA plant. KIK/BioLab executives and local officials, including Louisiana Governor John Bel Edwards, gathered on June 30, 2021 to break ground and officially kickoff that

phase of the project.

When Hurricane Laura destroyed the facility back in August of last year, the team mobilized and immediately began planning how to restore the plant and workforce as soon as possible. They have spent countless hours developing ways to strengthen the facility, improve its operations and streamline the building process. ■

Based in Lawrenceville, GA., Bio-Lab, Inc., the Pool Division of KIK Consumer Products Company, has been supplying water treatment products for recreational applications on a global basis for over 50 years. Additional information concerning KIK is available at www.kikcorp.com

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5 Tips for Greatly Improving Your Pool Service Business

By Vernon Thomas, President, HydroScribe Pool Service Software

IT'S THAT TIME OF YEAR AGAIN when the weather is warm across much of the country, and everyone heads to the pool for a swim. But before you rush out the door to service their pools, here are 5 tips that could make a big difference in your business.

1. KNOW IF A CUSTOMER IS ACTUALLY WORTH SERVICING

Even though you might want to service more pools, not everyone with a pool is someone whose business you should accept. For instance, the guy who doesn't pay his bills or who complains about everything and leaves bad reviews is not a good customer.

When you talk to a prospective customer, ask them about the previous pool service companies they've used and why they're switching. Look for red flags like the customer switching service companies frequently, using abusive language about their last service company, or claiming that they know more about maintaining a pool than their last service company.

Now is also a good time to compare your costs (labor, chemicals, parts) for servicing each pool to the amount of revenues you receive for that pool. You might be losing money on certain customers and need to raise your prices.

Good service management software will include reports that you can run to see which customers you're making money on and which ones you're not.

2. USE A SYSTEM

No matter what needs to be done, it is always best to use a system to accomplish it. A system is simply a planned set of steps that you take to successfully complete a task or job. This is where pool service management software like HydroScribe can be extremely helpful, because it will have features built in to track, monitor and manage everything: customers, routing, inventory, cleaning jobs, repair jobs, billing, payments and whatever techs are doing in the field.

Companies that use a "seat-of-the-pants" method, where everything happens without a plan or organization usually results in a mess. These businesses share similar traits. See if you recognize any of them:

- a. Throughout the day you have no way of knowing where your techs are or what services they have done.
- b. Notes about what needs to be done or what was done at pools and notes about charges that need to be added to a customer's account are kept on pieces of paper, which sometimes get lost or not entered into the customer's account.
- c. There is no system for keeping track of periodic maintenance that should be done on pool equipment, which is not only bad for the equipment, but means you lose the revenue that you would have made for doing that maintenance.
- d. You promise a customer a service on a particular day, but then forget to do it, or think another tech is doing it.
- e. Everyone in the company is always too busy.

3. KEEP IT SIMPLE

It's always fascinating to see how creative some companies are at complicating things, and nowhere is this more obvious than when it comes to billing. Some companies do combinations of the following:

- a. Bill some customers for service for the following month, and some for service for last month.
- b. Charge some customers a set monthly fee and charge the rest for each visit.
- c. Charge for all chemicals used for some customers, charge others only for certain chemicals, charge others a flat fee for chemicals once a year, or (my favorite) charge only when the total amount of a chemical used exceeds a certain limit within a certain time period.

The complications go on and on, and it's a nightmare for any business to keep it straight. Now's a great time to choose the method that works best for you and your customers, let your customers know in advance what that method will be, and stick to it. You'll spend less time billing, make fewer errors, and get fewer phone calls from customers about their bills.

4. BE PROFESSIONAL

You're in the service business, and great customer service begins

"When you talk to a prospective customer, ask them about the previous pool service companies they've used and why they're switching. Look for red flags like the customer switching service companies frequently, using abusive language about their last service company, or claiming that they know more about maintaining a pool than their last service company."

with a positive, professional attitude. Remember, customers are always eager to share their opinions about your service (good or bad) with other people, so make sure it's positive. Always be on time, courteous, and do what you promise.

5. GET PAID FASTER

After billing customers, the next important step is to get them to pay you as quickly as possible. One of the best ways to do this is to offer customers auto bill pay, where their credit card is automatically charged for the full amount of the bill each time you bill them. You can even offer a small credit amount to encourage customers to sign up for auto bill pay.

Another thing you should do is to have a late fee policy clearly stated on your bills, telling them when payment is due and how much their late fee will be if it's not paid by the due date. Companies who charge late fees have far fewer past due bills than those who don't.

Well, those are our 5 tips for improving your pool service business. It's also a good idea to talk to other pool service company owners to see how they run their businesses. You might find other areas that you could improve on. Don't use the excuse "That's the way we've always done it" to justify not making improvements to your business. ■



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Problem: Channeling in Sand Filters

Solution: Fixing Improper Backwashing and Improper Flow

By John Watt, Pentair

IN ORDER TO ENSURE THE BEST water quality in a commercial swimming pool, service professionals need to ensure that the filters are operating at their peak condition. Many commercial aquatic facilities utilize sand filters because they are highly effective when they are backwashed properly and the flow of water through the filter is on target. Unfortunately, improper backwashing and improper flow can lead poor water quality or worse, a sand filter filled with what is known as ‘calichi’ – a rock-like material that has to be chiseled out in order to get the filter back into working order. In order to avoid a sand filter clogged with rock-like material, it’s important to understand how to identify ‘channeling’ in the filter, understand how it occurs and take steps to prevent it.

HOW TO IDENTIFY ‘CHANNELING’

In order for a sand filter to operate correctly, it requires that the pool water flow evenly throughout the sand bed so the sand can actually filter out the debris in the water. The term ‘channeling’ is used by industry professionals to describe how pool water travels through ‘channels’ in the filter and no longer flows evenly through the sand bed. These ‘channels’ are smaller paths that look like valleys and gorges in the filter sand. When the sand becomes dense and compacted, it hardens and the water is forced

through a very small ‘channel’ from the top of the filter down to the filter laterals without actually passing through the sand. Essentially, the water flows right down the center of the ‘channel’ then down to the bottom of the filter and right back into the pool. When this occurs, the water is no longer being filtered resulting in poor pool water clarity.

Doing a regular visual inspection of the sand will help operators quickly identify any ‘channeling’ beginning to occur. By looking down into the sand filter, the entire surface of the sand bed should be flat. Seeing valleys and gorges is a sign of ‘channeling.’ In addition, if ‘pea gravel’ is visible at the top of the sand, this is another sign of ‘channeling’ because during the backwash cycle the water can’t get from the bottom to the top forcing it through the same channel and pushing up the pea gravel from the filter floor all the way up to the top surface of the filter.

In addition to doing a visual inspection of the sand, don’t be afraid to stick your hand into the sand bed and take a sample-like a core sample. Make sure the top layer of the sand bed is catching the debris but below that the sand should be fairly clean. If you have mud 6-inches down into the filter sand bed, you likely have a problem.

WHY DOES ‘CHANNELING’ HAPPEN?

Most often, channeling occurs from improper backwashing. Either there isn’t enough

pump pressure to move the required volume of water or for backwashing or the pool operator is running the backwash filter cycle too short.

Short-cycling: Most often, the sand in the filter gets dense and compacted when pool operators “short-cycle” the backwash process. This is the most common cause of improper backwashing. Remember that the objective with backwashing is to lift the sand bed and rinse all of the dirt and debris out of the sand so that it remains loose and flat allowing the water to flow through and be filtered by clean sand. Unfortunately, pool operators will often look through the filter’s sight glass while they are backwashing and if the water looks clear, they end the cycle. However, at the rate that the water is moving through the backwash system, golf balls could be flowing through the water and the operator would never see them through the sight glass! As a result, pool operators don’t run the backwash cycle for the prescribed 3 minutes leaving debris behind in the sand. And to make matters worse, because the sand bed has been ‘fluffed’ in the shorter-cycle process, that same debris is able to make its way deeper and deeper into the filter. And once the debris gets that deep, it compresses and turns to rock-hard calichi. In fact, pool operators report that 3 minutes of backwashing feels like a long time especially as you watch

water draining out of the pool, but 3 minutes is what is required. To ensure proper backwashing, operators should use a stopwatch and be sure to run the cycle for the full 3 minutes.

Excessive water flow: The other cause of channeling comes from having too much water flowing through the filter. If the water is running too fast, under too much pressure, the water will come out of the diffuser at such a high rate that it will hit the side of the tank and run all the way down the side of the tank rather than spreading over the surface of the sand bed. If you were to look inside the filter when this is happening, you would see a ‘hump’ all the way around the outside edge of the filter that can also lead to channeling.

PREVENTING CHANNELING

Understanding the basics of the sand filter operation can help ensure against the problems that cause channeling.

Filtration: It’s also important to remember when the filter is in filtration mode, the diffuser at the top of the sand filter sprays water over the surface of the sand bed allowing for even dispersion of the water. Then the water settles down through that sand and goes back into the pool, presumably cleaner than when it entered.

Backwashing: During the backwashing cycle, if a pool operator doesn’t run the cycle long enough (known as short-



ABOUT THE AUTHOR

John “MacGyver” Watt has spent more than 25 years working for Pentair in a variety of positions including field service technician, regional service manager, national trainer and product specialist. John currently works for Pentair’s application engineering and new product development for the USA, Latin America, and Canada. The nickname “MacGyver” was given to him early in his career at Pentair because of his ability to overcome challenges with whatever materials he had on hand at the moment.

cycling) the filter is not rinsing and removing all of the dirt and debris that was caught in the sand during the filtration cycle. As a result, that dirt and debris works its way deep and deeper into the filter. This debris acts like a glue and causes the sand to clump together. The debris combined with the weight of the sand compresses into a mud that eventually turns into a brick or rock-like material known as ‘calichi.’ Occasionally you will even see a chunk of calichi at the top of the filter when a piece breaks off and the water forces the chunk to the surface of the sand bed during the backwash cycle. Unfortunately, once the calichi forms, it requires that pool operators enter the filter and remove it. The larger pieces of calichi may need to be broken up

Continued on page 22

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Supplemental Sanitizers: The Solution to the Chlorine Shortage

By Rocco Russo, Fluidra Pro Academy Regional Training Manager

FLUIDRA

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AS MANY OF US KNOW, AND FEEL, the pool industry is in the midst of unprecedented growth. Sales for swimming pools continue to skyrocket in every market and every category. Above-ground vinyl, inflatables, portable spas, and in-ground swimming pools have fortunately become the resounding, resilient answer to the pandemic's travel restrictions and stay-at-home warnings for many families.

With demand for pool industry products and services continuing to surge, we're fortunate to enjoy the healthy sales associated with these unparalleled times, however, the increased demand for the perfect pool experience places a tremendous strain on available resources. With that surge in demand, our industry took a major hit when one of the three U.S. domestic producers of chlorine tablets was wiped out by a fire — severely limiting supplies and leading to the current shortage on chlorine. As that manufacturer rebuilds, this leaves only two to fill the widening gap between supply and demand.

Contracting supply and elevated demand for chlorine will have shelves emptying fast. Chlorination is the most widely

used pool water disinfection method for good reason. When chlorine is added to water, hypochlorous acid is formed. Hypochlorous acid is a strong, fast, oxidizing disinfectant. To be classified as a primary disinfectant or primary sanitizer, a chemical must inactivate 99.9% of contaminants and leave a measurable residual in the water. Chlorine accomplishes this with ease. The risk of microbial contamination and illness is minimized in a well-managed pool with an adequate residual disinfectant, a pH value maintained at an appropriate level, proper circulation and filtration, as well as frequent professional monitoring.

With the insufficient availability of chlorine at present, now's a good time to consider alternative sanitizing solutions that can diminish dependence on trichlor and even reduce chlorine use while still effectively sanitizing pools.

An easy way to overcome the chlorine issue is by eliminating the need for trichlor entirely by installing a salt chlorinator. When purchasing chlorine tablets at a reasonable price fails to be an option, a proposal to install a, "miniature chlorine plant," onto

the return plumbing becomes an easy and profitable solution. Transitioning service clients to a salt chlorinator may be more feasible now than ever. Strategize for profits by sending a proposal to every service client using tablets, along with their service statement. Circle the price per tablet in red, with last year's price noted, and that proposal should turn into a deposit check for the work to be performed.

Using a salt chlorinator to produce their own chlorine will help clients avoid the pains of elevated pricing and supply shortages, but they may still benefit from the installation of a supplemental sanitizer as well. (Note that as a supplemental sanitizer, it must be used in conjunction with an EPA registered disinfecting chemical that imparts a measurable residual).

Whether there's a salt chlorinator installed or not, adding a supplemental sanitizer allows you to use fewer tablets or turn down production from a salt chlorinator. Ozone is often viewed as the most powerful oxidizing and supplemental sanitizing agent that is available for pool water treatment. It readily

dissipates within moments of production, leaving a minimal, if any measurable residual. Prior to its dissipation, it really makes its presence known. Ozone oxidizes many impurities and microorganisms — thereby reducing subsequent disinfectant requirements or additional chlorine dosing within the pool. Besides inactivating organic compounds, ozone lowers disinfectant demand by breaking down chloramines (reducing combined chlorine) and reactivating and revitalizing spent chlorine so that it can get back into the fight. This additional reduction of replacement disinfectant takes place regardless of the source, whether it be erosion tablets or a salt chlorinator. Keep in mind that due to the tremendous oxidizing power of ozone, injection should be plumbed as the last item on the return plumbing line.

Another proven supplemental sanitizing method involves minerals. Natural minerals have been used for thousands of years

to keep dangerous bacteria out of drinking water and wine. American pioneers trekking across the wild west didn't have to worry about where to find drinking water. By placing silver and copper ingots in their water casks, they could slow the growth of organisms and keep water safely drinkable. This was a high priority while they walked across the country, trying to claim their share of the 750,000 pounds of gold extracted from those California hills. Just about a couple of decades ago, when coins still contained precious metals, pitching pennies, dimes and nickels into an indoor mall fountain was enough to keep that water clean and clear, without the use of chlorine and stabilizer. Getting a service client to understand these examples (testimonials really) of how effective mineral sanitizers can be, will go a long way in getting your installation proposals approved, and turned into deposit checks. Mineral sanitizers, such as Jandy® TruGuard™ and Nature2®, release trace amounts of silver and copper ions. When used in swimming pool and spa water, minerals naturally kill germs and keep harmful bacteria from forming. Minerals are considered by many to be the safest way to manage your swimming pool and hot tub water.

Silver is an effective, "antimicrobial," or "sanitizer," that kills bacteria on contact by breaking through the cell walls and attaching itself to the DNA. This "immobilizes" the bacteria, preventing its growth and replication. Algae is much easier to prevent than it is to treat. When a bloom occurs, treating typically involves shocking the pool and using a copper sulfate treatment. This could cause the pool to be off limits to bathers. Are you serious, just in time for little Timmy's birthday pool party, how could you? The copper ions found in Nature2 Mineral Sanitizers provide a sustained algacide treatment for up to 6 months per cartridge, hedging the possibility of this scenario. For pools that typically present algae problems, or for pool owners looking to reduce their chlorine demand this summer, Mineral Sanitizers may be the perfect solution.

A steadfast adherence to PHTA standards is crucial in keeping a sanitary pool, and our service clients satisfied. Make your service clients' pools more manageable and enjoyable by eliminating harmful pathogens that can cause illness for swimmers — after all, this is the primary function of the services and sanitizing products that we provide. With supplemental sanitizers present, the demanding work of destroying algae and bacteria, as well as oxidizing organic compounds, becomes far easier for chlorine to perform. When your work contributes to their perfect pool experience, appreciation will translate to loyalty, to you and your service company. ■

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The Lighter Side of Pool Service

Creating a unique identity to rise above the competitive noise

By Mark Feldstein, CFO/Marketing Director

MOUNT ST. HELENS has a foreboding reputation. So, we decided to climb it. It was also a good place to restart our conversation talking about insurance.

"Insurance? You lost me," I said.
"It will be clear in a moment.

Insurance is a tough industry in which to create an identity. They all sell the same thing – pay a premium and protect yourself from a disaster. Yet, when I mention Geico, what do you immediately think of?" he asked.
"15 minutes could save you 15%

on car insurance." I parroted like a bright student.

"Exactly. Geico built their identity on offering a discount, saving the consumer money and how quick and easy it is to sign up. That is easily captured in a slogan but is reinforced with their

entire ad campaign. It is their identity – the insurance company that will save you money. When I mention Farmers Insurance, what comes to mind?"

"At Farmers, we know a thing or two because we've seen a thing or two," It was then that I began to realize I spend way too much time watching TV.

"Right. Their identity is that you are covered by their insurance no matter how bizarre the claim might be. Geico doesn't say anything about the types of claims they cover and Farmer's doesn't talk about price. How about Allstate?" he asked.

"Are you in good hands?" OK, don't tell me. Their identity is that they are "the" reliable company. They will be there when you need them."

"Right," he said, "the point is all three companies sell the same thing, insurance, yet have quite different identities expressed in their marketing as well as their slogan. Pool Service companies need to do the same thing.

"Think of it this way. Each of those insurance companies did their own research and decided what they felt was most important to their clients, their basis for making a decision; price and sign-up ease, coverage no matter how bizarre the claim and reliability. As long as they're getting an acceptable percentage of market share then no answer is wrong. Pool service companies need to do the same thing. Find that one thing that gives them an identity."

"How do they go about that?"
"Well, that leads us to Step 4 which is all about differentiators. Once they identify or create their key differentiator, that can help develop their identity, but not necessarily."

"What does that mean?"
Put another way, we've

experienced several mountains today. However, the "brand" Mt. St. Helens stirs a negative emotional response. It's a volcano. It erupted. And it wasn't that long ago. None of the other mountains command that level of caution — even though in reality, over 130 people have died climbing Mt. Hood. More than double that of Mt. St. Helens. How you are seen in a marketplace is how you stand out to the competition.

"Remember, a differentiator is something about your company that makes you stand out compared to the competition. Identity is how you want to be known. These could be two different things.

For example, in the pool service business, pool service professionals' main goal is to prevent problems such as dirty-looking water, unhygienic water, algae growth and slowing down the deterioration of the pool finish amongst other things. So, they might say they are in the prevention business. Making a statement or a slogan like, 'We are in the prevention business' is a strong identity yet not a differentiator.

"Another example could be a marketing message like this. 'At Acme Pool Service, we don't clean pools. We create a safe, hygienic liquid environment for your family and friends to participate in healthy and fun activities. We are the Water Masters.' That would be a strong identity statement but, again, not a differentiator.

"Another approach might be, 'We are your local, neighborhood pool service that keeps pools clean just like my dad did,' he suggested.

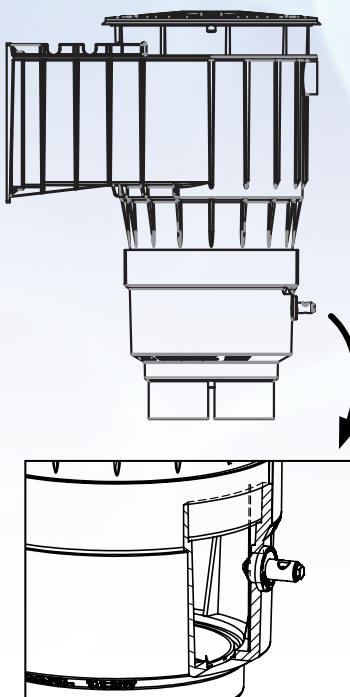
"That's a more friendly identity."
"Correct. It inspires trust. It comes down to what the company wants to be known as. How they want to position themselves in the marketplace."

Continued on page 18



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The Lighter Side of Pool Service

Continued from page 17

“So, claiming to be the ‘best pool service company’ or ‘highest quality’ or ‘proudly serving the community since 1972’ are not identities nor differentiators?”

“Absolutely not. Those kinds of terms are way over-used. They are platitudes and don’t help a company stand out at all,” he confirmed.

“I agree,” I agreed, “Now that we are beginning to understand identity, let’s dig into differentiators,” he said.

“OK. You mentioned an example of an outstanding guarantee as a differentiator. What are some other examples?” I asked.

“Remember the list of questions I suggested asking clients to help determine decision-making basis?” Dane asked rhetorically, “Well, those same questions might help determine a differentiator, if the company doesn’t already have one.”

“How do you mean?”

“Sometimes, the client themselves might, inadvertently, suggest a service they want that

the company can then focus on making as their differentiator. For example, a client might wish for an app they can use on their phone that is updated by the pool service professional. The app might show them important information like pool chemistry updates, when the next filter cleaning is scheduled, things like that. If the Pool Service Professional could offer that app, it could be their differentiator.”

“I see. Just listening to your client might help you come up with something you can offer to differentiate you from the competition,” I said.

“Yes, but that can’t be counted on. Sometimes, the company must determine its own differentiator. It could be how they package their service offer. Ideas like:

- First month free so they can earn the business.
- 12th month free to encourage a long-term relationship.
- Being schedule-flexible to fit the clients’ needs. Cleaning the pool after a big party

even if not the regularly scheduled day.

- Cell phone number for 24/7 access — part of offering World Class Customer Service. Or a commitment of a returned phone call within 2 hours, guaranteed.
- Money-back guarantee of some kind
- Unique product or service. As you mentioned before, some offer tile cleaning or equipment installation. Those are good differentiators.

“I now see how identity and differentiators can really be different,” I commented, “What if they wanted to come up with a service that is really new. Something that will make them stand out in the crowd. How would they go about coming up with an idea?”

“Well, that’s called innovation. Innovation is probably the most challenging step for any company or industry but when it happens, it

can change everything.”
“For example?”

“The best example I can think of is the coffee industry. Coffee is one of the biggest commodities in the world. Overall, everyone is selling the same exact thing. There are not many of us who can really detect the difference in taste in different coffee types. However, about 10 years ago, something changed that multiplied revenue for coffee by 10 times and through the same sales channel.”

“What was that?”

“Keurig. The coffee industry developed a different experience for the coffee drinker and was able to increase revenue overnight. It was the same product but just in a different delivery method. It was convenient, one cup at a time, reduced coffee waste, and made making coffee fun and foolproof.”

“Yes, I can see how that perfectly describes innovation. So how do you apply innovation to pool service?”

“You are better suited to answer that question than me.”

“Well, let’s think about it. Hmmm. Something to offer clients that has a value add, would reduce client attrition, attract new clients, and help close deals. I got it!” I actually snapped my fingers, “How about UV ozone?”

“What’s that?”

“A UV ozone generator is another way to clean pool water without having to add salt and it greatly reduces the need for chlorine. It’s a healthier swimming environment, has a pleasant ozone off-gassing fragrance and reduces the chlorine smell. It also reduces costs for the pool service company because they will use less chemicals.”

“The pool service company could offer the prospect a UV Ozone Generator for free. Charge enough installation fee to cover the cost. The client enjoys the benefits for as long as they remain a client.

“A UV ozone generator is another way to clean pool water without having to add salt and it greatly reduces the need for chlorine. It’s a healthier swimming environment, has a pleasant ozone off-gassing fragrance and reduces the chlorine smell. It also reduces costs for the pool service company because they will use less chemicals.”

It reduces client turnover and encourages referrals. The client will want to brag about their generator to their friends. The pool service company can name the program something like ‘Daily Pool Service; we keep your pool clean 365 days a year!’ It could even increase the value of the route if the pool service company ever wants to sell,” I said excitedly.

“That is a perfect example of innovation,” Dane agreed, “And that would be a huge differentiator.”

“OK, so once you have figured out your company’s identity and differentiator, what’s the next step?”

“Communicating the message with marketing.”

We reached the summit of Mount St. Helens. Looking back on the trail we had just taken, we reflected momentarily on what made this climb unique and what set it apart from other mountains. We had just climbed an active volcano.

To be continued... ■

USING ALTERNATIVE POOL SANITIZERS?

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How to Avoid Late Season Pool Problems

By Emily Johnson, BioLab

THE SUMMER SEASON is the time of year every pool owner and pool retailer most anticipate. After spending half of the year indoors working difficult jobs or with children in school, it's the perfect time to unwind. Families and friends gather for barbecues and parties to take advantage of a refreshing and relaxing dip in a sparkling blue pool. 2020 looked quite different from what many are used to, especially with the lifestyle changes, hardships, and challenges caused by the pandemic. Most stayed at home for much of the year, but those with swimming pools had unique backyard havens to escape some of the challenges. Keeping the pool in the near-perfect condition requires effort throughout the entire season, and not just at openings and closings. Toward the latter half of swimming pool season, it's not uncommon to see water quality problems that haven't presented themselves since the pool was opened due to a variety of reasons. There are a few things retailers and service technicians should be able to keep in mind to tailor recommendations to better prevent unsightly conditions before they become frustrating problems or hazardous to swimmer health. Helping clients remain on top of their pool maintenance routines can give pool owners a renewed sense of confidence that their pool is as clean and safe as possible for everyone to enjoy.

KEEPING THE WATER CLEAN AND SANITIZED

SANITIZING

Sanitizing the water of harmful organisms is one of the most important aspects of establishing an effective routine. Most pool owners choose chlorine because it is a powerful sanitizer that is compatible with most maintenance products available on the market. Chlorine will kill most biological organisms present in the water, but there are numerous contaminants that can be removed without relying solely on chlorine. With increased demand for pool chemicals anticipated for 2021 and potential industry-wide chlorine supply shortages, there are other ways to help keep pools as desired. Since free chlorine has such a short half-life under direct UV light and the chlorine residual depletes rather quickly, stabilizer in the form of cyanuric acid can be added for protection. Many trichlor-based tablets are formulated to further slow tablet dissolution. Some will have components with added benefits such as clarification or scale inhibition. A variable speed pump is worth considering, in which the pool owner can program a schedule of different speed settings and run times throughout the day. For tabs that dissolve only when the pump is turned on, this not only can help slow dissolution, but can potentially reduce energy costs. Chlorinators can be fully loaded with tabs and adjusted to keep up with free chlorine residual changes due to weather changes or swimmer load.

The best practice with pool owners with floating tablet dispensers is to begin the season with the floater fully open and reduce as necessary. Adjust until a significant free chlorine residual can be properly maintained for at least twenty-four hours. There are also supplemental chemicals to help remove unwanted contaminants while chlorine targets biological organisms.

OXIDATION IMPORTANCE

Rain, source water, swimmers, thunderstorms, and nearby vegetation introduce waste products that need to be destroyed and removed. Some professionals and pool owners will only apply oxidizers to remediate major issues, such as an algae outbreak or enhance cloudy water. Shocking weekly to oxidize these contaminants introduced is typically a more economically sound way to help maintain a clean pool. During oxidation, electrons are transferred between hypochlorous acid and its target. Nitrogen and many nitrogenous compounds are a common target for chlorine because they react with chlorine so readily. To prevent nitrogenous compounds from continuing to react with the free chlorine needed for proper sanitization, apply a maintenance shock weekly. It is also effective to shock after rainstorms or heavy pool use. Physically removing visible debris such as leaves, pine straw, or tree limbs as soon as they are apparent can help avoid major problems and chlorine depletion. Preventing contaminants from accumulating through use of a regular maintenance shock will help avoid fighting uphill and expensive battles with superchlorination or water dilutions.

WATER BALANCE AND IMPACT ON CHLORINE

Balanced water is not only important for protecting pool surfaces and equipment, but it also influences chlorine's efficiency. When chlorine is administered to the water, it dissociates into (HOCl) and hypochlorite (OCl⁻). HOCl, the killing form needed to sanitize and oxidize, is most effective at sanitization when maintained in neutral environments with a pH range of 7.4-7.6.



Water with a lower pH shifts the equilibrium left to make more HOCl. If the pH exceeds 7.6, the equilibrium shifts to generate more OCl⁻, which is about 80-100 times less effective. Negatively-charged microorganisms are repelled by OCl⁻'s weaker negative charge, and therefore aren't as effectively killed. Keeping the pH in mind is needed when selecting a chlorine form, whether it be trichlor, calcium hypochlorite, liquid chlorine, or saline, as they all have differing impacts on the pH of the water.

pH	%HOCl	%OCl ⁻
7.0	76	24
7.2	66	34
7.5	50	50
7.8	33	67
8.0	24	76

INFLUENCE OF TOTAL ALKALINITY AND SANITIZER TYPE

Keeping total alkalinity in range is also critical for controlling pH balance. A total alkalinity below 40 ppm causes pH swings that are difficult to correct. Low total alkalinity can decrease the pH, which can impact swimmer comfort and be detrimental to pool surfaces and equipment. Effects to alkalinity are important when evaluating the options for a chlorine-based sanitization program. Sodium hydroxide, the by-product introduced by both salt chlorinators and sodium hypochlorite, drives a more alkaline environment where cloudy water or detrimental scale-inducing conditions if not counterbalanced by the appropriate amount of acid. At the opposite end of the spectrum, trichlor's acidity over time erodes total alkalinity depending on quantity applied, and pH balance of source and rain water. Total alkalinity should be measured weekly and maintained at 80-150 ppm to best maintain pH between 7.2 and 7.6.

INFLUENCE OF WATER TEMPERATURE ON SANITIZER AND WATER BALANCE

Water temperature is the single non-chemical balance factor to keep in mind, especially when extreme conditions occur. It is important in calculating the Langelier Saturation Index (LSI), as well as chlorine's ability to control bacteria, algae, and other microorganisms. Temperature, water hardness, total alkalinity, pH, and TDS are all a part of the calculation required to evaluate the overall balance of the water. Higher temperatures tip the water towards more scaling conditions, and lower temperatures create corrosive conditions. The warmer temperature from the first half of the season combined with high total alkalinity and high calcium hardness, can force calcium out of solution and form scale deposits. Not only is scale unsightly and frustrating to remove, it can actually be problematic towards pool equipment. For a chlorine-generator, scale formation on the electrolytic cell can cause the generator to underperform and reduce its life expectancy. Cleaning the cell regularly with an acidic solution should be done to remove any hard deposits. A calcium sequestering agent should be added monthly to prevent this from happening, especially in pools with higher than average total alkalinities.

Warmer water has a great impact on chlorine as well. Chlorine degrades faster in warmer conditions, especially if there isn't adequate stabilizer present to block out UV from sunlight. During the months of June and July, the water temperature is at its warmest, often exceeding the normal 78-82 oF (26 oC-28 oC) range in some places. The warmer water speeds up dissolution of slow-dissolving tablets, which may require more frequent replacements if the free chlorine residual isn't being maintained. The

warmer temperature and the wet environment make a comfortable place for organisms to thrive, which means free chlorine has more work to do. Testing measurable free chlorine regularly is imperative. Testing will reveal more chlorine is needed, especially as more swimmers take advantage of the warmer water. A booster shock may be needed to break up combined chlorine, or the output of a chlorinator may need an adjustment. Understanding the pool's behavior, events, and the surrounding environment as the summer moves along is important to making the appropriate changes to the routine.

The warm and wet environment is particularly appealing to algae. Being sure to brush areas of stagnant areas, at least weekly, will be necessary. Adding a maintenance algaecide weekly, as opposed to biweekly, should be explored. Quat-based algaecides will tackle most types, but if the pool is in an area where more resistant types are common, a polyquat or a chelated copper-based algaecide would be better choices. How much and how often free chlorine needs to be replenished varies, depending on water circulation and filtration patterns, bather load, source water, and even the natural surrounding environment.

COLDER WATER AND LSI

Most residential swimming pools do operate between 78 oF and 82 oF (26 oC-28 oC) during the pool season, but warmer water isn't the only temperature extreme to keep in mind. Cooler temperatures make the water more corrosive to a pool's equipment, especially the heater. Prolonged exposure to surfaces may cause etching. Metal staining may be more prominent as well. A metal chelating product or sequesterant should be included in the routine, especially when pool temperatures drop towards the end of the season or those with unheated pools. Filter aids, following the use of a chelating product, such as a charged cellulose can be used to help better guide problem-causing metals to the filter, where they can be eventually permanently removed. Temperature does vary, especially in more northern regions where water may not reach average temperatures without a heater. Remember that the water could still be in range for pH and total alkalinity but can still lean on the corrosive side with colder temperatures. This will also be important for best winterization practices at the end of the season.

ANCILLARY PRODUCTS — CLARIFIERS & ENZYMES

Sanitization is highly important to keeping the pool clean, but it shouldn't be the only component. Ancillary chemicals, such as clarifiers or enzymes, can help break down non-living contaminants so chlorine doesn't have to waste its energy in their removal. Clarifiers can help bind small particles together into bigger polymeric chains that the filter

will be able to hold onto. Chlorine and adequate filtration will remove visible contaminants from the water, but oils and dirt inevitably deposit along the waterline despite standard efforts. An enzyme is a naturally derived catalytic protein that can often be used to break down organic matter into more manageable forms. Specialized enzymes are often picked for removing nitrogenous amino acids, fats, or oils. Some products even pair different types of enzymes together to combat more than one type of contaminant. Many products will incorporate enzyme technology with a surfactant or a phosphate remover. The synergistic relationship of enzyme and surfactants make dual-action ancillary maintenance product performance results more improved. With surfactants, a hydrophobic "tail" attaches to oils at the surface, while a hydrophilic "head" lifts oils from the surface where they enter the water to be broken down and removed by filtration. These also help prevent oily buildup in the filter. Phosphate removing products can help prevent calcium phosphate precipitation, and even have clarifying abilities of their own. The elimination of these oxidizable non-living wastes reduces the demand on chlorine and improves the overall water quality.

CONCLUSION

2021 is still likely to be another uphill battle, but our backyard investments don't have to be. Every pool has its own unique behaviors and nuances. Using a smart maintenance plan and being flexible to adjust as necessary will help overcome the late season slumps pool owners often face. In addition to remaining on top of the free chlorine residual, using supplemental products will all work together to keep a swimming pool a fun, clean, and relaxing place for our clients' family members and guests. A clean pool can be a nice and rewarding escape from all the stresses and challenges that have arisen over the last year and a half. ■



ABOUT THE AUTHOR

Emily Johnson, born and raised in South Carolina, graduated with a BS degree in Biological Sciences and Chemistry minor from the University of South Carolina in 2013. She is a recreational water enthusiast living in Atlanta, GA with her two rescue dogs who love a good dip in a splasher pool! She has been working for R&D at BioLab, Inc, a KIK Custom Products Company, since 2014. Emails may be sent to Emily.Johnson@biolabinc.com

Women in the Pool Profession



Jamie Novak of AquaStar Spoke About How She Got Started in the Pool Industry

By Rose Smoot, CAE

RIGHT OUT OF COLLEGE, Jamie worked for Newell Rubbermaid, calling on Home Depots and Walgreens. Jamie wanted something where she could have ownership of a territory and really make an impact. She applied for a position at Zodiac Pool Systems, which was then based in Pompano Beach, FL, and was offered the position of Mid-Atlantic Regional Manager.

At first, the position at Zodiac was a bit overwhelming because of the depth of knowledge required for such a big catalog offering of equipment. Jamie took the time to focus on a few popular items in the Zodiac catalog and perfected her sales skills. That focus was rewarded by a promotion to a business development manager position. While in that position, she had the opportunity to travel to Lyon and Toulouse France to learn about a new product firsthand from the production facility and engineers. Jamie worked with the product managers back in California to share the knowledge she gained from her experience in France and collaborated on the creation of the cleaner's technical guide and marketing materials. That kicked off a path in the industry that Jamie never could have predicted!

Jamie then went onto Natural Chemistry, where she believed very strongly about the company's philosophies and its technologies. She believed so strongly in the power of specialty chemicals that she wanted to shout it from the rooftop! Her knowledge led her to want to show others this industry secret that would make their jobs easier. Jamie has been quoted in the New York Times about the Rio Olympic pool.

While it was only one sentence, it was a proud accomplishment and really made Jamie feel like a respected member of the industry. The article: Another Pool Turns Green; Chemical Imbalance Is Blamed - [The New York Times](#).

Jamie decided it was time to make a change and, taking her skills and knowledge, joined the AquaStar team in May 2021. AquaStar listens to the industry and provides custom solutions to challenges that are faced by pool pros. Jamie strives to ensure that customers have access to the latest information required to do their jobs. For example, the VGBA standard was recently changed, and it is important for pool pros to understand what's new. Part of what Jamie does is to assist Steve Barnes, AquaStar Director of Science & Compliance, in getting the word out on important changes like this to the industry.

Jamie believes technology is helping pool service companies to improve communication (for example: apps that send visit reports to pool owners), but ultimately it is up to each pro to choose their communication cadence and style. Some of the best service companies Jamie has worked with do not have to advertise because the word-of-mouth referrals are received just based on how they treat their existing customer base. Clear communication, setting realistic expectations and being responsive really goes a long way.

Even with technology being what it is, Jamie shared some words of wisdom for retaining customer excellence, "never go to a meeting empty-handed, always bring something to show the potential customer." ■

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Chemical Controller Electrical Interlock Safety Protection

By Lauren Broom, B.S., R.S., PHTA® CPO® Instructor, Owner of Space Coast Pool School, LLC



WHY IS THIS SO IMPORTANT TO A POOL TECH?

Accidental chlorine gas emissions are a real danger when there is an improper electrical interlock between a disinfection chlorine feeder, a muriatic acid pH adjustment feeder and the main recirculation pump. Accidental exposure to pool patrons and staff can exhibit symptoms such as: shortness of breath, vomiting, and some people may need treatment at a hospital for upper respiratory problems. Under normal circumstances, sodium hypochlorite (chlorine) and muriatic acid are injected

into the plumbing at separate points by peristaltic pumps. As the water flows through the pipe, the chemicals move with the water and there are no problems. The problems occur when the circulation system stops and the chemical feed continues. This results in water coming to a halt in the pipes and a static environment is created where chlorine and acid are able to contact and mix. A toxic chlorine gas accumulates inside the waterless pipes. Once the circulation system turns back on and water starts moving through the pipes, this forces the toxic chlorine gas mixture into the pool through the return inlets. The toxic mixture will form a cloud in the pool area where pool patrons and staff can be exposed to hazardous levels of chlorine gas. This scenario has occurred enough times that it prompted the American Chemistry Council along with other public health and swimming pool industry experts to create a free YouTube video to highlight this safety issue.

WHAT DEVICE CAN BE USED TO KEEP THINGS SAFE?

An electrical interlock between the pool circulation pump and the chemical feed system would ensure that the pool pump is disabled or loses prime and that the chemical feed system is also disabled. This interlock would

avoid the production of chlorine gas into the pipes. The electrical interlock can be accomplished with at least two of the following methods:

Circuit Breaker Design

Pool pump and chemical feed equipment on same electrical circuit. When circuit for pump is triggered, power to the chemical feeders is lost and they shut off

Pump or Filter Control

3 way pump control panel with AUTO/OFF/Hand. When in OFF or HAND chemical feeders turn off

Float or Centrifugal Flow Switch

Float or centrifugal flow switch in sample water of chemical controller that samples it. If sample water loses flow, the switch will tell chemical controller to stop the chemical feeders attached to it.

Flow Switch or Electronic Flow Meter

Flow switch or electronic flow meter that signals used in main circulation system return water which shows that there is flow in the main system

WHAT SHOULD POOL TECHS KNOW ABOUT THESE DEVICES?

Pool techs need to remember that any device can fail. For example, flow switches can fail and send a



“Pool techs need to remember that any device can fail. For example, flow switches can fail and send a false signal of water flow and thus the pool tech is not getting correct information.”

false signal of water flow and thus the pool tech is not getting correct information. Pool techs should conduct an initial test of the interlock system upon installation and then monthly thereafter. The testing results are recommended to be recorded and maintained onsite so that it can be shown to pool owners, or the local public pool regulatory agency. Pool techs should develop their checklist to following on testing their interlock system and then notate that the system is operational. ■



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.

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THE GOAL OF SPACE COAST POOL SCHOOL is to educate the aquatic professional on the importance of maintaining a swimming pool facility for the health and safety of their patrons. We want to encourage more quality training across the pool industry and easily available to pool professionals.

The instructor and owner, Lauren Broom teaches the Certified Pool Operator Course (CPO)®, Instructor through the Pool & Hot Tub Alliance®(PHTA). She has a Bachelor of Science in Biology and holds a Registered Sanitarian certification. She is a former public health inspector for the local health department in Florida with 16 years' experience in public pool inspections and recreational water illness outbreak investigations.

As a CPO Instructor she takes part in other PHTA Committees and Councils. She holds a spot on the PHTA CPO Advisory Board and a spot on the PHTA-2 Standard Writing Committee.

She is an adjunct instructor for Valencia College's Accelerated Skills Training Team to teach the Certified Pool Operator Course® CPO® as part of their new 10 week Certified Apartment Maintenance Technician certification. In April 2021, Lauren was appointed as the official CPO Instructor for the new Pool & Spa Apprenticeship Program. In 2020, she became a regular monthly columnist for the online pool service publication Service Industry News. Lauren is also the CPO Instructor for United Pool Association (UPA) and Independent Pool Spa Service

Association (IPSSA) members.

Lauren is an authorized OSHA trainer for OSHA 10 & OSHA 30 courses. Her intention is to be able to teach these courses for the aquatic industry to improve safety and health to its workers.

Other Certifications she holds: Orenda Certified: Academy and Four Pillars; Certified Advanced Pool Inspector: Home Inspection University; NPC Certified Start-Up Technician: National Plasters Council; Completion of OSHA Standards for General Industry Training: USF OTI Education Center, Completed Taylor Technologies Water Chemistry and Testing Basics Course; Authorized OSHA Trainer for General Industry OSHA 10 & OSHA 30 courses; PHTA Certified Pool Inspector. ■



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Off the Deep End Pool Bob's Hydro-eclectic Musings

CATCH OF THE DAY!

Earlier this month, someone left a 17' long 150-pound Python, on the side of the road, on the way to the local landfill, inside a box labeled, "Don't open, big snake inside." This news report reminded me of the time I opened a skimmer lid and saw a stick inside and started to pull it out in order to get to the basket. The "stick" slithered out of my quickly releasing hand and swam out into the pool. I can't take off a skimmer lid without wondering what sort of monster is inside that snake pit waiting to sink its venomous fangs into my finger. Another time, while working on a fountain, with a client, who recently bought a new home, asked, "Bob is that a rattlesnake? I think it's the same one that was sunning on the pool patio last week." Sure enough it was a 5' long rattlesnake creeping straight to the old watering hole we were working on. Even though the client has had all the low vegetation removed, within 50 feet of the house, I still get the willies walking to the pool equipment room. And then there is the rattlesnakes found in pool noodles phenomenon, of late. It's bad enough pool noodles get stuck in the skimmer and make the pumps lose prime, but now you have to be extra careful some sort of water moccasin isn't inside that skimmer noodle waiting to wind around your arm and drag you into the deep end. Of all the dangerous work we pool techs deal with, like working with wet electrical equipment that may not be bonded or GFI protected and chemical handling and even driving in road raged traffic, maybe we should charge even more for viper hazards. Surely, Ray can include, with our dog bite coverage, something for reptiles, particularly alligator bite coverage for our Florida members.



GOT SNAKES?

I gave the failed water level sensor a little tug to see if the wire was loose enough in the conduit for an easy replacement. The sensor end popped off the wire because it was corroded and that was why it didn't work. Awe shucks, bad luck. The wire had slipped back in the conduit when it broke. Great, now I'm gonna need to get the 100' electrical snake and hope to charm it through the 3/4" x 80' conduit, to pull in the new sensor wire. Then, using a trick rattlesnake hunters use to illuminate under rocks, I took a heater inspection mirror (I miss the old Laars cork edged type) and reflected it off the sun like a 35 octillion lumen flashlight and could now see, quite well, the wire end was in reach of needle nose pliers. The old wire came out with the first bite of the pliers, but only a couple of inches, then it stuck fast. I rolled snake eyes again, craps. Was the conduit too small, broken or incomplete, installed with more than 4 sweep 90s, full of dirt or some other impossible problem to further poison the task? Later with another pair of hands feeding wire from the equipment room end and a little squirt of my favorite snake oil, WD-40, into the conduit ends, the wire slipped out far enough to attach to the new. The new sensor went back inch by inch and worked. Persistence is an anti-venom.

HYDRO HYDRA

"Shut it off," I yelled to my new guy, who put the garden hose on the side of the pool, without coiling the hose on top of the end. The hose end rose 8' off the ground and was swirling about like an angry green snake. At first, I wanted to be St. George and try to chop off the dragon's head, but the hydro hydra would just grow another. Good water pressure is great for filling pools, an empty spa and especially for washing filters, but it can be dangerous if the flailing brass hose end should strike you on the noggin or break a window. I make a PVC "fill tee" (snake hose charmer?) to put on the end of the well pressured hoses, in order to keep them from whipping about. Simply press a 3/4" FHT x 3/4" spigot/street fitting into a 3/4" tee center and thread it to the hose end (pictured). There's more than one way to skin a snake. ■

ROBERT (POOL BOB) BLADE operates Aloha Pool and Spa and is a 20+ year member of the Monterey Coast IPSSA chapter, past president, Region 10 secretary and PIE Show museum curator.



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PENTAIR REBATE PROGRAM

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 one dollar (\$1.00) for each whole good that a member purchases throughout the year. The listing of qualifying whole goods is the same as listed in the Pentair's PIP Program, for example, pumps, filters, heaters, heat pumps, cleaners, automation systems, IntelliChlor and colored lights.

For IPSSA to receive payment each member must register individually on the Pentair IPSSA Incentive Program Registration Form and also available on the IPSSA member portal site under [Member Only Exclusive Offers](#). This will allow Pentair to monitor and collect electronically from participating distributors purchase details, or direct from the member purchases for the rebate accumulation.

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

The Pentair Incentive Program dates reflect purchases made from October 1, 2020 through September 30, 2021.

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 and speak with their program coordinator.

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

Channeling in Sand Filters

Continued from page 14

with a hammer to get them out of the filter.

Water flow: A pool pump that pushes water through the filter too fast, impedes the filters' ability to perform its job correctly. The faster you move the water through a filtration media, the worse job it does. To check the flow rate, be sure to attach a vacuum and pressure gauge to the pump then convert the vacuum and pressure reading to total dynamic head(TDH). Then apply the TDH to the manufacturer's curve for the pump (to give you the flow rate at its maximum

with a clean filter). Make sure the maximum flow rate does not exceed the maximum flow rate for the filtration system or you will end up with too much water flow through the filter which as stated above can also lead to channeling and inefficient filtration.

To take control of the water flow, commercial aquatic facilities will benefit from having a variable speed pool pump which allows you to run the water at lower speeds to maximize the efficiency of the filtration system but then also allows you to increase the speeds for backwashing.

CONCLUSION

In order to keep filters operating at their peak condition proper backwashing and water flow through the filter are key to preventing channeling in the sand media. By doing frequent visual inspections inside the filter, running complete 3-minute backwashing cycles and making sure the water flow from the pump is appropriate, commercial pool operators should be able to maintain clean and clear water and avoid expensive filter repairs. ■

New Products



Stain Drop Stain Removal Verification Test Kit (S.R.V Kit)

THE STAIN DROP S.R.V. KIT uses four topical (pool surface) tests using three proven stain-removing products to determine the correct stain-removing product(s) to remove the pool stain. Allows pool professionals and pool owners to verify the correct treatment needed for a particular pool stain without the guess work. Each S.R.V Kit contains 3 packets of 3 powerful stain removers plus 6 dosing pouches (for wall or deep water stains). Complete with detailed instructional booklet.

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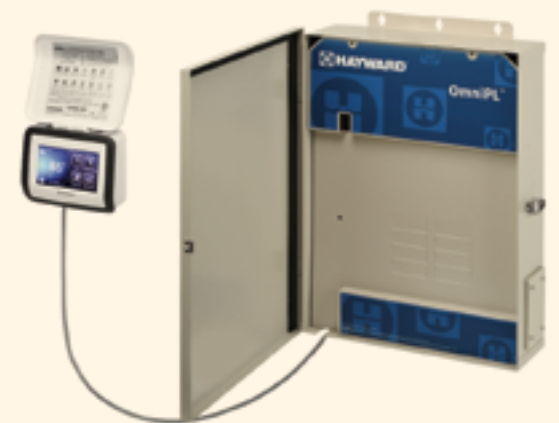
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Things to do in August

- Wear Sunscreen
- Wear a Hat
- Drink Lots of Water

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Chapter Information and Meetings

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

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

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: [Bob Dundon](#)

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

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: [Jerry Marquardsen](#)

Gold Country
First Monday, 6:00 p.m.
2515 Grass Valley Hwy., Auburn
President: [Ryan Ruminson](#), 530-401-7346

Modesto Central Valley
Third Tuesday, 6:00 p.m.
El Rosal Restaurant
3401 Monte Vista Ave., Turlock
President: [Albert Camarillo](#), 209-628-2717

Sacramento City
Fourth Wednesday, 7:00 p.m.
Plaza Hofbrau
2500 Watt Avenue, Sacramento
President: [Kelli Carrillo](#), 916-730-7636

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

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

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

Bakersfield
First Tuesday, 5:30 p.m.
Rusty's Pizza
6675 Ming Ave., Bakersfield
President: [Trevor Smith](#), 661-472-5288

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

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: TBD

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: [Tracy Sands](#), 714-726-4059

Visalia
Third Wednesday, 6:00 p.m.
Amigo's Cantina
5113 W. Walnut Avenue, Visalia
President: [Charles Roque](#), 559-213-4021

REGION 3 Northern L.A. County, California
Terry Snow, Director
909-982-9962 | tls.pools@verizon.net

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: [Robert L. Betts](#), 626-757-6707

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

San Fernando Valley
Third Wednesday via Zoom
President: [Rich Gallo](#), 661-803-9919

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

San Gabriel Valley
Second Thursday, 7:00 p.m.
PEP 1862 Business Center Drive, Duarte
President: [Eric Nielson](#), 818-710-1628

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
Adam Morley, Director
310-493-3565 | adam@paradisepools.biz

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

East Long Beach
Second Tuesday, 6:30 p.m.
Ecco's Pizza
2123 N Bellflower Blvd., Long Beach
President: [Matt Mann](#), 562-420-9061

South Bay
Second Wednesday, 7:00 p.m.
American Legion Hall
412 S. Camino Real, Redondo Beach
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.
Superior Pool Products Santa Fe Springs
President: [Albert Navarro](#), 562-927-6757

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

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

Central Orange County
Last Tuesday, 7:00 p.m.
Coco's Restaurant
14971 Holt Avenue, Tustin
President: [Mark Harrison](#), 949-874-8234

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

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 # 9
Second Wednesday, 7:00 p.m.
Dad Miller Golf Course
North Gilbert Street, Anaheim
President: [Douglas Beard](#), 714-534-5405

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: TBD

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

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

Corona
Second Tuesday, 7:00 p.m.
Marie Callenders
160 E. Rincon St (at Main St), Corona
President: TBD

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

Menifee Valley
First Wednesday 7:00 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 pm.
Location varies. Please contact chapter president for more info.
President: [Ron Goodwin](#), 909-989-0406

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

Palm Springs
First Wednesday, 5:30 p.m.
Superior 5700 Indian Springs Rd., Palm Springs
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.
Cask N Clever
1333 University Ave., Riverside
President: [Howard Hill](#), 951-213-6131

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

REGION 7 San Diego County, California
waterwatcher.org
Michael Harris, Director
619-395-6700 | barrowpoolssd@gmail.com

Carlsbad
Third Wednesday, 6:00 p.m.
El Rancho Restaurant
1565 N. Santa Fe, Vista
President: [Jonathan Dodge](#), 760-845-5501

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

North County Coastal
Third Tuesday via Zoom, 6:00 p.m.
(meeting link is sent out a week prior).
Please contact the Chapter President by email for more information.
President: [Aden Dunne](#), 760-801-5526

Rancho Del Mar
Third Monday, 5:30 p.m.
12840 Carmel Country Rd.
San Diego, CA 92130
President: [Ed Finney](#), 858-750-8842

San Diego
Third Wednesday, 7:00 p.m.
Admiral Baker Clubhouse
2400 Admiral Baker Road, San Diego
President: [Mark Curran](#), 619-269-3888

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

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

REGION 8 Arizona and Nevada
Bill Goosen, Director
602-531-0035 | goosse-man@cox.net

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

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

Southeast Valley
Second Thursday, 5:30 p.m.
Superior Pool Products
7330 S. Atwood, Mesa, AZ
President: [Daniel Morris](#), 480-284-4296

Tucson
Third Wednesday, 6:30 p.m.
Superior Pool Products
4055 S. Runway Street Tucson, AZ
President: [Perry Wingate](#), 520-240-0806

West Valley
Third Wednesday, 6:00 p.m.
Cloud Supply
1100 N. Eliseo Felix Way, Avondale, AZ
President: [Frank DeAngelis](#), 623-293-7353

Western Las Vegas
First Monday, 6:30 p.m.
Vietnam Vets Hall
6424 W. Cheyenne, Las Vegas, NV
President: [Linda Cross](#), 702-524-8453

REGION 9 - TEXAS SOUTH
ipssatexas.com
Becky Clayton, Director
210-240-3121 | beckyclayson@yahoo.com

Austin
First Tuesday, 6:00 p.m.
Cherry Creek Catfish Company
5712 Manchaca Road, Austin
President: [Mark Mastropietro](#), 512-550-1100

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

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

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

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

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

North Houston
Third Tuesday, 7:00 p.m.
El Palenque Mexican Restaurant
1485 Spring Cypress Road
Spring, TX 77373
President: [Stephen Titone](#), 281-773-8643

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

West Houston
First Tuesday, 7:00 p.m.
Spring Creek Barbeque
21000 Katy Freeway, Katy, Texas
President: TBD

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: [Terry Page](#), 831-297-2215

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

Silicon Valley
Every Wednesday, 5:30 p.m.
Mountain Mikes Pizza
1724 Miramonte Ave, Mountain View
President: [David Guslani](#), 650-333-1351

Tri-Valley
Second Thursday, 6:00 p.m.
(No meetings in July and August)
Location varies. Please contact chapter president for more info.
President: [Ken Yecny](#), 925-371-4521

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

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

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

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

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

Sarasota (Sarasota and Manatee Counties)
First Tuesday, 6:30 p.m.
Gecko's Grill & Pub
351 N Cattlemen Rd. North of Fruitville Rd., Sarasota, FL
President: [Dustin Weaver](#), 941-685-0701

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

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

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

Fort Worth
Third Tuesday, 6:30 p.m.
La Playa Maya Restaurant
1540 N Main Street, Fort Worth
President: [Paul Nelson](#), 254-968-6298

Mid-Cities DFW
First Monday, 7:00 p.m.
SCP
2107 Hutton Drive, Carrollton
President: [Casey Gardner](#), 469-835-5674

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

Waxahachie
Second Wednesday, 7:00 a.m.
Denny's
408 Westchase Drive, Grand Prairie
President: [Bryan Courville](#), 817-3089874

ASSOCIATION INFORMATION
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Phone: 888-360-9505 x2
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rose@ipssa.com or info@ipssa.com
PO. Box 3367, Rocklin CA 95677,

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frank@ipssa.com

Ian Bailey, Accounting
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accounting@ipssa.com

MEMBERSHIP
Alison Thompson, Membership Assistant
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INSURANCE BILLING
Phone: 844-574-1134
Fax: 888-811-4502
insurance@cramerpcpa.com
PO Box 2934, Rocklin CA 95677

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TITANIUM PARTNERS



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Lori Brumagin: lori.brumagin@bio-dex.com
Paul Matthews: pmatthews@bio-dex.com
Manufacturer of professional strength pool and spa chemicals



HASA
hasapool.com
661-259-5848
Rick Sawin: RickSawin@HASApool.com
Randy Johnson: RJohnson@HASApool.com
Liquid swimming pool chemicals, dry chemicals, pool and spa specialty chemicals



Arrow Insurance Service*
arrowinsuranceservice.com
Ray Arouesty: ray.arouesty@hubinternational.com
General information and certificate requests:
800-833-3433
Insurance billing information: 844-574-1134
Insurance issues

PLATINUM PARTNERS



AQUASALT, LLC.
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Jose Valdovinos: jvaldovinos@easycarewater.com
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Manufacturer of water treatment chemicals



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John Rodriguez: rodriguez@haywardnet.com
Bob Seward: bseward@haywardnet.com
Manufacturer of swimming pool equipment.



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