

THE IPSSAN



November 2021
Volume MMXXI, Issue 11

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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Using Multiple Auto Covers to Cover More Pool Shapes By Mike Shadoan, Automatic Pool Covers

AUTOMATIC POOL COVERS continue to grow in popularity and are being requested by homeowners for every size and shape of pool. In the past, some pool shapes and sizes made it difficult to design and install an automatic cover. However, builders are getting creative and finding that by installing multiple covers on a pool is the way to avoid some of the construction obstacles for L-shaped pools, extremely long pools, or those with varying elevations. By installing multiple auto covers and having them 'meet in the middle,' these challenging pools can now have the convenience and safety of an automatic pool cover installation.

POOL SHAPES AND SIZES THAT ARE IDEAL FOR MULTIPLE COVERS

Automatic pool covers are part of the wave of 'automation' in today's homes. From home security systems and outdoor lighting to in-pool robotic cleaning and chemical controllers, consumers want push-button convenience—and this is what auto pool covers provide. These devices allow homeowners to open and close their pool with the push of a button, while still ensuring their pool is safe.

However, when clients have an L-shaped pool or an extremely long, lap-type pool, many installers have turned away the business, as a single cover would drag over a lot of deck, or the amount of material needed on a single cover creates too many challenges with the cover housing. This is where the design creativity of using multiple covers comes into play.



In fact, Allan Horwood, the owner of Pool Patrol in British Columbia, a company specializing in the installation of automatic pool covers, selling a 100-plus every year, has completed several of these specialized projects. He enjoys coming up with creative cover solutions for extra-long, L-shaped, and other unique pool shapes that can be divided into separate rectangles.

"It's interesting, now that I've started putting multiple automatic covers on pool installs, I wish I would have done this on some of my past projects," says Horwood. "For example, I did a 95-ft long cover a few years ago, and on that particular pool it was extremely challenging to

create a bunker room for the large amount of cover material that needed to roll up when the cover opened. In hindsight, if we had installed two covers that met in the middle, the project would have worked better."

MEETING IN THE MIDDLE

As Horwood mentions, when confronted with an extremely long pool where the homeowner wishes to have an automatic pool cover, the best solution is to order and install two automatic covers that 'meet in the middle' of the pool. This keeps each cover from being too cumbersome—the cover housing does not need to be as large, the rope reel does not need to be as long, and the overall action of opening and closing the pool is more efficient.

By having two covers—each coming from opposite ends—they open and close in the middle. With an extra-long pool, for example, installers might put one housing mechanism in the deep end and the other in the shallow end. Essentially, the two leading edge bars at the front of the cover come together and meet in the middle of the pool. According to Horwood, it is important to request the auto cover's leading-edge bars be the same size, regardless the length of each cover.

"If the cover lengths are going to be the same, then the leading-edge bar will be the same size automatically," says Horwood. "However, if one cover is wide and short and the

other is long and narrow, which is the case with most L-shaped pools, then it's important to request the bars be the same size, as you could get a smaller bar on one cover and a larger bar on the second cover. As a result, they wouldn't look good when they meet, nor would they create a proper seal."

The standard leading edge is 2.5 inches., and the oversized leading edge is 4 inches—so it is important to specify they be the same size—in most cases, requesting both to be the larger size is the best way to get an identical look. Since one of the main goals of an auto cover is to keep leaves and debris out of the pool, it is important the leading-edge bars meet tightly to avoid debris getting into the water at that junction.

"These covers want to naturally stop short of one another," says Horwood. "So, in some cases, we have created our own custom-made pocket-and-flap system with industrial magnets that completely seals this section where the two leading edges meet. There is enough power in the motor mechanism to pull apart the magnets when it opens."

L-SHAPED POOLS

When it comes to L-shaped pools and auto covers, using two is a given. In this case, one unit will roll over the short end of the 'L' and the second unit will cover the long end of the pool, meeting at the point where the

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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 **Clearex 500** to the skimmer when the filter is turned on.

STEP 5 - MAINTENANCE

NOTE: Smaller doses can be added weekly

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



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The IPSSAN

Official Publication of the Independent Pool & Spa Service Association, Inc.

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PoolPro Magazine

Please contact editor@ipssa.com to obtain the deadline for submission of articles each month. Material submitted late will be considered for the following month.

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We want to spotlight our members!

CALL FOR CONTENT

Have you had to use the IPSSA Sick Route Coverage benefit? We are looking for members to send us testimonials on how using sick route helped them in their time of need. Please send your story to info@ipssa.com - As a thank you, we will select three members who submitted their story to receive an IPSSA hat. All testimonials must be received by 10/23 to be entered into the drawing.

IPSSA MEMBER PORTAL

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

PENTAIR REBATE PROGRAM



Take Advantage

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

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

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

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

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

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

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

CALLING ALL IPSSA REGULAR MEMBERS



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

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

The committees are as follows:

- Education - 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. ■

Letters to the Editor

Letters to the editor must be signed in order to be published, and must be accompanied by an address, valid e-mail address, and a daytime phone number for verification purposes. (Your phone number will not be printed.) Unsigned letters will not be published unless a compelling reason for withholding your name is given. Letters to the editor containing erroneous or unverifiable information will be edited or rejected. No letter that makes personal attacks on someone's character will be published. The editorial staff reserves the right to edit for length or grammar or reject submitted material that does not meet these standards. Letters requiring a response will be held for publication until the response is received. Opinions expressed in published letters do not imply endorsement by IPSSA.

IPSSA Events

IPSSA BOARD OF DIRECTOR'S MEETING
November 6, 2021

Monterey Plaza Hotel & Spa, Monterey, CA

WEEKEND OF INSPIRATION CONFERENCE & BORD MEETING
February 4-6, 2022

Kona Kai Resort, San Diego

Industry Events This Month

IPSSA BOARD OF DIRECTOR'S MEETING
November 6, 2021

Monterey Plaza Hotel & Spa, Monterey, CA

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November 16-18, 2021

Kay Bailey Hutchison Convention Center, Dallas, TX

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Using Multiple Auto Covers

Continued from page 1



pool turns right or left. The only real challenge on L-shaped pools is dealing with the placement of the auto-cover track on the inside corner which may need to have the coping changed to a 90-degree angle for the cover to work properly. “We have had to change several 2 feet radius corner with some creativity to get the inside coping back to a 90-degree square corner,” says Horwood. “But it’s not an insurmountable task.”

Horwood says adding an automatic cover to an existing pool always has its challenges but thinking in terms of installing

multiple covers has even helped him deal with pools with awkwardly placed steps.

TWO COVERS, TWO CONTROL PADS

Although it may seem a bit cumbersome, having two automatic covers on a project does require each cover to have its own control and pad for safety. The covers should operate independently as they are running different distances; therefore, it’s important the operator watches each cover as it opens and closes.

“We always install the two control panels side by side so the pool owner will open one cover first and then the other,” says Horwood. “The automatic pool covers we install open and close

at a rate of approximately 1 foot per second, so it might take 10 seconds for one cover to open and 20 seconds for the other. We aren’t talking about a lot of time for the operation.”

Remember, the touch pad controller for these covers must be located near the pool as code requires all control pads to be located within full view of the pool for safety.

SELLING MULTIPLE COVERS ON A PROJECT

Homeowners simply do not want to manually crank a cover on and off their pool; they not only want to be able to open their pool instantly, but also ensure it remains free of leaves and other debris. The same can be said for spas, too.

“The reality is consumers are building mini-resorts in their backyards and they want it all to be automated, so having one, two, or even three auto covers on a project is not necessarily cost prohibitive,” says Horwood.

Consumers want to get the most use out of their pool as possible; an automatic cover gives them the best opening and closing convenience. Remember to remind clients the automatic cover can be opened or closed in less than a minute. Plus, the installation does not require the customer to store a manual safety cover in their garage, pool house, or at the pool company’s warehouse. When discussing automatic covers with prospective customers, a pool professional should always emphasize the accessible convenience that comes with an auto cover installation.

By selling multiple covers on a project—maybe two on an L-shaped pool and one on the adjacent in-ground spa—pool professionals can create a beautiful, functional, and convenient backyard living environment for their customers while also pocketing some serious profits. The market demand for automatic covers continues to grow each year, providing pool professionals with a tremendous opportunity for additional revenue—never turn away another L-shaped or extra-long pool project away again. Get the job done by using multiple auto covers. ■

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ABOUT THE AUTHOR

Mike Shadoan has more than 25 years of experience as a service tech in the field, working his way up into the position of vice-president of sales for Automatic Pool Covers in Westfield, Ind. Shadoan has been an integral part of the company’s rapid growth because of the innovative automatic pool cover products it offers. He can be reached via email at mshadoan@apc-mfg.com.

Cyanuric Acid Shortage Looming

By Rudy Stankowitz, Aquatic Facility Training & Consultants



IN 1829, FRIEDRICH WÖHLER BEGAN experimenting with heating urea and uric acid. Why? Who knows. My first thought is WTF?! But, in doing this, he became the first person to synthesize CyA (cyanuric acid). Yes, cyanuric acid is created in the thermal decomposition of Urea. In 1956 it made its way into the swimming pool industry and it has been a love/hate chemical ever since. But, the energy crisis in Europe we are currently facing will make the availability of the chemical a scarcity and a cyanuric acid shortage the subsequent shortage on the horizon.

TRICHLOR AVAILABILITY IN 2022 LOOKS BLEAK

These are the exact reasons I will never be on Shark Tank. I just don't think that way. I mean, one day, this guy decides to heat Urea just to see what happens. Who does that? Wait, it gets better. 127-years later, another dude decides to mix this byproduct of the heat degradation of Urea with chlorine and toss it in a swimming pool. Hold my beer. Read a similar article here.

Everything is a crazy idea until it isn't. If it were my responsibility to invent things, we'd all still be sitting in the dark; an electric candle in a glass bulb – Please!

Let's not get all disgusted by it. It's not the guy pissed into a pot and put it on the stovetop. Wöhler had found (many

believe to be accidental) the year before his CyA discovery that he could create Urea artificially by treating silver cyanate with ammonium chloride.



CYA CANNOT BE MANUFACTURED WITHOUT UREA

Believe it or not, cyanuric acid is still manufactured using this thermal decomposition method of Urea and uric acid. Mass-producing Urea in the industrial quantities needed by the world today requires massive amounts of energy. Cyanuric acid factories are small potatoes for Urea plants. Over 90% of this diamide of carbonic acid produced globally goes directly to the fertilizer industry. But, the

fuel consumption necessary to meet that demand is what's about to kick us all in the ass.

The natural gas prices across Europe are going through the roof. This has forced a continent-wide shut down of Urea plants, which has driven the cost of the chemical to the highest price from European manufacturers that it has been in over a decade. To make matters worse, the energy crisis has made its way to China. So, in other words, they are going to keep what they manufacture for themselves.

TRICHLOR CHLORINE TABS CAN'T HAPPEN WITHOUT CYA!

FYI: A metric ton weighs slightly more than a U.S. ton, but a hair less than a sh*t-ton. According to NationMaster, the U.S. imports 2,957,765 .72 metric tons of Urea each year. China is currently the world's largest exporter of Urea, and they are considering restricting urea exports to ensure domestic supply. Indonesia is likely to follow suit because of its domestic needs as well. Read a similar article here.

The United States is one of the top five importers of Urea in the world. Although the U.S. is one of four nations that account for 10% of the world's cyanuric acid production, China is still the foremost manufacturer of this product yielding 75% of the world's supply. That said, before the fire caused by Hurricane Laura that birthed the great chlorine shortage, BioLab imported 62,142,000 pounds (on average) of Cyanuric acid into the United States monthly from Asia.

Buckle your seatbelts, this supply-chain rollercoaster ride of a shit show in the pool industry is far from over. ■



ABOUT THE AUTHOR

Rudy Stankowitz is a 30-year veteran of the swimming pool industry and President/CEO of Aquatic Facility Training & Consultants.

Lightning Safety for Pool Professionals

By Lauren Broom, B.S., R.S., PHTA CPO® Instructor

POOL PROFESSIONALS AND their employers do not always think about lightning safety as a workplace safety issue that could affect them. Each year, lightning strikes kill people on or near bodies of water. For example, in Florida an average of ten deaths and forty injuries occur from lightning strikes. Lightning is the second most frequent cause of weather-related deaths. Pool industry employers should recognize lightning as an occupational hazard for their pool professionals.

Exposure to lightning is a potential hazard for people who work outdoors. By law, employers are responsible for ensuring that staff aware of the potential hazards of their workplace. They also have an obligation to train their employees on how to deal with those hazards. Precautions should be taken by employers and employees to help prevent worker exposure to lightning. The employer should develop a written emergency action plan (EAP) that includes lightning safety protocols for their outdoor pool professionals. The best protocol would be to require all the pool professionals carry the EAP in their work vehicles. Essentially, an employer can

use the EAP for training their staff. The employer should conduct training with all new staff and annual refresher training for all their existing employees.

The best safety measure that employees can follow is to postpone any outdoor work until any lightning has subsided. The best location for the employee is to go indoors or return to their work vehicle until it is safe to return to work outdoors. The employee should avoid areas with water, high ground, open spaces and near metal objects. Well, metal objects in the pool workplace area can be found anywhere in the pool area, pool equipment area, fences, and maybe even the pool service pole.

Planning is also an important part in keeping the pool professional safe from lightning strikes. The employee should be trained on resources that they can use to out in the field to monitor the status of lightning storms. These resources could be a portable weather radio or phone application that uses radar available so they can see the location of storms and if there are any lightning strikes. The employee should also know how to visually determine when lightning storms are approaching.



FOR MORE INFORMATION

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This will aid them in knowing when to avoid potentially dangerous work locations. The employee should assess the lightning's distance with the following rule of thumb: count the time from the flash to the bang and for each 5 seconds between, the lightning is 1 mile away. This should now activate EAP safety plan at count of 30 or 6 miles away) and mean that they should not resume activities for 30 minutes. This is called the 30-30 rule. This rule should be presented and taught at least annually with all employees.

Finally, just remember that pool professionals are in the category of outdoor workers and their safety and health is important not only for them, but also as an asset to your company. If that thinking does not motivate you, then know that preventing workplace injuries and deaths will potentially keep OSHA off your doorstep for an inspection, and potential fines! ■

HEY RAY!

Ray Arouesty, Senior Vice President of Arrow Insurance Service, a division of HUB International Insurance Services, answers commonly asked insurance and liability related questions from pool service professionals.

QUESTION:

I am a certified diver and upgrade many older pools with new VGBA compliant main drain covers. A prospective customer just asked me to give a bid to do an underwater crack repair until they can afford to have the pool resurfaced. I think it will be an easy job, but I need advice on how to prepare the quote. I'm afraid they might blame me if something happens like water damage to the house foundation or worse.

ANSWER:

I'm glad you are replacing those old-style main drain covers with the newer VGBA compliant version. Although the VBGA Act doesn't require these covers on residential pools, the newer style covers have become an industry standard and can provide swimmers increased safety from the entrapment hazard. You should verify that there is equal flow on pools with dual drains when doing this work and recommend a Safety Vacuum Release System (SVRS) on any single main drain pool. Don't forget that all "suction outlets". Not just main drains require approved covers.

Regarding the crack repair – you have a duty to perform all jobs competently and to industry standards. You will be legally liable for damages that result from your inadequate work. I'd be concerned if the crack is more than cosmetic. A leaking pool is a serious concern and property damage from the escaping water can be extensive. You should consider referring this job to a qualified contractor unless you have experience doing this kind of work and be sure to obtain a certificate of insurance from the contractor if you sub-contract this job. ■



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Things to do in November

- Focus on yourself
- Schedule your annual physical
- Look into continued education and training courses



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Easy Pool Upgrades for an Energy-Efficient Pool

AS INTEREST IN HOME improvements continues to be a focus, pool owners are looking at ways they can maximize their pool experience. From getting “connected” to using environmentally-friendly methods of maintenance and new technologies that are energy-efficient while adding ambiance to backyard swimming pools—pool design and construction has modernized significantly with the times. So as pool owners are looking for easy ways to update their pool to join the 21st century—here’s how you can help them.

AUTOMATION Ease and convenience are a priority for pool owners looking to make a pool upgrade, and nothing is more convenient than adding automation. Jandy® offers advanced automation for high-end pool/spas full of features with the AquaLink® RS system that enables total control of the backyard experience and integrates with home automation systems. Additionally, as pool professionals, you and your customers will enjoy anytime, anywhere management of up to 32 individual pool and spa functions from your mobile device — Yes, there’s an app

for that! With a single account you can control the functions of multiple pools — heating, lights, filtration, sanitation, and more — from a smartphone, tablet or computer using the iAquaLink® app. A simple touch of a button will warm up the temperature, flip on the water features, start the hot tub, or turn on the lighting. Not only is it convenient, but it’s also incredibly efficient.

However, automation isn’t just reserved for high-end pools with attached spas and multiple water features—even the most basic pool can benefit from the ease of operation that automation allows.

The AquaLink® TCX™ from Jandy® is a simple, aftermarket automation upgrade that turns an existing pool (without a spa) into a smart pool, enabling intuitive app-based control via the iAquaLink® application so pool owners can manage the pool from their smartphone. Quick, and easy to install, AquaLink TCX is designed to replace an existing timeclock-based system, and seamlessly fits into the most popular timeclock enclosures to convert old Intermatic® T104 or T3000 to AquaLink automation technology—so there’s no need to overhaul the entire system.

Once installed, the AquaLink TCX system provides easy access to equipment, enabling pool owners to remotely set up schedules on-the-go, turn equipment On or OFF while they’re away, set the water temperature, control the lights, and run their automatic pool cleaner using their smart device. When paired with a Jandy variable-speed pump that features two auxiliary relays, AquaLink TCX can control up to five items for complete and convenient pool control. Plus, AquaLink TCX is compatible with all Jandy equipment and other major competitor’s equipment — so TCX can be installed into virtually any pool pad.

LIGHTING Older builds can get an instant makeover with the addition of modern pool lighting. You can add an aesthetic touch to backyard pools with simple lighting upgrades. Using energy-efficient LED lights, you can easily transform pool and water features into a colorful light show that pool owners will love. Adding underwater LED lighting instantly elevates an existing pool design with a wide array of colors or illuminates features with a choice of basic white lights. Jandy offers colored LED lights as well as White LED Lights in two energy-efficient color temperatures — Daylight or Warm White — and both are ETL listed for installation in Jandy as well as in most leading

competitors’ niches for an easy upgrade that will turn your customers’ pools into a glowing, mood-lit oasis while saving them up to 90 percent on energy costs.

NATURAL SANITIZING METHODS With the current shortage on chlorine tablets, why not just take the hassle and frustration out of pool maintenance and make it easier for pool owners to spend their time relaxing in their pools, by installing a modern sanitization system that eliminates the need for liquid chlorine or TriChlor tablets to keep a pool sparkling clean. A salt chlorinator, like the Jandy TruClear®, not only makes pool water feel softer and silky smooth while reducing the “pool smell” created by chloramines, it provides the convenience customers crave, can be programmed to work less when the pool is not in use, and can be controlled from a smart phone using the iAquaLink™ app when combined with AquaLink® Automation Systems — making it even more efficient.

To further upgrade their sanitization system, a simple solution is to add Nature2, which is made up of naturally occurring minerals, such as copper and silver, that fight bacteria and algae. While sanitization accessories such as Nature2 still require the use of chlorine to fully sanitize the pool, the minerals require little maintenance, help reduce the amount of chlorine needed and protect against algae growth while

helping to keep pH in a neutral range and pro-long the life of pool equipment — saving your customers money in the long-run.

ENERGY-EFFICIENT POOL HEATING Many pool owners shy away from heating their pools because of the expense, however, with newer heating technologies, they can now enjoy extended use of their pool without the high expense. Heat pumps and energy-efficient pool heaters can easily be added to existing pool pads. Advanced gas heaters like the Jandy JXi with VersaFlo save money by allowing owners to bypass the heat exchanger when there is no need for heat, so potentially less gas is used which reduces operational costs and emissions. Heat pumps, on the other hand, use what’s naturally available; pulling heat from the air and transferring it to pool water— and they can be used in any climate (although cooler climates will take longer to heat and depending on electric costs might not make a heat pump the more efficient option.) In the end, both options offer an energy-efficient, resourceful, and eco-friendly way to add weeks (sometimes months) to your customers’ pool season.

As swimming pool seasons comes to an end, it’s an opportune time to talk with your customers about implementing these simple, but significant upgrades that let you introduce the latest technology and a new look to your customers’ pools. ■

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Portable Pool Cleaners for Service Techs

Answers from Guy Erlich, President Water Tech Corp.



FOR MORE INFORMATION
 Guy Erlich
 President Water Tech Corp.
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1. WHY SHOULD POOL PROS INVEST IN A PORTABLE, BATTERY-OPERATED POOL CLEANER
 Water Tech has complete line of battery-operated cleaners that includes everything from light-duty spot cleaning units, medium duty units and heavy-duty commercial pool cleaners used by pool service professionals on a daily basis. It is our Precision 2.0Li—with a rechargeable lithium battery that is particularly popular

among service professionals. Service professionals agree that investing in the Precision 2.0Li or the Pool Blaster PRO 1500 type of cleaner is the best way to ensure pools get cleaned fast, in every area of the pool, even the tough corners and nooks, steps, seats and around water features and slides. And this is even more important for those professionals that service commercial swimming pools.

2. IN TERMS OF PORTABLE POOL VACUUMS IN GENERAL, IS THIS SOMETHING THAT ALL SERVICE PROVIDERS NEED? ARE VACUUMS SOMETHING THAT SERVICE PROVIDERS SHOULD BRING TO EVERY JOB OR IS IT JUST A ONCE-IN-A-WHILE TOOL THAT IS ONLY REQUIRED ON SPECIAL OCCASIONS? IS A POOL'S BUILT-IN VACUUM EVER ENOUGH?
 Many pool service professionals agree that it's very helpful to have a battery

powered, cordless cleaner in their service van. It allows them to spot clean various areas of the pool quickly and efficiently, often targeting areas missed by pool cleaners or other types of in-pool cleaning systems. It can be especially helpful in shallow end areas, steps and the like. Certain regions of the country with high winds or near beaches are plagued by dust and sand in pools and these hand-held cleaners are easy

to use because there are no cords that tangle, they are extremely durable and easy to charge in the service van so they are already ready to use.

3. ARE THERE ANY PROTOCOLS THAT POOL CREWS SHOULD FOLLOW OR THINGS THEY SHOULD AVOID IN TERMS OF MAINTENANCE, PRODUCT LIFE EXTENSION, UPKEEP, DOS/DON'TS? SHOULD THEY EXPECT TO HAVE TO INVEST IN ACCESSORIES OR ADD-ONS DOWN THE LINE (REPLACEMENT BAGS, BRUSH HEADS, ETC.)

Smart service professionals should always keep all the provided components with them in their service van. The Pool Blaster battery powered pool cleaners come with a second battery pack that should always be charged and ready to go in the service van. The cleaners also come with extra vac bags and two different vacuum heads—so keep them always in the van—especially during the busy season. For example, the Precision 2.0Li comes with two powerful lithium batteries, a wall charger, a car charger, three high volume discharge valves, three high volume filter bags, 2 vacuum heads and a shoulder strap. With a car charger, pool professionals can always have that extra battery charged and ready to go.

4. WHAT SITUATIONS MOST FREQUENTLY CALL FOR THE USE OF A PORTABLE VACUUM, AND ARE THERE PARTS OF THE COUNTRY WHERE THEY'RE DEFINITELY NEEDED OR OTHERS WHERE THEY'RE ALMOST CERTAINLY NOT NEEDED?

See answer above—but yes, windy areas around the country are subject to dirt and dust constantly falling into the pool. Regions near the beach also experience sand getting tracked into the

pool. Areas with lots of tree cover are prone to having acorns and evergreen debris falling into and settling at the bottom of the pool. All of these situations are ideal for a light-weight, handheld, battery operated, cordless vac to get the pool clean, fast.

5. ANYTHING ELSE YOU FIND INTERESTING, IMPORTANT OR OTHERWISE COMPELLING THAT I SHOULD HAVE TOUCHED ON.

Many pool professionals are also now carrying a battery powered cleaner in their trucks to spot clean spa areas that are regularly dirty-- areas like steps and seats that accumulate and show dirt. Using this type of vac saves service pros time so they can get more pools and spas cleaned faster. And in this industry, time is money. The more you clean, the more you make. Once service professionals start using this type of vac, they find they have much more time to pursue other business. For example, many of our clients report that by using a cordless, battery powered vac, they spend 20% less time than using a traditional vac with hose—which takes much more time setting up and putting away.

These battery operated hand-held vacs will keep pools and spas perfectly clean, even right after a wind storm right before a big pool party or for cleaning a pool before a swim meet at a commercial aquatic facility! ■

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How Pool and Spa Professionals Can Make the Most of the Slower Winter Months

By Rachael Pritz, RB Retail & Service

AS THE LINES OF CUSTOMERS shrink and the phones are no longer ringing-off-the-hook, it's time for pool and spa businesses to regroup and make the most of the slower winter months. Now is the time for pool and spa professionals to take a closer look at what went "well" and what went "not so well" in the previous season. With cooler temperatures rolling over most the country, it's crucial to place an emphasis on training, retraining and cross-training employees. In addition, the winter months are the ideal time to do some careful analysis of your inventory as well as a detailed re-evaluation your software system needs.

TRAINING, CROSS-TRAINING & TRAINING TOOLS

In preparation for what appears will be another very busy next year, specialty retailers need to find ways for staff to be able to perform a wide-variety of tasks. The pool and spa industry, as a whole, is always stretched thin by the demands of the busy season. This past season, in particular, forced retailers to push employee limits. Everyone did jobs they had not done previously. As a result, our industry became aware of the upside benefits to having cross-trained staff as well as fully trained seasonal employees.

Cross-training full-time staff:

The "slower season" provides a unique opportunity to create and implement a cross-training program. Don't let your employees be baptized by fire to learn as they go. Put together a daily schedule

of what each the employee is expected to do and learn and then have everyone swap jobs. Best practices suggest making a two-week schedule that lists day by day what they'll learn, whether it be the new responsibilities in the retail store, working in the water testing lab, cash-register responsibilities, inventory control, warehouse work or helping the service and construction departments. At the end of the two week period, have employees take a test by role-playing customer scenarios.

As you proceed through a cross-training program you will likely discover your employees need additional training or re-training on specific products, features in your business software and even the basics of water chemistry. Luckily there are ample training tools available. Many manufacturers offer very good training webinars, tutorials, videos and even live training that you can use to train, retrain and cross-train existing and new employees. For example BioGuard offers an online training program that has modules, each followed by a quiz.

In addition, because many of this year's trade shows have been canceled, manufacturers like BioGuard have pivoted to live training sessions which make it more accessible and less expensive for your employees to be trained on a variety of topics and products. Contact your product vendor reps to find out what training is being made available online for your employees. And remember, the winter is a great time to get



your entire staff CPO-certified to make them true experts in their craft!

Training Seasonal & Part-time staff:

Seasonal and part-time help is an essential component to the success for pool and spa businesses. However inevitably a quandary arises because seasonal staffers are hired to help with the busy season, but the busy season is too hectic for adequate training.

Many pool and spa business report that hiring for the summer ideally should take place as early as December. Consider interviewing over the winter holiday season and bring them in during spring break for a week of training before the season starts. Bringing on staff in the spring when things are slower can be a cost burden for your company—but it's time and money well spent. Although you don't need them in the spring, if you wait until you need them, it's

almost too late to make sure they will be an efficient addition to your staff. Getting them into your location and working with your systems to ring up customers, run water tests, explain product features and benefits to customers with you supervising them, will pay off during the busy summer months when you don't have the time to supervise them.

One of the best features available in some pool and spa software is what is known as the 'practice company.' This is a valuable training resource that allows you to simulate all the functionality of your store operations without touching the actual system. This 'virtual' company allows new hires to run sales, process refunds, look up inventory—everything that employees will be doing in the heat of the season.

It might seem old-fashioned, but having a training checklist is a quick way to keep track of the progress of employee training. Checklists help new hires keep track of what they've learned and what they still need to cover much information as possible written down in advance so there are no surprises. Be sure your training checklist provides a picture of what it's going to look like in the summer when things get super busy.

WINTER INVENTORY ANALYSIS

In addition to training, inventory analysis always ranks as one of the most important areas for pool and spa businesses to address in the winter months. Your slow season is the perfect time to establish a schedule of routine counts by Product Line, Aisle/Bin, or Vendor. Inventory cycle counts will keep your inventory accurate throughout the year and reduce the headache of doing one large count at the end of the year. While you're at it, why not look into purchase a Memory Scanner for your physical counts and use this opportunity to teach your staff how to use it!

Remember that the most effective way to manage your inventory is to have business software that provides detailed reporting 24/7 for all of your inventory locations—regardless of whether inventory is on the show floor, in a service truck or a warehouse. Additionally, there is no better way to provide outstanding customer service and stay ahead of competitors that to have your business software be fully integrated with pool and spa vendors and suppliers. The integration allows users to electronically submit purchase orders from your pool and spa software directly to distributors and manufacturers providing the ability to electronically review orders, back orders and accounts payable line items which will streamline communications between your company, your suppliers and your customers. Another aspect of the integration is the ability to mass import all new inventory items and mass update costs on all existing inventory items. Software integration with vendors improves inventory accuracy, efficiency and your ability to provide outstanding customer service.

Continued on page 17

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Make the Most of the Slower Months

Continued from page 16

Take the time to also review changes in your inventory levels and profitability of different products. This is the time to determine if you should stop selling low-profit items and focus more energy on selling higher profit products or even adding new products. Your company might be known as a retailer of above ground pools, spas and chemicals, but there isn't any reason you should consider offering patio and deck furniture,

BBQs fireplaces and gas stove inserts and installations. Review the inventory reporting options within your business software and look for trends that might make you consider offering new products that line up with your current offering or could 'smooth out' the seasonality of your business. Specialty retailers have tight control of their current inventory, they can easily consider expanding into other products and services without fear. And the

winter months is the perfect time for employees to learn about a new product line.

RE-EVALUATE BUSINESS SOFTWARE

This brings us to the third, and perhaps the most, important task to undertake during the slower season: re-evaluating your business software. In today's pool and spa industry, the majority of retailers, builders and service professionals are using some type of business software to run their business. Now is the time

to sit down with managers and staff to determine whether or not your current software systems are providing the capabilities needed to run the most profitable, efficient pool and spa business.

Implementing new software may help reduce or eliminate stressors that are currently inhibiting business development or your company's ability to handle another big summer. Prior to researching solutions, it is important that pool and spa professionals consider what they currently have and what they are looking for in a new system. Implementing new software can improve efficiency, accuracy, and save company expenses in the long run. Today, there are many programs that can manage all business processes from sales to purchasing. Be sure to look for an option that can collect data in a system and provide accessibility anywhere, anytime.

When considering the cost of purchasing new software, do not be intimidated by its price. Rather than focusing on the software's price, prepare a list of areas where one could generate more revenue if employees had 20 additional hours a week to follow up on sales leads, make additional service calls, or attend to customers in the store. Then check with the software provider if the solution will help capitalize on these missed opportunities.

For example, pool and spa professionals often realize their service departments offer many untapped revenue streams.

These departments are a good place to start considering new software options. There are many software apps for service technicians depending on the size and scope of the business. Some solutions allow techs to accept payments while on the job, plan their schedule for the day, review notes, look at the customer's equipment profile, send before-and-after pictures to clients after the job is done, and

much more. This type of solution is beneficial for retailers who have service departments. Also, there are several app products on the market that meet the needs of professionals working in the field. From entry-level Global Positioning System (GPS) tracking apps that monitor a service vehicle's mileage, speed, and location to water-testing apps that check pool/spa water and instruct technicians on what chemicals to add to the water.

It is also common to see businesses that do not fully utilize all of the features their pool and spa software has to offer. These slower months are the best time to learn something new within your business software, reinvent existing processes and retool your business. Winter is the perfect time to make sure staff can take full advantage of the functionality built into your pool and spa management.

The 'off season' is the ideal time to enforce better use and implementation of your software, procedures, and processes. It will take additional time, so use this winter to get everyone on board with making changes to improve the way business is done. Specialized pool and spa software is designed to gain better control of your business. Enforcing use of your company's software is key!

Right now is the best time to ramp up staff training, do an in depth analysis of your inventory and re-evaluate if your business software is supporting your business needs. You only have a few precious months, so prioritize your company needs and take action to help your business run smoothly when sales pick up. Don't wait! Make the most of the slow season, before it's too late! ■

ABOUT THE AUTHOR

Rachael has been active in the Pool & Spa industry for over 20 years, which has provided her with an all-encompassing expertise in the industry. Rachael worked at a local pool store while pursuing her Master's degree at the University of Pittsburgh. Possessing the technical skills & Pool industry knowledge, she joined the launch of RB Retail & Service Solutions in Pittsburgh, PA in 2003. Rachael can be reached at rachael@rbcontrolsolutions.com.



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Off the Deep End

Pool Bob's Hydro-eclectic Musings



INCOME

Tis the season when falling leaves blanket the pools with hours of "joy" for us pool technicians and it is the time when our thankful clients most value our net worth. However, skimming and raking lots of leaves and debris may be hazardous to your musculoskeletal health. Our IPSSA insurance guru, Ray Arouesty, tells us the

rotator cuff injury is the most common injury for a pool tech. 4 to 5 pounds of wet leaves in a net, multiplied by 8+ feet of a telescoping pole, can create a great amount of torque on the shoulder joint and muscles, as well as the upper, middle and lower back.

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

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

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

WINTER EYES

It's beginning to look a lot like winter. While traveling last month, I had a chance to see how northern states, with "seasons", winterize their pools. The "above grounders" pull the cork and take 'em apart. The "in grounders" drain 'em and put a mesh safety cover over the hole. I've read the northeastern pools have to purge the pipes and pour in

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

MERCI' BEAUCOUP— THANK YOU VERY MUCH!

The heater manufacturers are very thankful and greatly appreciate when pool technicians read all of the manual before installing, servicing or repairing their pool heaters, pumps and filters. Some pool heater installation and operating manuals have instructions in English and French. I guess a few pool heaters are also sold in France and probably the Seychelle Islands and perhaps some in Canada (eh?). Working on a heater recently, I flipped the manual

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

Gratitude is the hearts memory.
French Proverb

COMMON SCENTS

Now available at distribution and just in time for the holiday season: Pumpkin Spice Christmas Wrapped 1" Tabs

Keep impelling IPSSA! ■

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.

The Lighter Side of Pool Service

Effectively communicating your marketing message

By Mark Feldstein, CFO/Marketing Director

“OKAY, SO LET’S GET INTO Educational Marketing. What’s that?” I asked Dane, my Marketing Guru as we stepped into the boxing ring.

“Educational Marketing is all about creating a need for a prospect to buy your service,” he said. “You create that need through education. Let’s begin by discussing the three target prospects for Pool Service.”

“Well,” I said, thinking about this for a moment, “I guess that would be a new pool owner, pool owner who is not satisfied with their current Pool Professional and the Pool Owner who thinks they can clean their own pool.”

We both jumped around the ring, stretching, adjusting mouth guards and waiting for the Ring Announcer to start the fight.

“Right. So, for the moment, let’s focus on the third one; the pool owner who thinks they can clean their own pool. Why can’t they?”

“They can, of course. However, pool maintenance is a tricky area. You must really know what you are doing or you are going to have expensive repercussions such as a shorter finish lifespan than paying a professional would cost. Also, there are potential health hazards if you don’t know how to properly handle the chemicals. So many things.”

“And how do you convince a pool owner who is cleaning their own pool to hire a professional?”

The referee asked for a clean fight and I threw my first jab. The crowd went wild.

“I’m guessing educational marketing!” I laughed.

“You got it,” Dane said, “Educational marketing is not about your company specifically. It’s about what the prospect needs to learn or what they really want to hear related to the industry. If you cleaned your own pool and

learned about the pitfalls of doing so, wouldn’t you be inclined to consider hiring a professional?”

Dane punched me solidly in the solar plexus.

“Absolutely,” I said, gasping for air.

“That’s what Educational Marketing can achieve. It’s all about educating the prospect on the value of the results they can get from hiring you; educating about your service rather than trying to close the sale or push your specific company. This can also work on the other two target prospects you listed. Obviously, a new pool owner will need some advice and a prospect who churns through Pool Service Professionals may be lacking in understanding of what the service provides and how best to base a decision on a provider.”

“I get it,” I agreed and ducked, “We use this technique in pool remodeling, too. What are

some of the other benefits?”

We moved around the ring, throwing light jabs.

“There are seven primary benefits that I can think of. The first is it helps to build trust between you and your prospect.”

“How does it do that?” I asked. “Instead of pushing your service, you share knowledge. That has the power to grow a relationship, a rapport, with your prospect. Changes the entire communication from ‘here’s why you should use us’ to ‘here’s why you should use someone’ which is a much softer sell technique.”

The bell rang and we returned to our corners.

“Makes sense. What’s number 2?” I shouted.

“Educational Marketing creates the need to buy the service. The obvious example of that is the 3rd type of prospect, the one who is performing pool maintenance himself. The

right educational marketing can change minds.”

Round 2 bell sounded, I spit blood in a bucket and we started swinging.

“The next benefit is that educating is more likely to get people to go to your website than a paid advertisement. Blogs or Videos drive traffic these days, especially educational ones where you give away something for free, like information. Look at all the free recipes you can get on-line these days. That’s a smart educational tactic because consumers will much more likely end up subscribing or buying the cookbook or whatever the promoter is selling if they appreciate the free stuff – the education.

“Wow, I’m just as susceptible to educational marketing as anyone else! OK, that’s 4. Next?”

“Cost. Educational marketing can cost much less than traditional marketing using ads. Again, blogs and videos are free to post on-line and link back to a website. How about a video of a Pool Service Professional teaching how to test water chemistry and what it means? I know some consumers will use that information and not want to hire, but many more will realize that it should be left to the professional.”

Moving across the ring, we exchanged punches. I landed a solid punch in the kidney. Unfortunately, it was my kidney.

“Next benefit is,” Dane continued, “it’s a form of Credibility Marketing when you think about it. When you share knowledge, what are you simultaneously doing?”

“Establishing yourself as the expert!”

“A-plus!” he laughed, reeling from a well-placed strike, “That’s right. You are immediately seen as the expert in your field. It’s the side-bonus of Educational Marketing. The 6th benefit is that Educational Marketing, if done right and is a steady flow of information, helps prospects get to know your business without ever selling your business to them. It’s more of a drip campaign done over time, slowly educating your target market. When they are finally ready to make a move, you will probably be the first they will call.”

“Makes total sense. And the last benefit?”

“The 7th benefit is it helps convert prospects to clients. Once you have established trust, educated or entertained, set yourself as an expert, the prospect won’t mind being sold to. They will actually be eager to hear why you are the right choice. First, provide value, then promote your service.”

“That sounds like something that should be needle-pointed in a pillow. ‘Provide value, promote service.’”

Continued on page 20

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Lighter Side of Pool Service

Continued from page 19

“OK, sure. Whatever you say.” I moved quickly to dodge a punch.

Ignoring Dane’s lack of recognition that I am in touch with my Grandma side, I asked, “So, how do you implement Educational Marketing?”

“Good question, pillow-boy. There are five marketing strategies you should use.”

“Why does everything with you have a number?”

His turn to ignore and landed 5 solid punches to support his point. “The first one is something we have already discussed – know your client. What are their needs, wants and pain points? You accomplish this by talking to your

existing clients – face to face is always more effective.”

“What if this is a new company?”

“Then you have several options. Go into social media and see what people are talking about.”

“I did just that the other day!”

I exclaimed while catching my breath. “I needed a photo of a pool under the lights at night to show the bumps and dips you see in a plastered pool. I found a blog in about a minute where someone was complaining about the look of his pool. A perfect example of how Educational Marketing can help prospects understand what they can expect in a plaster finish

under lights. Sets expectations, reduces complaints, may help a client select a different type like an aggregate finish that is less prone to that issue. I get it!”

I threw a few fast punches in my excitement. Too bad Dane was already sitting on his stool since Round 2 had ended.

“Glad to see you get so excited over marketing,” Dane chuckled, “You can also use keyword research tools like Google Keyword Planner to identify which keywords the target market is using in your industry. What their concerns are. Also, don’t underestimate how other professionals may be

willing to share knowledge. Call a Pool Professional who is out of your coverage area, even out of state, and you may just find someone who is very willing to share. Everyone loves to be seen as an expert.”

“Hey, that’s another idea to needlepoint in a...,” I began.

Dane Interrupted with a few strikes, “Put the pillow down. Number 2 is creating content that really targets your client at every step in the process.

“Think about what your educational content should include by answering the following questions:

- What are your ideal clients’ pain points?
- What are the consequences of poor pool service?
- What makes the most sense as a long term solution?
- How can you help implement the change?”

“The Pool Service industry,” I commented, “is a natural for this type of marketing. It’s so clear that the public needs to be educated on why it is so critical to properly take care of an expensive investment like a pool and that a professional is the way to go.”

I moved more quickly and confidently around the ring. Unearned confidence is the best.

“Well, you sound convinced. Let’s see if the rest of the strategies make as much sense to you. Number 3 is to select the appropriate delivery vehicle for your marketing. Again, you have to know your audience, and, in this case, a general sense of age and how that group consumes content.”

“Age because very young people probably don’t own homes with pools, I assume,” I offered.

“Exactly. Pool Service is probably targeting the 30-year-old and older. They need to know what that group likes to see as sources of information.

Consumers vs. corporate decision-makers look to different sources, for example.

“The most popular types of content delivery include:

- Blog posts
- Videos are probably the most popular now for all ages
- Long-form articles
- Case studies
- Newsletters
- Online courses
- Testimonials
- Press releases
- Templates/Checklists
- eBooks
- Webinars
- Podcasts
- Whitepapers

“Of course, a combination of these can be used. Whatever is selected, it must be used effectively. OK, on to the last strategy – your marketing team.”

“Uh-oh. Sounds like money,” I said and hit him with my patented roundhouse to the chin. He just stood there.

“Not necessarily. You would be surprised how many very affordable advertising outlets will offer to design your ad campaign for free. Look, reality is, marketing is a tough business. Many sole proprietors have no idea where to even start or just don’t have the knowledge, experience or talent to do this effectively. Yet, to grow their business, it has to be done. So, look around – there are many affordable resources these days that can do a good job and help out.”

“I guess the message to company owners is that you don’t have to be an expert at everything.”

“Yep,” he agreed and then passed out on the mat. My roundhouse isn’t patented for no reason. The Announcer raised my arm in victory, I grabbed my belt and went home, victorious again. To be continued... ■



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A Long-Time Industry Veteran is Promoted



AQUASTAR POOL PRODUCTS, INC. announces a key internal promotion in its sales division. Mandy Snow has been promoted to the position of National Sales Manager, effective October 1st.

“With Mandy’s experience in the industry and strong customer relationships, she was the ideal choice for our new National Sales Manager position” says Olaf Mjelde, President of AquaStar Pool Products. “I know that our sales team will continue to grow and thrive under Mandy’s leadership.”

Mandy began her career in the pool industry in July of 2004. She worked as a Business Development Representative for Pool Corp in Northern California, eventually transferring to the Southern California division. In September 2008, she took a position with SR Smith as a Regional Sales Manager, covering a portion of the Western US from Colorado to Hawaii. Mandy joined the AquaStar team in 2017, making the cross-country move to the Tampa Bay area of Florida to take over as the Southeast Regional Sales Manager. Mandy continually expands any territory she touches and is a force to be reckoned with in the industry.

“Mandy’s ability to work with customers to provide top-notch customer service has allowed her to experience exponential growth as a member of our sales team,” says Todd Pieri, Chief Operating Officer of AquaStar. “We are excited to give her a larger area to impact and a strong team of sales reps to lead moving forward.” ■



IPSSA Region 1 Director, David Hawes, meets with the new Region 1 Director-Elect, Ryan Ruminson

ABOUT AQUASTAR POOL PRODUCTS

Based out of Ventura, CA and founded in 2003, AquaStar Pool Products is a global leader of safety, compliance, dependability, and innovation in pool and spa technology. AquaStar’s high-performance and quality products are proudly designed and manufactured in the USA.

FOR ADDITIONAL INFORMATION:

Jamie Novak, Director of Branding & Communications

jamie@aquastarpoolproducts.com

443-823-2770

www.aquastarpoolproducts.com

INDEPENDENT
POOL AND SPA SERVICE
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FIND A POOL SERVICE PROFESSIONAL

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



Resource Corner

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

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WWW.PENTAIR.COM



New Spa Phosphate Remover™ controls calcium phosphate scale

NATURAL CHEMISTRY IS PLEASED TO NOW OFFER its Spa Phosphate Remover™ to help protect spa equipment from the damaging effects of calcium phosphate scale. This product can be used to quickly reduce existing high levels of phosphate or it can be used as a weekly treatment to maintain low levels of phosphate in spa water. Designed to help spa owners and service pros reduce the grit, grime and maintenance challenges of calcium phosphate scale. Natural Chemistry's Spa Phosphate Remover also works great in hot tubs with salt systems!

WWW.NATURALCHEMISTRY.COM
800-753-1233



New one-puck Spot Stain Chalk removes tough stains on pool and spa surfaces

STAIN DROP'S SPOT STAIN CHALK can instantly remove tough stains from pool and spa surfaces. This single solution quickly removes both metallic and organic stains by simply scrubbing the chalk directly onto the problem area. Safe for all hard surfaces including plaster, vinyl, tile, concrete and fiberglass. Perfect for renovating and repairing stained pool surfaces. Unused chalk can be dried and re-used. Available in a hang-ready retail clamshell packaging with one easy-to-handle, three-inch diameter chalk-puck.

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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: [Katrina Pedersen](#), 925-289-9231

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.
Mi Casa
624 N. Golden State Boulevard
Turlock, CA 95380
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
First Tuesday, 7:00 p.m.
Canoga Bowl
20122 Vanowen, Canoga Park
President: [Eric Nielson](#), 818-710-1628

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

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

REGION 4 South L.A. County, California
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.
PSC 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.
Megabite'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 | barrowpoolsd@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 Tuscon, 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 Clayson, Director
210-240-3121 | beckyclayson@yahoo.com

Austin
First Tuesday, 6:00 p.m.
Texican Cafe
11940 Manchaca Road, Austin, TX
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: [Bill Williams](#), 832-593-6299

REGION 10 Bay Area South, California
Gary Heath, Director
510-223-7537 | gary@thepooldoctors.com

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

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

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

Monterey Coast
Fourth Wednesday, 7:00 p.m.
85 Neilson Street, Ste.201, Watsonville
President: [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
ipssaf1.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
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President: [Dustin Weaver](#), 941-685-0701

Treasure Coast
Fourth Tuesday, 7:00 p.m.
Duffy's Sports Bar
6431 SE Federal Hwy Stuart, FL
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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

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