

THE IPSSAN



October 2021
Volume MMXXI, Issue 10

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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Hybrid Pools are The Ultimate Pool for Busy Pool Professionals

by Tim Martin, Fox Pools

WHEN IT COMES TO the selling and installation of pools across the spectrum of homeowner needs and price points, pool professionals are no longer limited to the traditional aboveground pool installed above or on the ground, or the traditional in-ground pool. The 'hybrid' pool has opened new markets and is helping pool professionals around the country to build their bottom line and more importantly, build more pools even late into the season.

MEETING A MARKET NEED

In the past few years, pool manufacturers introduced the higher-end, hybrid option like the Fox Ultimate Pool, which has a much stronger construction and therefore can be installed on-ground, semi-inground or even fully in-ground. Rather than using a single, rolled-wall sheet, many of the new products available are made of heavier grade steel panels. These pools can even handle a bull nose aluminum coping into which the installer can pour concrete for coping or deck treatments or a synthetic top treatment for above and semi-inground applications.

SELLING HYBRID POOLS

It's very important for installers to be aware of this product as it meets a market need. Knowledge is power when it comes to selling to every potential customer in your market. As installers work to find a pool solution to meet the surge in pool demand, the hybrid pool stands out as the perfect "in-between" price point. The hybrid pool costs about \$3,000-\$5,000 more than the



traditional above ground pool but will last longer and can, in the long-run, cost less to install the pool once retaining wall costs and cost of replacement are factored in over even a 5-year period. It's important to point these facts out to clients when selling the hybrid pool. Many installers agree that once you consider the cost of having to replace an above ground pool after a harsh winter, especially also have to remove the deck to install a new above ground pool, the hybrid really is a winner. Plus consumers will be happier with their investment, which we all know, is the ultimate goal for our industry. And best of all, the hybrid pool can be installed with a smaller crew but commands a premium

price and meets the needs of this middle-class consumer who wants a sturdier, steel construction pool.

HYBRID POOLS OPEN NEW MARKETS

The new generation hybrid pools are designed to meet specific market needs that were not being met by traditional aboveground pools. Here were some of the challenges that hybrid pools are able to overcome:

- **Terrain.** Many consumers have backyards that are sloped, which eliminated the option of a traditional aboveground installation. The hybrid pool was developed with a sloped backyard in mind, because it is perfectly suited for semi-inground installation. From an installer's perspective, the installation is a snap. This new aboveground hybrid pool requires less ground preparation time and there is no need to worry about equalizing the distribution of water weight to ground to keep the pool in place. Further, if the installer does need to dig into a slope, they can use the same dirt to backfill against the pool.
- **Price Points.** There are some consumers who just want the least expensive pool available. So for them, the traditional aboveground pool is ideal. However, there is a group of consumers who don't want to pay the price of a traditional in-ground pool installation,

but they are willing to spend more than the price of a traditional aboveground pool installation. This new hybrid pool is a perfect fit for them in that highly lucrative middle ground. The hybrid pool can also save them a considerable amount of money compared to a traditional in-ground pool, often by a factor of 50% or more. It is the perfect 'in-between' product—not a traditional aboveground pool, yet not an expensive in-ground pool. This pool continues to evolve with many building options—not only can installers offer round and oval shapes, but there are also options for Grecian shapes.

- **Weather.** The traditional aboveground pool has a hard time surviving a really cold winter. If the liner gets damaged and starts to leak, even slightly, the pool walls get pulled in by the winter cover and the pool becomes almost impossible to repair. But on the hybrid pool, the 14-gauge, steel wall on-ground pool option, which comes with a full 16-mil, virgin vinyl liner, will give the consumer many more years of service.
- **Aesthetics.** One of the biggest objections by consumers to the traditional aboveground pool has been the wall itself. Consumers

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 - 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
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- Add 3 oz **Clearrex 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.

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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

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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. ■

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. ■

INDEPENDENT POOL AND SPA SERVICE ASSOCIATION

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IPSSA's Find a Pool Service Professional Search Function

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Hybrid Pools

Continued from page 1

just don't want to see the wall because it tends to stand out in their backyard landscape and it is not attractive. This is one of the reasons that consumers spend considerable sums on surrounding decks to avoid looking at the aboveground walls. By being able to bury the wall partially or fully, this objection is removed. There are even some manufacturers that provide a vertical siding kit that snaps onto the sides of the wall

panels and looks just like the siding found on homes.

- **Matching up to existing decks.** This is a big one. Many homes have existing decks and consumers want to 'add a pool' off of their existing deck. The hybrid pool is the perfect solution because the installer can easily match up the pool to the existing height of the deck.
- **Everyone wants steps.** Everyone wants steps, but they do not always want

ladders. Again, consumers would prefer to have an easy entrance and exit for small children and elderly grandparents. These hybrid pools provide the option of replacing several of the panels with a standard plastic step—just like an in-ground pool.

- **Water depth.** Having a full four feet of water is very important to some consumers. Hybrid pools offering a full 48 inch water depth can be a big selling point. Like an in-ground pool, the larger 17-foot by 32-foot hybrid ovals can have a custom bottom with a flat shallow area, slope and deeper hopper area. They still have to conform to PHTA specifications and will never be diving pools, but because of the construction, they do allow for more flexibility in the design. The swimming pool liners for these new pools are made of 16-mil virgin vinyl, which is still thicker than traditional embossed vinyl. These liners can be custom made to any bottom configuration. About 40 percent of these new pools sold today are designed with customized bottoms.

THE ULTIMATE POOL FOR BUSY POOL PROS

Most pool professionals agree that the new hybrid pool option has really helped expand their business by giving their customers an exciting option between the typical aboveground pool and the more expensive in-ground pool. Because these pools are typically easier to build, installers can train a less-experienced crew to focus on hybrid pools, allowing more pools to be built in a single season. Pool professionals looking to install more pools this fall and into 2022 should look to offer hybrid pools—because of their strength, ease of installation and versatility, hybrid pools are 'The Ultimate Pool' for our busy industry. ■



ABOUT THE AUTHOR

Tim Martin is the National Sales Manager at Fox Pool Corporation, maker of the "The Ultimate Pool" – a steel wall panel hybrid pool – as well as the well-known Fox In-ground vinyl liner pool kit systems that have been manufactured in Pennsylvania for over 60 years. Tim has over 30 years of combined sales and marketing management experience and holds a degree in Mechanical Engineering with post-graduate work in robotics and numerical analysis. Tim can be reached at tmartin@foxpool.com

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Bromate from Bromine

By Rudy Stankowitz, Aquatic Facility Training & Consultants



IS USING BROMINE IN YOUR POOL OR SPA WITH UV OR OZONE BAD?

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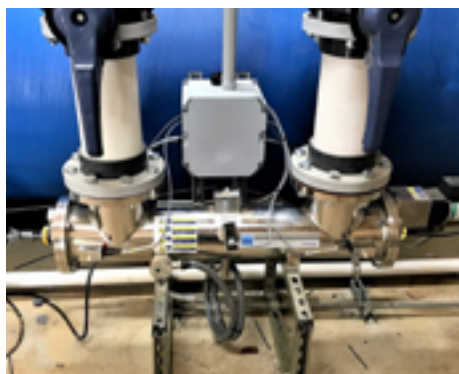
BROMATE: BRO3-

There are many benefits in choosing bromine for use over chlorine for sanitation in an indoor swimming pool. Many aquatic venues go that route. After all, bromine is an effective sanitizer at higher ranges of pH, where chlorine is not. The combined form of bromine, monobromoamine (NH₂Br), is an excellent sanitizer, where the combined form of chlorine, monochloramine (NH₂Cl), is fairly weak and ineffective. Monobromoamine is not an irritant and does not have an odor, where monochloramine is foul-smelling (that stereotypical “indoor pool smell”) and can cause discomfort to both the skin and eyes. Bromine is even a better algicide than chlorine, but there may be a need to light its darker side.

SOUNDS GOOD SO FAR, SO WHAT'S THE ISSUE?

When used in conjunction with a supplemental oxidizer such as Ozone or UV, sodium bromide has the potential to become problematic. When water containing bromide ions (Br⁻) is ozonated, hypobromite ions (OBr⁻) are formed and become hypobromous acid (HOBr) at the usual aquatic venue pH (7.2 – 7.8). Hypobromous acid, as hypochlorous acid (HOCl), is to Chlorine, is the killing form of Bromine. In the ozonation process, bromate will form due to the oxidation of hypobromite ions by ozone. Bromate is hazardous when ingested and is regulated as a disinfection by-product in drinking water.

Disinfection By-Product: a secondary, often harmful, product that is created as a “side effect” of the synthesis of chemicals



YEAH, BUT WHAT ABOUT UV?

UV may have actually received a bad rap regarding this DBP (Disinfection By-Product) when used with bromine. There is no evidence that UV oxidation alone contributes to bromate (BrO₃⁻). However, in UV/chlorination (or UV/

persulfate) oxidation, bromate formation is recognized. Therefore, when used with UV and some other form of oxidation, Sodium Bromide forms some bromate. The question is, does it form enough to pose a threat?

Ozone and UV are both powerful oxidizers and use of either can benefit water quality tremendously. However, caution should be exercised when matching a supplemental oxidizer to a primary disinfectant. When in doubt, consult your local Pool Professional.

AREN'T BROMINE TABLETS MOSTLY JUST CHLORINE ANYWAY?

Bromine tablets are manufactured with a hefty amount of chlorine in the ingredients; the Cl (chloro) in the formula, 1-bromo-3-chloro-5,5-dimethyl hydantoin (C₁₀H₁₁BrClN₂O₂), represents this. It is not in there by accident. We put it in there because we need to have it under normal circumstances (minus additional oxidation). Bromide ions, by nature, are lazy. Without some oxidizer added as a kick in the pants, they do not do much of anything. The reaction between chlorine and bromine is actually a displacement reaction (oxidation-reduction); Chlorine displaces bromine from the sodium bromide. So, chlorine oxidation of sodium bromide is built right into the tablet!

Note: There are also 1,3-dibromo-5,5-dimethyl hydantoin tablets, and these produce only hypobromous acid.



Correct Ozone installation (without use of bromine). Photo: Liquid Paradise Pools, Los Angeles

OKAY, BUT HOW IS THAT A FACTOR?

To simplify, chlorine oxidizes sodium bromide resulting in free bromine (hypobromous acid and hypobromite ions). The UV splits the free bromine to create hydroxyl radicals that can then

react with bromine to form bromate. However, the amount of hydroxyl radicals produced in this manner is minimal, as is the bromate formation. Bromate formation requires an oxygen-based chemical such as ozone, (maybe) persulfate, or hydroxyl radicals. The latter can be formed from UV breakdown of chlorine and to a lesser extent, from UV breakdown of bromine.



SO, IS CHLORINE THE PROBLEM?

Oxidation of sodium bromide through chlorine alone does not produce bromate, so using bromine tablets with chlorine as an oxidizer, provided that a supplemental system (especially Ozone and to a much smaller extent UV) is not in use, does not constitute a significant threat of BrO₃⁻ formation in an indoor application. Chlorine dioxide will also not result in bromate formation, but it will not produce hypobromous acid either.

CAN WE ELIMINATE THE THREAT?

No, not completely. However, if we wanted to minimize the formation of these carcinogens when UV is in use, we could change up the delivery and use a sodium bromide/bromine tablet combo instead. We can establish a “bromide bank” in the water, which would allow the chlorine (from the tablets) to oxidize sodium bromide ions to bromine quickly, preventing the chlorine from ever reaching the Ultraviolet system. Yes, bromine will still split, but it is much less sensitive to UV than Ozone.

WITH OZONE IN PLACE, THE ANSWER IS NOT AS SIMPLE.

Ozonation of bromine will form bromate without another oxidizer, whether the delivery is bromine tablets or not. Therefore, with ozone, the formation of this DBP is of greater concern. We can take steps to minimize these by-products, but our efforts will likely be futile. Still, we need to consider that BrO₃⁻ is not known to be absorbed by the skin and is not volatile. It is taken in through accidental ingestion, and people do not typically drink copious amounts of swimming pool water.

DAMMIT, JIM! I'M A POOL GUY, NOT A DOCTOR... (A NOD TO THE TREKKIES)

So, keep in mind; the method of bromate intake described above is as it has been explained to me.

IS THERE ANYTHING WE CAN DO?

Studies have shown that increasing/decreasing the pH levels; increasing Total Alkalinity, dissolved organic carbon, or ammonia may be successful in limiting bromate formation. However, the World Health Organization reports that natural organic matter and high carbonate/bicarbonate ions concentrations can mask the actual level. Historically, ion chromatography is the preferred method of testing water for the presence of bromate, though photometric options now exist. ■

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 service a heavily-used spa at a condominium complex twice per week. The spa has a chemical feeder, but the chlorine level is often very low when I'm there. I've told the property manager that I need to service this spa at least three times per week, but they've rejected my request. I hate to drop the account and I'm thinking of sending the property manager a letter to protect myself from a claim or lawsuit. Do you have any suggestions?

ANSWER:

Service techs have a duty to maintain their pools and spas properly. This means that among other things, that the water should be sanitized to avoid transmission of water-borne disease. Inadequate levels of sanitizer can foreseeably lead to an outbreak of E-coli, cryptosporidium, staphylococcus, or Legionnaires' disease and the pool service tech will most likely be held accountable if the lack of proper sanitation contributed to the outbreak.

I suggest you have a meeting with the property manager to explain the hazards in detail. In addition to more frequent service, you may want to suggest upgrading their equipment to include a chemical controller that provides an on-demand chlorination. Also, you should consider installation of a back-up sanitation system such as ozone or UV that will protect the spa users in case the chemical controller fails.

Hopefully, the property manager will realize that it is in their own financial and ethical interest to increase the frequency of service, and/or upgrade their equipment. But your primary duty is to keep that spa safe. No letter, waiver or form will legally protect you from the claims of an injured spa-user if you fail to meet that duty. Unfortunately, I recommend you drop this account if they refuse to accept your advice. ■



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AS HEARD ON

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“Though shocking pool water is a necessity for water care maintenance, the frequency of when shock is needed can be changed up with the use of other products and system supplements.”

Why Shock? A refresher.

By Kevin Vlietstra, Haviland Pool & Spa

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

A daily oxidizer (typically chlorine or bromine) needs to be added to pool water to kill and inactive germs, bacteria, algae, and other pathogens. For the average pools that level is a super low amount of 2-4 ppm and spas that

level should be a touch higher at 3-5 ppm. If that is all that one needed to do to take care of a pool, then pool maintenance would be super easy. With that said, a commercial pool with feed pumps and monitoring systems, upkeep is easy (another article for another day). Nevertheless, the scope of these thoughts is for residential pools and those who aid in their upkeep.

The reality is that pools are going to be used and when pools are used, a slew of new contaminants and wastes are then introduced to the pool.

Remember – people are gross! The moment these added wastes are part of the water, the waters oxidizing agent immediately starts to go after these wastes. On top of the mere introduction of these wastes, oxidizing agents will remove these wastes at different rates. For example, a quarter cup of sweat is going to breakdown quicker than the same volume of urine. Again – gross! As the pool continues to be used, pool and air temperatures rise, and as the contaminant load from the pool being outdoors increases, the oxidizer can get quickly

overwhelmed. Once the oxidizer (again, typically chlorine) level declines, the pool becomes open to the common unwanted water conditions such

as algae growth, cloudy and smelly water and worse.

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

Most who take care of rec water, their go to addition to perform this cleansing is to add a chemical that contains chlorine. Chlorinating shocks are good choices because not only are you

adding an oxidizer to the water, but you are also adding a sanitizer to the water which will knock down bacteria and algae counts. The downfall of chlorinated shocks is that they lack the ability to remove organic chloramines quickly and frequent and repeated shocks treatments can lead to the formation of undesirable disinfection byproducts.

Another option is using a shock without chlorine. It should be known that without chlorine there is no sanitizer being introduced. Since there is a lack of a sanitizer, it is a poor choice for solving more technical or complicated problems such as algae outbreaks. In any event, chlorine free oxidizers perform a more thorough removal of wastes, which more than makes up for what it cannot do. Additionally, a negative charge to the contaminants allows filters to quickly remove what is not broken down in the water resulting in clearer water.

Though shocking pool

Continued on page 11

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Why Shock? A refresher.

Continued from page 10

water is a necessity for water care maintenance, the frequency of when shock is needed can be changed up with the use of other products and system supplements. Enzyme treatments is one such aid as it breaks down complicated waste structures in the water. Having a net result of leaving the oxidizer to perform more effectively, thus less is needed overall.

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

Mold, algae, bacteria, viruses, and other microorganisms all linger in pool regardless of which season it is. Add heat, such as the case with hot tubs and spas, then all those water “nasties” start to grow and multiply, which then puts a demand on the amount of oxidizer needed. Sticking with spas, another element of note, added sometimes in droves to hot tubs and swim spas, is sweat. Hot tubs typically have a water temperature higher than the average body temperature, so the body is naturally going to sweat to help cool itself. Swim spas, should be thought of as little athletic area. When someone is using a swim spa, it should be imagined that a high intensity workout will occur, which leads the body to sweat. In all aspects these vessels will require more oxidizers than pools, relative to their size.

HOW OFTEN? AND WHEN?

In lieu of not having an ORP (mV) meter how often does a pool need to be shocked? It depends! During summer time care, when working with DIY homeowners, suggest starting with weekly applications. For a service route, it also depends on what works for your customers and your own bottom-line.

These questions in the **negative** can extend the length of time between shock doses:

- Recent heavy rains?
- Intense winds lately?
- Is the water warm? Hot?
- Heavy pool activity?
- Lazy?

These questions in the **affirmative** can also extend the length of time between shock doses:

- Any water treatment supplements added regularly?
- Any secondary systems?

ABOUT THE AUTHOR

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

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

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

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

Non-chlorine oxidizing shocks, relative to chlorine, is still an up and comer in the recreational water maintenance industry. Since most are comfortable with chlorines abilities, most do not look at non-chlorine as an effective tool, especially when it comes to closing a pool. However, just because the product doesn't have chlorine present doesn't make it any less of an oxidizer.

Non-chlorine oxidizers can scour more contaminants in the water than its chlorine predecessor. And since it doesn't contain any chlorine itself, it will not form with chlorine and possibly form any disinfection byproducts. Most importantly, its lack of chlorine is better for the long-term appearance of the pools surface. Regardless of its effectiveness as an oxidizer, a chlorine presence during the off-season is still a must. ■



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Managing Shifting Pool Heater Regulations and Consumer Expectations

By Terry Doyle, Product Manager - Heat, Fluidra

THINGS ARE HEATING UP when it comes to pool heaters, and it's not just the pool water temperatures.

As state and local governments across the country look at moving towards building decarbonization and energy efficiency ordinances, savvy homeowners may be looking to switch up their pool pad setup with more efficient and environmentally friendly methods of heating as well.

The most common method of heating pools and spas has been with gas pool heaters, however the growing concerns over the environmental impact of gas-powered appliances is leading consumers to shop around for alternative heating solutions... Enter the heat pump.

As was the case with recent changes surrounding swimming pool pump regulations, pool service professionals need to prepare for the possibility that heat pumps may at some point become the prevalent pool heating method — either because of new mandates or because pool owners are looking to reduce their own environmental footprint. It will fall on pool servicers to properly educate these homeowners and help prescribe the solution that best aligns with their concerns.

AN EDUCATED CHOICE

The proposed ordinances affecting gas pool heaters do not impact existing structures, so residents who have pools and spas that are already gas heated, or plumbed for gas heating, will not be affected, and essentially have a choice between gas pool heaters and electric heat pumps.

GAS SWIMMING POOL HEATERS

In California and some other western states, gas heaters are by far the most popular way to heat swimming pools and spas given the lower cost of natural gas over electricity as well as the quicker heat-up time. Regardless of the external air temperature or humidity, gas heaters always provide constant heat output.

For example, with a 50°F ambient air temperature in Sacramento, CA, a gas heater rated at 400,000 BTUs can heat a 600-square-foot swimming pool that holds 18,000 gallons of water in about 12 hours from 50°F to 82°F. Likewise, a 20-square-foot spa holding 500 gallons of water can be heated in just 33 minutes from 50°F to 102°F.*

Additionally, it's typically less expensive to heat a pool or spa with a gas heater in states like California. A 600-square-foot pool will use 4 therms per hour if a 400,000 BTU heater is used to heat the pool from 50°F to 82°F in 12 hours.

With the projected natural gas price in Sacramento currently at \$1.77 per therm, it will cost approximately \$7.08 per hour for 12 hours or about \$85 to heat the pool for a single use. A 500-gallon spa, in turn, will cost \$3.50 to heat from 50°F to 102°F in 33 minutes. Many pool and spa owners consider these costs to be minimal compared to the speed at which the gas heater works since they get to reap the rewards almost right away.

HEAT PUMPS

Despite what the name implies, heat pumps, also known as electric pool heaters, do not actually generate any heat from the energy they consume. Instead, they capture heat energy from the air and transfer it to the water. This is why the most suitable climates for heat pump usage are those where the air temperature is above 45°F. Essentially, the warmer the air is, the more heat output a heat pump delivers — so locations like Florida are ideal. This is not to say you can't heat a pool using a heat pump in colder weather conditions, it will just take that much longer to do so and require more electricity.

Compared to a gas pool heater, it can take significantly longer for a heat pump to heat the water to a desired temperature. Let's take the same 600-square foot pool that contains 18,000 gallons of water. Using a heat pump, it will take about 52 hours to fully heat the pool to 82°F, while the 20-square-foot spa that contains 500 gallons of water will take approximately three hours to heat. (This example is based on weather in Sacramento with a 50°F ambient air temperature).*

With the cost per kW in Sacramento projected to be \$0.35. It takes approximately 6.4kW per hour to heat a pool or spa at a cost of \$2.24 per hour (or \$0.47 more per hour than gas). To heat a 600-square-foot pool from 50°F to 82°F, it will cost \$125 over 52 hours. A spa will cost about \$6.75 to heat over three hours.

In this example, a pool owner might be decreasing their carbon footprint, however they're not only paying more to heat their pool or spa, but it's also taking over four times as long to do so. However, it's important to keep in mind that as the average air temp increases, heat pumps put out more heat, which in turn will reduce the run time to get the pool up to temperature.

Given the same exact pool as above, but in a warmer climate (which gives the water a warmer starting temp), like Arizona, where electricity is only 0.128 cost per kW and the average ambient air temperature is 66°F, the time and costs to heat a pool or spa would be significantly less with it only taking 30.5 hours to heat the

pool at a cost of \$66 and 1.5 hours to heat the spa for only \$1.22.

Understanding what the actual cost of heating will be for the pools you service will be crucial in helping your customer select what the best option is for them. The determining factor typically comes down to speed vs cost; unless of course the sole objective is to find a more eco-friendly manner of heating their pool. While your customer may want to “go green,” or are looking to cut back on household expenses, you need to best advise them by providing the information and facts they need to make the right choice for them and their lifestyle. When helping to guide their decision you'll need to consider:

- Do local electric costs mean they'll be paying more than with gas?
- Does a customer have solar panels to offset electric costs?
- When do they plan on using their pool or spa? During the summer or all year?
- What is the average ambient air temperature in-season (and off-season)?
- Are they willing to give up the quick gratification and convenience of jumping in their spa on a whim or are they OK waiting three hours (or more)?

Once you know this information it's just a matter of some simple calculations that will ultimately allow customers to make an informed decision about their method of heating.

“Understanding what the actual cost of heating will be for the pools you service will be crucial in helping your customer select what the best option is for them. The determining factor typically comes down to speed vs cost; unless of course the sole objective is to find a more eco-friendly manner of heating their pool. While your customer may want to “go green,” or are looking to cut back on household expenses, you need to best advise them by providing the information and facts they need to make the right choice for them and their lifestyle.”

FINAL THOUGHTS: CONSUMER EDUCATION IS KEY

Gas heaters and heat pumps each have different advantages and disadvantages that you need to be aware of when speaking with pool owners weighing their options. You must be prepared with all the facts and figures to clearly advise your customers about the cost advantages and disadvantages that come with either method of pool heating. ■

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Recent Changes to Pool Pumps also Impact VGBA

By Steve Barnes, Director of Science & Compliance, AquaStar Pool Products

BY NOW, MOST POOL PROS are aware of the changes to regulation regarding pool pumps that took effect July 19, 2021 (and if not, we highly suggest you read up on the subject). This article will detail how pump changes also impact another important category in the industry: VGBA suction outlet fitting assemblies, more commonly known as main drains.

As you may know, the VGBA standard for drain covers was updated on May 24, 2021. This new standard is called VGBA-2017, which may be a bit confusing due to its effective date being in 2021. It is called VGBA-2017 because the revisions

were made in the year 2017, however, it took until May 2021 for implementation to be mandated. The delay from 2017's revision to the effective date was to allow manufacturers and Registered Design Professionals time to comply with significant new documentation, field-build sump, and product marking requirements.

It's important to note that while the VGB-2008 standard previously had been retroactive, the most recently updated version will be implemented as a rolling change. For this reason, fully compliant VGB-2008 product manufactured and certified before May 24, 2021, remains

compliant through its installed service life, provided it is not damaged or significantly discolored. Existing VGB-2008 product may be sold, distributed, and installed, while supplies last.

You may be wondering why the 2008 standard was called VGB-2008 while the most recent version contains an "A" and is called VGBA-2017. This is because the family of the standard's namesake, Virginia Graeme Baker, has requested that the pool and spa industry refer to the standard with the word "act" at the end to differentiate from the person that they lost, Virginia Graeme Baker. The revised standard is called VGBA-2017 for this reason.

The term "SOFA" (suction outlet fitting assembly) will also be used more frequently in the wake of the recently updated VGBA standard. The VGBA-2017 standard defines a SOFA as "all components, including the cover/grate, used to attach the cover/grate(s) to the finished surface of a pool and to an individual suction system." So, what does this really mean for you, the installer? It means that you will see the use of the word SOFA more often in training manuals and manufacturer instructions moving forward.

Getting back to the initial point about recent pump changes-why does the increased usage of variable speed pumps have anything to do with the changes to VGBA? The practical effect of the Dedicated Purpose Pool Pump regulation is it outlaws most single speed pool pumps 1 hp to 5 hp, the workhorses found on most residential pools, spas, and water features. Pool Professionals must use caution when

they change pumps. In most cases, the replacement variable speed pump will have the ability to move significantly more water than the old pump. While the goal is to run the pump at a lower speed to save energy, the pump itself will still maintain the ability to run at high speed. When pump performance is increased, suction entrapment risk can increase too, and this increased risk must be looked at carefully before considering the job complete.

Look for any drains connected to the pump to be replaced. Everyone should know missing, broken, or damaged drain covers can be dangerous. Another big problem is people often don't know what they can't see. Excessive flow through drain covers can't be seen and it is the leading cause of reported suction entrapments, and these reports include VGBA compliant covers too. When picking up that new pump, consider selecting replacement drain covers with a VGBA flow rating that can handle the high-speed flow rating of the pump. Drain cover manufacturers should offer support materials to assist as needed.

While it is important that pool pros are fully educated on the changes to VGBA in general, it is equally important that this new information is considered when designing new drain systems, replacing covers, and replacing pool pumps. Flow rates for many, if not most existing drain cover products will have changed, and it is a best practice to always follow the instructions included with the product in hand. And as always, a pool or spa is not safe for use if the drain cover is broken, missing, or cracked: it should be closed until the appropriate repairs can be made. ■

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"It's important to note that while the VGB-2008 standard previously had been retroactive, the most recently updated version will be implemented as a rolling change."



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Off the Deep End

Pool Bob's Hydro-eclectic Musings

YELLOW GOLD

Earlier this summer, after weeks of waiting, I asked the supplier, "When am I gonna get some liquid chlorine?" They replied, "You're in the cue." This has been the Summer of None. No chlorine, no tabs, no parts, no pumps, no filters, no employees, and now, because of the drought, no water! I do think the liquid chlorine manufacturer struck a new vein as the liquid gold is starting to flow again.

WHITE GOLD

Desperate times call for desperate measures. Unable to get chlorine tablets from my usual pool distributors, I resorted to the online e-commerce marketplaces. What luck to find what was described as a "50-pound bucket of pool chlorine tablets" and for sale at the unbelievably low price of tabs just months ago. I thought it must have been an over site on the seller's listing or it was my dumb luck. It arrived in a cardboard box, after just a few days,

and I tore into like a kid on Christmas morning. Uh Oh! There was an air about the box like a fermenting tab dispenser with a plugged check valve tube. The bucket was noticeably swollen to the shape of a watermelon with cracked and split sides. The mostly illegible bleached out printing did say, "pool chlorine tablets", but they were the 1" size and WRAPPED! Fortunately, I had a new client call for a green pool swamp clean up. I dropped that depth charge bomb off the diving board and the pool has been crystal clear all summer.

STAINLESS STEAL

The other morning, my neighbor woke up the whole neighborhood up when he started his truck. In the night, the catalytic converter was stolen, and the unmuffled engine exhaust noise was deafening. Apparently, the metals are valuable enough to harvest from vehicles. I suppose, maybe someday, when I go to service a pool, all the handrails, grab rails and ladders will be missing.

DIAMOND MINE

The commercial pool pump basket can be treasure trove. Bits of bling fall off bathers who chose to wear such while splashing and dashing about pools and spas. Sometimes valuables even end up in the deep end's main drain sump's treasure chest. When emptying the pump basket or changing the VGB covers, keep an eye out for copper and silver doubloons or other shiny things.

On our first day working together, at a commercial pool, my precious bride, with her beginner's luck, stooped down and exclaimed, "oh look, a diamond!" and she picked it up

"This has been the Summer of None. No chlorine, no tabs, no parts, no pumps, no filters, no employees, and now, because of the drought, no water! I do think the liquid chlorine manufacturer struck a new vein as the liquid gold is starting to flow again."

off the pool deck. It was in fact, a very sparkling 1 carat bauble of great worth. "That's mine," I said, "you're my employee, so, it's mine." A stink-eye is worth a thousand words. After 30 days in the police lost and found, "we" had it made into a nice necklace centerpiece that she, of course, lost, the next summer, at a pool.

POOL SCHOOL JEWELL

The very best pool and spa exposition has to be the PIE Show. For 34 years the PIE Show has provided excellent educational seminars and manufacturer's latest pool and spa products. This year's expo was outstanding, and it was the first of any pool shows in the past year and a half. The Professional's Roundtable symposium was very informative and encouraging. There is always something new to learn at every seminar. The best new cool pool tool — carbon fiber tele-poles.

PENNIES FROM HEAVEN

Apparently, too much electronic screen time, from all the digital devices, is harmful and maybe bad for your eyes. It makes them square; I'm told. I still use a lot of paper and ink. At the show, I was blessed with a handful of new seminar PIE pens and IPSSA pens from our booth. They will remind me, all year, that I didn't win the \$10,000 or the trip to Hawaii or the new truck! But, the best prize, of course, was seeing old pool pals and making new ones. 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.

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Roy Williams (aka “The Wizard of Ads”) says MANPOWER is the Lever for Success in 2021 and Beyond

By Brett Lloyd Abbott

I CONSIDER ROY Williams (NYT Bestselling author and founder of Wizard Academy, among other great accomplishments) to be one of the brightest minds in Marketing.

He’s made many business owners VERY rich. So when Roy speaks, people listen.

Roy’s “Monday Morning Memo” on May 3, 2021 offers some very interesting and timely marketing advice for the pool service and pool construction industries.

I thought you might appreciate this, direct from Roy...

The Obstacle/ Opportunity of 2021

By Roy H. Williams, “The Wizard of Ads”

HAVE YOU NOTICED THAT 2-day deliveries are taking 4 to 5 days to arrive? Shipping companies can’t hire enough warehouse

workers and delivery drivers.

Have you noticed how long it takes to get the food you ordered? Restaurants can’t hire enough kitchen workers and wait-staff to serve their customers.

Service companies nationwide are seeing just 3 or 4 job applicants respond to online recruitment ads that used to generate 40 to 50 inquiries.

The limiting factor for business growth in 2021 won’t be a shortage of sales opportunities. It will be the shortage of employees.

The Wizard of Ads Partners are rapidly writing recruitment ads for hundreds of businesses across America. Phone lines are ringing and email inboxes are dinging with new requests for recruitment every hour.

If you are reliable, conscientious, have a good

attitude and are willing to work with your hands, you can write your own ticket anywhere in America.

The construction trades can’t find enough people to pour foundations, erect frames, hang sheetrock, build cabinets, lay flooring, and install roofing.

Home service companies can’t find enough people to fix plumbing, run wiring, repair air conditioning, paint walls, clean gutters, trim trees, or power-wash driveways, decks and sidewalks.

The strongest employers are starting new employees at \$80,000 a year and experienced tradespeople are spiraling upwards beyond \$100,000 faster than the tornado that carried Dorothy and Toto to Oz.

Twenty years ago, the internet was the Emerald City. Tech workers were needed

everywhere. But then we figured out how to do a lot of that work with software instead of people.

Companies that rise to the challenge of recruiting, training, and retaining good people will be the ones who leapfrog ahead of their competitors.

Do whatever it takes to become the company that everyone wants to work for “if they are lucky enough to get hired” by you. You’re going to have to pay your employees more than you planned, but you’re also going to be able to charge more than you planned.

The service company who can answer the phone and say, “Yes we can and we’re on our way,” is the company you want to be.

This is the mountain you must climb if you want to see the view from the top.

PS – Does it surprise you that the multibillion-dollar

investment funds that used to buy manufacturing companies and mortgages are now bidding to buy successful home service companies at record-setting prices?

So there you have it. The marketing man I most admire says you should invest your marketing \$\$ in RECRUITING if you want to win in this new post-Covid “normal.” Let’s hope it works! ■

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The Lighter Side of Pool Service

Effectively communicating your marketing message

By Mark Feldstein, CFO/Marketing Director

“OK, LET’S MOVE ON to self-serving marketing. We touched on that earlier.” I reminded Dane, my marketing guru. We both stepped into a race car. I took the driver seat.

“Right. We discussed how self-serving marketing is making claims that, generally, can’t be substantiated like being the “best” or the “leader” or “most experienced,” he said.

“I can see that,” I concurred, “Unless you are a huge company that can truly claim to be the leader in the industry, or you have some absolute proof of some kind, no one is going to pay attention to those types of claims.”

“Exactly. How is “best” determined or measured, for example? In the marketing world, those kinds of words are considered white noise that most consumers ignore. What you need, instead, is Credibility Marketing.”

“What is Credibility Marketing?” I asked as we buckled up and strapped on our helmets.

“Credibility marketing,” he explained, “leverages your reputation that you have actually earned. Something more tangible than “best”.

“What’s an example?”

“This might come from awards you have received, recognition from analysts or critics in your field, pointing out your own undisputed expertise or partnering from industry-related companies. It could even be from client recognition. For example, putting client testimonials on your website. That is why restaurants post their Michelin Stars or Zagat rating on their windows. Maybe without realizing it, they are engaging in Credibility Marketing. To them, they may just be sharing a well-earned bragging point.”

“Whatever the source and if

leveraged correctly, Credibility Marketing helps prevent you from becoming a commodity. It establishes you or your company as an expert, an industry leader or the best choice,” Dane explained.

“I get it. So, the fact that Leslie’s Pool Supply Stores has us as their sole remodeling referral is an example of credibility marketing?” I asked and turned on the ignition.

“Yes, that’s a perfect example because Leslie’s is a very well-known company. By referring you, particularly as their only referral, they give you credibility. If you were, let’s say, 1 of 3 referrals, there is still some credibility but not as effective. That’s an example of partnering with an industry-related company.”

“So, how would a small company, like a Pool Service company, go about getting Credibility Marketing?” I asked.

“Well, certainly a big company

with plenty of resources has an easier time of it, however, any business owner can enjoy the benefits of Credibility Marketing by following some steps.

“Get testimonials from satisfied clients, as I mentioned before, and make it part of their marketing message. A really impactful testimonial, especially if it is a single sentence, can be used in many different marketing areas and can pack a punch.

“Setup a referral relationship with a well-known company in their field. An example in the Pool Service industry would be a referral relationship with a Pool Remodeling company or a Pool Builder. It is important that whoever the Pool Service “partners” with has a very good reputation in the industry. Of course, a referral relationship can work both ways and be mutually beneficial.”

“Makes sense,” I said and

pulled up to the starting line. I gave the driver to my left my mean face.

“Enter their work in a contest, if applicable to their industry. If a contest doesn’t exist, create one. Work with local chapters of industry-related associations. To use a hackneyed expression, but still very valid, think outside the box. Invent a contest where the inventor will be the winner, at least, until others see the light and join in and it becomes more competitive.”

“What kind of contest would be applicable to Pool Service Professionals?” I wondered.

“Voted Best Pool Service Company” immediately comes to mind,” Dane suggested.

“Brilliant!” I exclaimed and slammed my foot on the gas as the light turned green.

“Other types of Credibility Marketing include any special licenses, awards, training or experience they may have. For example, I’ve learned since I started working with you, that not every pool industry professional is a CPO, a Certified Pool Operator. Seems like a simple thing to obtain with the sacrifice of two weekends and a great step towards credibility over the next guy.”

“Other types of Credibility Marketing include any special licenses, awards, training or experience they may have. For example, I’ve learned since I started working with you, that not every pool industry professional is a CPO, a Certified Pool Operator. Seems like a simple thing to obtain with the sacrifice of two weekends and a great step towards credibility over the next guy.”

“True. We made sure our entire team are CPOs for that reason,” I confirmed.

“Good idea. Some companies use a combined experience of the co-owners or partners as a bragging point. ‘75 years of combined pool knowledge.’ Consider any milestones like “3rd Generation of family-owned Pool Service business.”

“I see,” I said, “Just about anything that a consumer would recognize as something that lends credence to the company.”

Continued on page 20



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Lighter Side of Pool Service

Continued from page 19

Makes the prospect feel that the company is, well, credible," I laughed.

Faster, we went around the track. I kept my focus on the track ahead and our conversation.

"Yep. It has to be something tangible that can be pointed out as proof. Just like a Michelin Star."

"But what if they just don't have anything?" I asked.

"Well, if the company really can't point out anything they can brag about to achieve credibility, which I find hard to believe, then I usually suggest taking a different tact," he said.

"Like what?"

I increased speed passing cars on my left spraying huge plumes of dust behind on the curves.

"Humor and Educational Marketing. Humor is a huge marketing tool. If you can get a prospect to want to watch your commercial or read your ad or not bounce off your website, that is a big win. Think of some commercials that watch even though you may not be interested in the product."

"Pretty much most of the commercials aired during the Super Bowl. I don't even drink

beer but love the commercials.

That Bill Murray commercial for Jeep – hilarious. And I love the Progressive Insurance Commercials. The characters keep on developing like in a sitcom. I will stop fast forwarding and back up for those. And the AT&T commercials! But how does this relate to credibility marketing?"

"The whole point of Credibility Marketing is to establish you as a memorable company that is worth investigating. Humor can sort of achieve the same thing – make your company memorable. It's the

same technique that magicians use – distraction. Self-deprecating humor, false modesty or just simply funny can all be used to entertain the prospect and make your company memorable. Watch out, that car is drifting to the right. Remember, your only goal at this stage is to get into contact, motivate the prospect to call or email. You can work on the credibility issue later during the presentation."

"I see, "I said, adroitly steering around the racer, "And credibility can be gained more subtly than awards and such – just by how

"The whole point of Credibility Marketing is to establish you as a memorable company that is worth investigating."

thorough your presentation is, how much expertise you display, asking the right questions, etc.?"

"That's right. Next time we'll get into Educational Marketing and the seven benefits."

We burst into the lead, crossed the finish line and collected a trophy. We argued as to who gets to keep the trophy.

To be continued... ■



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Hayward Awards F-150 Truck to Driving Innovation New Product Launch Winner

Arvidson Pools & Spas wins 2022 Ford F-150 XLT Pickup

HAYWARD HOLDINGS, INC. (NYSE: HAYW) (“Hayward” or the “Company”), a global designer, manufacturer and marketer of a broad portfolio of pool equipment and associated automation systems, today announced the winner of Hayward’s Driving Innovation Big Bang new product launch dealer promotion. Dan Arvidson, of Arvidson Pools & Spas in Crystal Lake, Illinois won the Ford F-150 XLT pickup truck.

Dealers could enter the giveaway by participating in one of Hayward’s Driving Innovation Big Bang webinars over the Spring and Summer. In those Covid-safe webinars dealers were able to learn about and experience Hayward’s dramatic new product introductions for 2021.

See full article from Hayward [here](#).

The promotion Highlights Hayward’s Record Year for Category Leading Product Innovations

Pleatco Filtration Being Sold to Pentair

ALIGN CAPITAL PARTNERS, THE COMPANY that currently owns Pleatco Filtration, has entered into a definitive agreement to sell Pleatco to Pentair plc. Headquartered in Louisville, Kentucky, Pleatco is a leading aftermarket-focused manufacturer of highly engineered clean air and pool and spa water filtration technologies that helps protect people, processes and the environment. ACP acquired Pleatco in June 2017 and has spent the last four years professionalizing and growing the business through several key initiatives. Read entire article from *PoolPro* [here](#).



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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New Products



SpaPure releases new COMPLETE Spa Oxidizing Shock

SPA PURE'S NEW COMPLETE OXIDIZING SHOCK is a wonder-shock dynamo, because not only does it oxidize, but it also incorporates clarifiers and buffers! Similar to popular Spa Oxidizing Shock the new COMPLETE Spa Oxidizing shock provides a fast acting, quick dissolving, non-chlorinated oxidizing treatment with a fresh fragrance. Easy to use, this product does NOT require pre-dissolving and users can enter the spa shortly after adding the product to the water. Simply apply while the water is circulating. Compatible with spas using chlorine, bromine, mineral ionizers, chlorine generators and more! Destroys contaminants in water, enhances bather comfort and brings clarity to dull water. Perfect for those looking to decrease the amount of chlorine in spa water. This product should be added weekly or more frequently based on bather load. Made in the USA.

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POOL MAGIC™ + PHOSFREE® USES SMARTZYME™ TECHNOLOGY that is specifically formulated to work in cooler water temperatures making it an ideal choice for pool closings. The enzymes in this product control non-living organic contamination and reduce waterline rings that can develop from early spring contamination. This popular product was blended with Natural Chemistry's Phosfree to remove phosphates from the water to make pool openings fast and easy by simply adding one bottle for every 25,000 gallons of water. Can be used with all filter media, on all pool surfaces and is compatible with all sanitizers.



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New Technology to Help Solve some Age-Old Plaster Problems and Provide a Revenue Source for Service Techs BY LOREN GRANSTROM



WE NOW HAVE AN ANSWER FOR ENABLING NEW or older pool to endure even the harshest of conditions, through a patented Silicate Based Nanotechnology product called MicroGlass, a deep penetrating Nano Silicate that is applied (sprayed) onto the pool surface. It fills the void and

capillary structure of all Portland based cement products and converts them into dense, hard, and chemically resistant surfaces. On smooth troweled white plaster and quartz finishes, Microglass eliminates 90-100% of plaster dust development and an immediate stabilized pH. This will change the startup effort, as the surface is immediately harder, and calcium loss out of the surface structure is eliminated because the new surface is practically non soluble which leads to greatly reduced plaster spalling and spot etching reactions. This product will also fill in craze cracks and micro cracks so it is difficult for water to penetrate and cause discoloring or form unsightly calcium nodules.

In Exposed Aggregate finishes, Microglass makes the cement around the aggregate so dense and non-soluble, that it is extremely difficult for the pool water to dissolve the pigment molecules out of the matrix.

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Whether you acid wash pools, perform weekly service, engage in pool startups, or even do tile descaling, Microglass can provide you with a very profitable additional revenue stream that is simple to install. Check out this revolutionary, game changing product at our website, Microglassllc.com.

Things to do in October

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

IPSSA Events

BORD MEETING
November 6, 2021

Monterey CA, Monterey Plaza Hotel & Spa

WEEKEND OF INSPIRATION CONFERENCE AND BORD MEETING
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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

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.
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.
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 | barrowpoolssd@gmail.com

Carlsbad

Third Wednesday, 6:00 p.m.
El Rancharo 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 Goosse, 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 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: 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.
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President: [Raymond Kurilavicius](#),
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First Tuesday, 6:30 p.m.
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Fourth Tuesday, 7:00 p.m.
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