



CHAPTER LEADERSHIP - RESOURCES TO HELP YOU LEAD MORE EFFICIENTLY

Addressing The Challenges of Onboarding a New Member

You meet a fellow pool pro in the field, you have a conversation about IPSSA, invite them to a meeting, they attend - Now What? Let's make it smooth.

Did you know the membership application form, payment form and insurance opt in documents are all online and fillable forms? Many chapters have had success having a laptop handy for potential new members to fill out paperwork right there at the meeting, while the excitement is fresh.

We have encountered some delays in onboarding new members due to the use of old forms - Please do not use old paper forms - they have the wrong mailing address on them. You can find all Membership forms here: [Why Join IPSSA? - Independent Pool and Spa Service Association](#)

Once your new member has their application completed, the forms can be sent to memberservices@ipssa.com for speedy processing.

WHAT'S IN THIS MONTH'S ISSUE

- The process of onboarding a new member
- IPSSA Webinars - whats coming up
- Tax Reporting Due
- Water Chemistry - Let's get compliant!

NEXT UP IN THE IPSSA WEBINAR SERIES 9/13 @ 5PM PST - THE BUSINESS OF POOL SERVICE HOSTED BY: MARK FELDSTEIN OF GARDNER POOLS

Mark has been in the pool business for over 18 years. In this informative webinar he will discuss the challenges we face in our industry and guide you through new ways to compete, market and grow your business.

You will learn

- Why knowing your prospect's decision-making basis is critical to improving your closing ratio.
- What to reply when a prospect says, "Your competition is cheaper." and not compete as a commodity
- How to develop a marketing differentiator to make your company stand out from the crowd
- What you need to know to effectively use Hot Button Marketing and increase leads
- Ideas for zero-cost or low-cost marketing tailored just for Pool Service Professionals
- How to leverage your business to lower costs, boost revenue, up-sell and create strategic partnerships

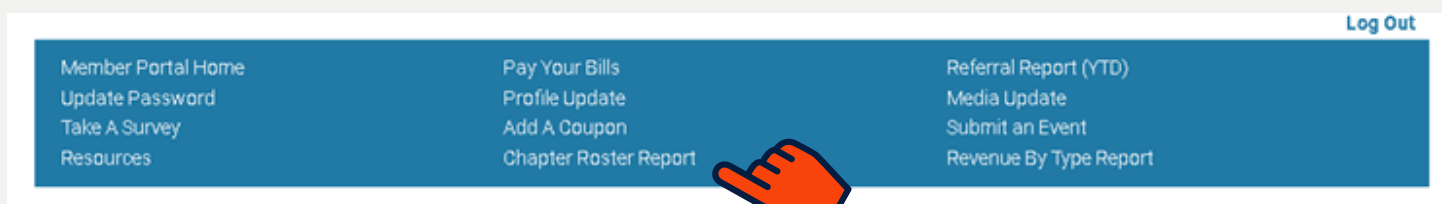
Feel free to share this invite with your chapter members, we will also be email blasting this invite closer to the webinar date. There are limited spots so register in advance - Webinar Zoom Registration Link:

<https://us02web.zoom.us/meeting/register/tZlPfuCrqz4uG9SpmrT2s1L5f92TMaa2Ijzk>

WATER CHEMISTRY ARE YOUR MEMBERS COMPLIANT?

We recently ran a search of members who have not yet fulfilled their obligation to certify in Water Chemistry within their first year of membership (per IPSSA policy). We will be sending communication to those members with instruction on how to get certified. Please remember - IPSSA National now accepts several forms of alternate certification. It is up to the individual chapter if they want to accept alternate certification or still require new members to certify via the Water Chemistry Exam. Please see [Water Chemistry - Independent Pool and Spa Service Association \(ipssa.com\)](http://ipssa.com) for the list of acceptable certifications and exam registration process. Copies of accepted certification for the member need to be sent by the [chapter president](#) (or other designated officer) to info@ipssa.com - stating the chapter accepts it as satisfying the water chemistry requirement. You can see which members are not certified yet by running your Chapter Roster Report in the member portal.

All IPSSA Exams are now available through self-registration at [Water Chemistry - Independent Pool and Spa Service Association \(ipssa.com\)](http://Water Chemistry - Independent Pool and Spa Service Association (ipssa.com)). Please direct your new members to IPSSA.com to certify - they will also receive instruction in their new member email.



Chapter Tax Data

April 2022 – June 2022 chapter tax data is due July 31, 2022. The link to fill out the form online or pdf is here - <https://www.ipssa.com/tax-data-reporting.html>. If you are filling out the pdf version, please submit completed form and bank statements to memberservices@ipssa.com

OTHER RESOURCES YOU MIGHT NEED

- [Water Chemistry Books, Chapter Officer Polos, etc.](#) - Log into the Member Portal and click the shopping cart in the upper right corner. This will take you to the IPSSA Web Store and load your Member Pricing.
- [Need to update your meeting or Chapter info?](#) editor@ipssa.com
- [Having a Membership Table Top or Water Safety Event?](#) Please email info@ipssa.com for supplies - submit this request at least two weeks before your event
- [IPSSA.com Member Portal Access:](#) Email memberservices@ipssa.com for log in and password information to be sent