

THE IPSSAN



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Enzymes: The Perfect Preventative Supplement

By Emily Johnson, BioLab

THOUSANDS OF INDUSTRIES worldwide are creating strategies to invest more in sustainable programs and products. With just as much capacity to embrace some of these eco-friendly practices, the pool and spa industry is no different and continues to look at new solutions to improve maintenance and troubleshooting solutions. Due to their extraordinary abilities to break down many types of contaminants, the industry constantly examines ways to expand its range of specialty products utilizing enzymes and surfactants.

For many veteran pool operators, using these technologies is not new. For pool professionals, more potential tools can be recommended to customers to help keep pools looking and operating at their full potential. Not all pool problems are a result of inadequate sanitizer residuals. Some water quality issues might require a prescription of a polymeric or chitosan-based clarifier for hazy water or other creative solutions beyond oxidizing. Chemicals used to clean or maintain pools do not need to have killing properties to be effective. Since many water quality issues stem from organic contaminants rather than biological ones, products containing specialized enzymes can work wonders.

THE IMPORTANCE OF CLEANLINESS

Swimmers and bathers bring all kinds of organic nuisances to the water from their tanning products, bather wastes, makeup, body lotions, and sweat. Environmental factors, such as animals and weather events, bring other unpleasant materials to the water. A commonly accepted standard in the pool and spa industry is that each bather leaves about 16 oz of organic waste in a single hour-long session. Pool enjoyers want to relax in their peaceful aquatic oases but remaining on top of efforts to keep them clean is essential. If pool owners do not allow sticks or leaves to linger in their pool, they should not allow unseen material to accumulate either.

Most organic waste goes unnoticed as it floats along at the surface, resulting in unappealing scum lines along the waterline or skimmer. Dirt and debris become trapped in these oils and greases, which can pass through the skimmer, collect on the filter, and can foul and clog the

filter rapidly. Not only will cleaning improve the esthetics of the water, but employing proper cleaning habits can also protect the pool's surface or skimmer from needing expensive repairs or replacements.

Sanitizers are consumed as they destroy most of those contaminants, leading to a demand for chlorine. Supplemental products are more appropriate for reducing these contaminants into more manageable forms, allowing the sanitizer to focus on killing bacteria.

WHAT ARE ENZYMES, AND HOW DO THEY WORK?

Enzymes have been used for many years in household cleaners and laundry products to treat specific types of stains. The human body requires them to digest food or medications. They can even be used to clean up after industrial oil spills. Considering the variety of uses for enzymes, there is no reason they should not be used in pools and spas. While enzymes are certainly not new to the industry, they, unfortunately, are not recommended as often as they should be.

Enzymes are proteins that catalyze the chemical breakdown of other substances without being destroyed or altered. They are highly specialized and only seek out certain targets, or "substrates," which eventually transform into a new form, or "product." Their complex structures have amino acid chains which break down their substrates with little energy expenditure. When enzymes move throughout the water and collide with non-living compounds, the formed complex is broken down into smaller, more manageable pieces. The filter can remove these more manageable forms of the substrate while the remaining enzyme can move on to its next target.

Proteins, starches, oils, and greases from bather waste are often harder for chlorine to break down. Chlorine alone can break down most of these waste products through oxidation; however, it is also consumed in those reactions and, therefore, becomes less effective at killing



bacteria. Using supplemental compounds with enzymes reduces this burden on chlorine, allowing it to focus more on getting rid of harmful bacteria and nitrogenous compounds.

HOW ARE ENZYMES SELECTED?

Choosing the right enzyme or combinations of enzymes when developing new products is an important and complex process for performance optimization. Enzymes chosen for the product should be based on the environment in which it will be introduced and the organic materials intended for removal. They can be naturally occurring through controlled biological processes, or they can be synthetically produced as well. Enzymes are highly selective regardless of how they are made and only target specific structures. This specificity results from the relationship at the microscopic level between the shape of the target, the substrate, and the active site where the "target" latches on for the reaction to occur. Active sites are shaped specifically for unique substrates to merge with, much like puzzle pieces.

Service professionals will want to take these enzyme characteristics into account when tailoring maintenance and treatment routines to their customers. Naturally, wastes dwelling in pools might differ from those in spas. Commercially available pool products that offer broad ranges and blends of enzymes are often more versatile and effective than products with just one or two types of enzymes. Most enzyme blends are proprietary, but label language can distinguish whether the product is intended for usage with pools or spas. It can also help to read the types of problems the product claims to solve. Claims such as "controls water line" or "breaks down pollen or plant debris" are strong indicators of enzyme

presence and sometimes provide clues to how it works. Selected enzymes for pools should treat various waste from biological or environmental sources. Amylases break down starches released during the degradation of algae or leaf debris, while proteases can help break down waste left behind by animals or swimmers. With spas, much of the waste matter comes from biological sources. Enzymes, such as lipase or mannanase, target fatty and oily residues left behind in spas from lotions, hair products, or body oils amplified by the warmer water temperature.

The same package used in swimming pools could be problematic if applied to a spa. For example, an enzyme-based pool product often includes a surfactant that is prone to foaming if combined with the kind of increased aeration and water movement possible in a spa. Some products may contain an enzyme package that is suitable for cold water applications such as pool closings or pool openings. Enzymes in a spa product will need to be stable in warmer water temperatures. This is important to consider, since water temperature can affect enzymatic activity.

The enzyme packages used in commercial pools and spas would also differ from products used in recreational pools, often needing to deal with a variety of environmental factors and different usage patterns. They can be added multiple times throughout the day. Commercial pool operators may choose to adopt automatic feeders to supply metered doses of enzymes daily to help keep up with heavy bather load situations, even with the pool in use. This supplementation can help avoid inconvenient pool downtimes that typically involve elevated free chlorine residuals following a remediation treatment.

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Interview with Jay Laughrey, President, IPSSA Region 3: Foothill Chapter

WHEN IT CAME TO STARTING a business in the pool service industry, Jay wasn't too keen on the idea at first. His late brother Jeff had started his own pool service business in 1998 and had continuously encouraged Jay to begin his own pool route, but Jay's view of "pool guys" wasn't a positive one. At the time, he was finishing his senior year of high school and all his friends were going off to college to obtain white collar jobs, which Jay thought was his life route too. After graduating high school, Jay started junior college while working part time at a local title company. Then, soon after receiving certification in computer networking, his employer promoted him to their computer service department working in IT. It was an exciting promotion at the time, but Jay soon found himself disappointed when he realized that desk work wasn't for him. Luckily, his older brother was still determined to get Jay into the pool and spa industry. So, with an "I told you so" from Jeff, he handed Jay a few customer referrals to get started.

Jay began with nine pool accounts and continued to work part time at the title company. Not too long after beginning his pool business, his parents generously offered him a business loan which allowed him to go through a pool route broker to obtain twenty-two additional accounts. He was nervous, because the loan was a lot of money, but his brother reassured him that the pool service industry was a lucrative business and he would have his loan paid off within a year, and that he did.

Jay and his brother had heard of IPSSA when Jay started his business in 2002, but Jeff was never interested in joining. Jay explained, "My brother had always been my voice of reason and he thought that IPSSA was just a bunch of grumpy old dudes." Thankfully, Jay eventually made a connection with IPSSA member Dan Westphal who immediately recruited Jay to join IPSSA and become Secretary of the IPSSA Foothill Chapter in 2019. It was nerve-racking for Jay, as he was not only a fresh new member to the Association but was also asked to immediately take a leadership role for the chapter. He was nervous that he wouldn't know what to do and didn't want to disappoint the other chapter members. "It didn't make much sense at the time, but it does now. With guidance

from Dan, I learned how to take meeting minutes, meet with sales reps, talk to other members about problems and soon realized that I was learning a lot. I also never really had many networking opportunities to learn from others in the industry until I joined IPSSA. If we surround ourselves with people who have more knowledge than us, we become better," says Jay. He further explained how IPSSA made it possible to not only share knowledge with others in the industry, but to share business as well, "When I recruit new members to the chapter, I use the networking opportunity as the main draw in. It's important to know the (pool industry) people in your area. They are a huge resource for information and client referrals, because there is a ton of business to share."

Within just a year, the President of Jay's chapter was stepping down and the chapter board wanted Jay to take his place. Jay was immediately hesitant, because he was inexperienced, one of the newest chapter members and one of the youngest in the chapter. He wondered how he would gain the respect of the older more seasoned chapter members and it just didn't settle well in his mind. He didn't feel like he deserved the position. However, the rest of the chapter board encouraged him to take a shot at President and he was voted in beginning in January of 2020. Lucky for him, just a month later he was able to attend IPSSA's Leadership Conference (now called Weekend of Inspiration). The event opened his eyes to how big IPSSA was beyond his Foothill Chapter. He was able to chat with other chapter members that had similar ideas and it gave him the opportunity to find out what others are doing to enhance their chapters. Since then, Jay implemented "tech talk" to bring the parking lot talk into the meeting so everyone could be involved. Jay's continuous goal is to make his chapter meetings a fun and meaningful experience



Jay and his brother, Jeff



for everyone.

Although becoming Chapter President was an unexpected event in Jay's life, it ended up being more beneficial than he imagined was possible. "I had never been a leader before. It's been a big building block in my life overall and has translated out to my customers and in my personal life. It may sound cheesy, but it really has made me into a better person," Jay explained. With the help and guidance of Chapter Vice President Mike King, Jay learned to keep his emotions down and not take things personally when there is conflict within the chapter. Jay stated, "I've learned how to better manage different personalities, be diplomatic and utilize conflict resolution. There are a lot of things going on in

people's lives that I don't know about, and I had to learn to stop taking things personally." Mike has been a monstrous pillar and mentor for Jay, and he is certain that he could not have gotten this far as Chapter President without Mike's guidance. Managing different personalities and learning to better handle his emotions has also translated to helping Jay successfully run his business. It helped him come to the realization that he had to stop letting his emotions get in the way of making solid business decisions for his company. Jay says, "The advice I most often give to colleagues is to not work for peanuts in a challenging environment, because some people will take advantage of you, and you are worth more than you believe you're worth." ■

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.

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Enzymes

Continued from front page

WHAT AFFECTS ENZYMATIC ACTIVITY?

Enzyme functionality can be affected by many conditions which occur routinely in pool water. Temperature can be a major factor in enzymatic activity. In laundry, enzymes in detergents are often selected to remove specific types of stains using the more energy-efficient colder water temperatures. Spa water is much warmer and requires more heat-tolerant enzymes since high heat denatures most enzyme activity. In most enzyme pool and spa products, the broad selection of enzymes is buffered to prevent denaturation due to temperature and pH imbalance. High sanitizer residuals also hinder enzyme functionality. Traditional chlorine and salt users should verify whether the free chlorine (FC) is below five parts per million (ppm) before adding a certain enzyme-based product. Reading and following label directions is always important to maximize product effectiveness.

GETTING MORE OUT OF FILTERS BY USING ENZYMES

Filter upkeep is crucial in maintaining a healthy pool. As contaminants interact with enzymes, the products of the reactions are often trapped and removed by the pool's filtration system. Dirt and debris trap themselves in oils and greases and eventually form layers in the filter, resulting in tedious clogs which must be physically removed to allow adequate filtration cycles. The usage of enzyme-based products is often overlooked. Since enzymes function even after attacking one target, they can move on to the next, including working inside the filter. Regular use of enzymes in the filter can prevent contaminants from building up, allowing for less cartridge cleaning or sand backwashing.

CLEANERS WITH ENZYMES AND SURFACTANTS

Enzymatic cleaners typically contain a mixture of enzymes and surfactants. When combined in the same formula, these products

are highly effective in reducing and treating organic accumulations. Enzyme-based pool and spa products use enzymes commonly buffered with surfactants to break down the organic material accumulating along the waterline, in the skimmer, and on most pools' and spas' filters to reduce physical maintenance.

Surfactants are large molecules with a hydrophilic or "water-loving" head and a hydrophobic or "water-hating" tail. The hydrophilic head is water soluble and, combined with the surfactant, alters the surface tension of the water. The hydrophobic tail, which is repelled by water, attracts oils and greases and removes them from surfaces in the water. The combination of the enzymes and surfactant power makes them powerhouse cleaners in pools for controlling waterline and optimizing filter efficiency.

KEEP ENZYMES IN MIND

Products with enzymes are a successful supplement to help keep pools and spas clean. As the cost of pool care routine increases along with other materials needed, preventative use of enzyme products will still save consumers from spending even more on equipment repair or replacement, energy-using filter cleaning, and oxidizer treatments. Pool visitors can now swim and soak comfortably, knowing there are options that will continuously work just as they are enjoying themselves. ■

ABOUT THE AUTHOR

Emily Johnson, born and raised in South Carolina, graduated with a bachelor of science in biological sciences with a minor in chemistry from the University of South Carolina. She is a recreational water enthusiast living in Atlanta, Ga., with her two rescue dogs, who love a good dip in a splasher pool. She has been working in research and development at BioLab Inc., a KIK Custom Products Company, since 2014. She can be reached via email at emilyjohnson@biolabinc.com.

How to bring enzymes into a pool or spa care regiment

Products containing enzymes or surfactants, or in more successful formulas which contain both, should be considered at weekly maintenance, after a major pool party, and even at pool openings/closings. Enzymes do not exclusively need to be added as a treatment; the burden on the sanitizer can be alleviated when enzymes are allowed to break down the organic contaminants such as starches, oils, and greases first. If these materials are no longer present, the sanitizer can focus on destroying harmful bacteria or inhibiting algae growth. Therefore, enzymes can be added regularly to improve water quality.

In fact, most enzyme products should be added weekly. They work even when swimmers or bathers are enjoying the water. Enzymes will immediately begin seeking out substrates as they are introduced. As with most pool and spa care, preventative maintenance will always be more effective and less costly than allowing problems to fester and worsen. Enzymes are not just useful in traditional chlorine, salt, or bromine pools. They are versatile, even in pools using biguanide as a sanitizer.

During winter months, when pool users begin closing their pools for the off-season and sanitizer residuals are reduced, stagnant water can provide an enticing environment for substrates to build up and adhere to the pool's walls. This can result in pool owners being less than impressed by unsightly stains when they re-open their pools. Just before closing at the end of the season, enzymes and surfactants can be applied to protect pool surfaces from this buildup, thereby better sparing these surfaces from potential organic stains. Enzymes can still be applied during the off-season and again when it is time to re-open. At pool openings, algae or leaves might be present in the water, which leaves behind starches and other unwanted organic waste. An enzyme-containing product at openings can help reduce these compounds first instead of just applying high quantities of oxidizers straight away.

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- College-level courses in: Bookkeeping, accounting, computers, and chemistry
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Based upon the determination of the Committee, other courses may qualify for funding.

Individuals that received a discount on classes sponsored by IPSSA are not eligible for reimbursement. Applicants may apply two times a per calendar year, up to **\$200 per class instruction for individuals**. Maximum two submittals per calendar year. Class instructors may apply two times per calendar year, up to **\$200 per student with a maximum of \$4,000 per class**. Maximum two submittals per calendar year.

For the full guidelines and application go to ipssa.com/ipssa-education-fund. Applications are reviewed quarterly by IPSSA's Education Committee.

For questions about the program, please inquire at info@ipssa.com or call 888-360-9505 ext. 2.

A Letter from the President

HELLO IPSSA NATION. I hope this finds you all well. At the time, I am writing this article, I am 35,000 feet in the air heading home from Phoenix and Region 8's Desert Pool and Spa Show. What a great way to spend a weekend! It started when I was asked to teach a class on Associations with my good friend and kind of a BIG deal, Marc Cannon. So, you know me, I have never been able to say no to an IPSSA cause.

The show started on a Friday with all day classes. At 4 p.m. the show floor opened. As I walked the show floor, I got to meet and talk with several Region 8 members. It was great to meet you all!

Saturday started again with classes. I was lucky enough to sit in on a class presented by our very own David Hawes of Region 1 (Northern CA). If you have never taken a class from David, I highly recommend it. He gives

his time and knowledge to most shows and even gives webinars regularly for IPSSA.

The class that was taught by me and Marc Cannon started slowly but by the end of the class, we had the "starting buds" for a new chapter in Region 8. I absolutely loved being able to help them out with the brainstorming on how to start a new chapter. The rest of the afternoon was spent taking with vendors and members.

I want to congratulate Linda Cross, Bill Goossen, and the Region 8 Trade Show Committee for an absolutely top-notch show. Your hard work paid off and the show was fantastic. Also, thank you for the invite. Tina and I greatly appreciate it. And thank you Marc and Cynthia Cannon for being our Uber drivers and tour guides. It is always "wonderfulness" to spend time with you!

Couple of reminders:

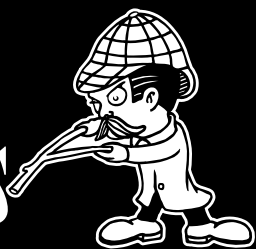


TODD STARNNER

Remember the Membership Campaign of 5 new members per month per Region. If your Chapter or Region is stuck in a rut and need ideas, please reach out. Also, those of you that are interested in committees and liaison positions, please contact Rose. Thank you in advance for your service on the committees and as liaisons.

Finally, this could be my last message to you all as elections will take place before the next edition. I want you all to know that it has been a privilege to serve you and IPSSA this past year as your BORD President. Remember to wear sunscreen and have fun! ■

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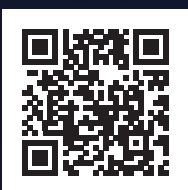
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Chlorine, Bromine & Disinfection Byproducts

By Marcelle Dibrell, Managing Editor, Service Industry News

ALTHOUGH THE HEALTH benefits of swimming are well documented, there are also some diseases — such as bladder cancer and asthma — that have been linked to disinfection byproducts in treated recreational water.

It is probably a good idea to define what we mean by disinfection byproduct. Generally, these are partially oxidized materials that are introduced into the water by swimmers as well as leaves and other debris. These partially oxidized materials, such as chlorinated or brominated sweat, (skin cells, body oils, sunscreens, fecal matter, etc.) become part of the makeup of the water. Some of these are volatile, evaporating to some extent, and depending on the air circulation may accumulate at the water/air interface.

Considering how people generally soak in a spa, faces low and close to the water surface, an obvious question to ask is, what are we breathing? One might also ask if there is any difference in the formation of certain types of disinfection by-products as a

function of the unique conditions presented by a spa as compared to a swimming pool.

The most obvious difference between the disinfection chemistry of a spa versus a swimming pool is the effect of temperature. Temperature affects disinfection chemistry in three important ways. First, hot water increases the release of human output (or sweat). Elevated temperatures raise the rate of perspiration, which leads to an increase in the raw material that will ultimately convert into disinfection by-products. Second, water temperature also changes the reaction rates of disinfection by-product formation. In general, these types of reactions increase at higher temperatures. Finally, hot water also affects the volatilization rates of the disinfection by-products. In other words, the heated water leads to higher evaporation of some by-products into the air.

These effects are interrelated and were discussed in a 2017 review that appeared in the Journal of Environmental

Sciences in an article entitled “Occurrence and formation of disinfection by-products in the swimming pool environment: a critical review.” Hot water promotes the release of bather-load-derived precursors such as chemicals found in sweat, which increases with higher water temperature. The increased concentration of these precursors, combined with a generally higher usage of disinfectants, leads to an increase in disinfection by-product formation.

Many disinfection by-products have been shown to have adverse impacts on health. Several studies have found a correlation between swimming pool attendance and health issues, particularly asthma. Many studies have linked asthma to volatile disinfection by-products such as chloramines and especially trichloramine. This is further corroborated by increased negative health effects for those who frequent indoor swimming pools as compared to those outdoor. Similarly, competitive and regular

swimmers have been reported to experience higher cases of asthma and other respiratory issues compared to participants in other professional sports. Further evidence of the negative health effects of disinfection byproducts comes from a survey of lifeguards working at indoor pools, where 55% suffered from respiratory and other health issues. Other studies have linked trihalomethane swimming exposure to bladder cancer. Collectively, these studies have associated an increased risk for bladder cancer due to dermal and inhalation exposure of certain kinds of disinfection by-products in disinfected water.

To sum it up, disinfection byproducts are not good for human health, and there are more of them in a hot tub than in a swimming pool. Then, there is also the choice of sanitizer to consider. For spas and hot tubs, many operators prefer bromine over chlorine. Therefore, it seems relevant to consider whether there is any difference in the harmful effects of the disinfection

“**Generally, [disinfection byproducts] are partially oxidized materials that are introduced into the water by swimmers as well as leaves and other debris. These partially oxidized materials, such as chlorinated or brominated sweat, (skin cells, body oils, sunscreens, fecal matter, etc.) become part of the makeup of the water.**”

by-products produced by either sanitizer.

This topic was explored in a 2022 journal publication entitled “Disinfection byproducts in chlorinated or brominated swimming pools and spas: Role of brominated DBPs and association with mutagenicity.” Researchers found that brominated disinfection by-products were significantly associated with the increased mutagenicity of treated water. Specifically, brominated pools and spas are almost twice as mutagenic as chlorinated ones. Translation: Bromine disinfection by-products are much worse than chlorine disinfection by-products.

They also found that the concentration of bromine disinfection by-products is a lot higher than chlorine disinfection by-products. Translation: Bromine-treated water produces a lot more brominated bad stuff than chlorine-treated water produces chlorinated bad stuff. They found that increased human outputs (sweat) associated with increased use of pools and spas raises both the concentration and mutagenicity of the water. Translation: The more you use the water, the more bad stuff will form, and the worse it will be.

Finally, higher temperatures and less water exchange result in a lot more disinfection by-products, regardless of whether chlorine or bromine is used. That means that heated spas produce more disinfection by-products than a cool pool. Reading a study like this, it seems obvious which sanitizer is best for a spa. ■

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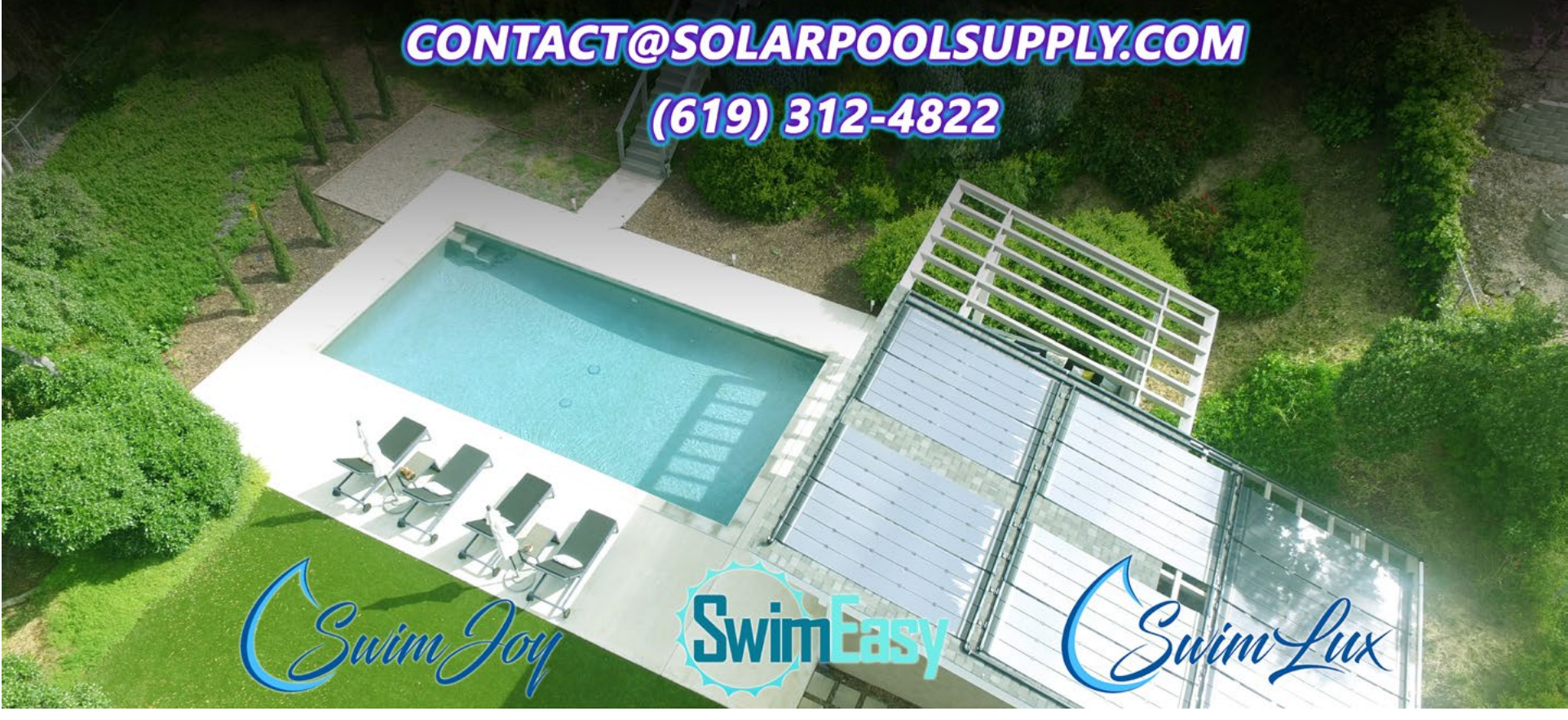


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Tips To Grow Your Pool Business Organically

By Rachael Pritz, RB Retail & Service Software

Photo: All Seasons Pools, Illinois

THE STRESS ON SUPPLY CHAINS continues to create shortages in pool materials like PVC, plastic, concrete, and more, causing construction materials to go up over 31% over the past two years. In addition, an increase in fuel prices and pool chemicals and a sharp rise in inflation has made it critical for pool businesses to save on costs and generate additional streams of revenue in 2023. Although the demand for outdoor living products continues to be strong, this is a unique time in our industry and pool and spa retailers need to take the time to look at ways to grow their business organically to continue to flourish next season.

4 Things To Consider Before Growing Your Pool Business

ARE YOU READY TO HANDLE MORE CUSTOMERS?

Consumer expectations are at an all-time high, especially for convenient and timely service. If you can't currently meet the expectations of a growing number of customers, you should first put a plan in place to better position your business to take on new clients before you start figuring out how to grow your pool and spa business. For example, do you have efficient software and systems in place to help your team save time and ensure record-keeping accuracy? Are basic daily tasks quick and easy to execute? Is there clear and consistent communication with field technicians? Can customers use their preferred payment method online or through mobile? If the answer to any of these questions is "No," take a look at pool service business software that might enable you to have additional bandwidth to set your business up for growth, success, and satisfied customers.

ARE YOU FOCUSING ON RETAIL SALES AS WELL AS SERVICE WORK?

For many pool and spa businesses, service work is the foundation of their business. But could there also be a major opportunity to grow your pool service business with extra revenue from retail sales and upselling. Since your service team interacts with customers daily, why not help them get the most out of their pools with supplies and accessories you can sell from your retail operation?

SHOULD YOU BUY AN EXTRA ROUTE OR GROW ORGANICALLY?

There are three primary ways to find more customers to grow your pool service business:

1. Partnerships with apartment/hotel owners, builders, and property managers.
2. Purchasing pre-existing pool services

routes from brokers or other pool service businesses.

3. Using marketing and word-of-mouth to grow organically.

There's no wrong answer to this, and you should choose what's right for your business. For example, if you already have solid marketing tools/software and don't want to spend the money on an existing route, you may want to grow your pool service business organically. On the other hand, if your marketing capabilities are underdeveloped and you want a quick, targeted way to bring in more customers, buying a route may be better.

Either way, you should ensure that you have the right software and tools to support your efforts. Route optimization, which should be built into integrated pool service software, is the best way to ensure that your field technicians maximize their time and can complete as many jobs as possible in one day. It also stores customer preferences so you can always send their favorite technician at the right time, providing the best possible experience with your business. Be sure the pool business software you use or purchase also offers a host of marketing features and tools that make running sales, loyalty programs, and marketing campaigns easier to execute.

DO YOU HAVE SOFTWARE THAT CAN GROW WITH YOUR POOL AND SPA BUSINESS?

It has become essential in today's competitive marketplace to have business software that is designed specifically for pool and spa businesses, so it includes a host of features that work together to make growing your business easier, faster, and more effective. With the right business software, designed specifically for the pool and spa industry, it will be much easier to add new locations and add additional revenue streams to grow your business.

Ways to Grow Your Pool and Spa Business Organically

There are several simple ways to organically grow your business. From Loyalty programs and sales promotions to mobile solutions and e-commerce options, there are multiple tactics that can be taken to grow your business organically from within.

EXPERIMENT WITH PROMOTIONS AND SALES

When you look at the best pool business software to use, be sure that the system provides several features to make it easy to run sales or track the impact of advertising



efforts. Features such as "Event Planner" modules allow business managers to set sale prices at specific dates, so they are automatically applied at checkout. This can be a huge time-saver and makes sales much easier to execute. The software will also log data that helps you determine which products should go on sale and when to maximize the profitability of margins.

Be sure to also maximize modules within your software such as "Sign Design" modules that are often integrated into the Event Planner and Inventory components of business software, so inventory and sale savings information is automatically populated for quick and easy sign creation. Track how new customers have heard of your company and which advertisements or coupons they used during a transaction to see which promotions are most popular. These features make it easier to try out new promotions and run sales so you can identify the most effective ways to draw in new customers and boost revenue.

OFFER A LOYALTY PROGRAM

If you don't have a loyalty rewards program, now is the perfect time to start one. Customers appreciate the extra opportunity for a deal, and your pool business benefits from the uptick in repeat customers (often the most profitable segment.) Pool and spa industry-specific software makes it easy to create and manage a loyalty program as these are built-into the system. It tracks purchase history to determine which customers are at risk, which are most loyal, and how to adjust your marketing tactics to improve results continuously.

Price matching with gift cards is a powerful sales tool and is well-received by customers, keeping profits closer to your target. RB's software has a built-in gift card program that allows for price matching and event promotions.

DON'T MISS UPSELLING OPPORTUNITIES

Make sure you chose or use a business software system that provides upselling alerts that remind staff to talk to customers about products they may also want or need. Your business software should be able to identify products related to items currently in the shopping cart, so there's no guesswork or training required for employees to reach for the upsell.

These same software programs often list associated items, tracks inventory locations, and allow communication between multiple locations. These are all essential tools for assisting employees trying to make a sale. To further encourage staff to pursue upselling opportunities, consider creating incentives for high-performance sellers. Create a sense of competition that tracks sales daily, weekly, or monthly (remember to keep it fun and lighthearted) — use your business software should be able to easily and quickly track sales numbers per associate.

OFFER MOBILE SERVICE REMINDERS AND PAYMENT

Mobile commerce revenue reached \$359.32 billion in 2021, increasing by 15.2% since 2020. Forecasts show that by 2025, that revenue should more than double and will account for 44.2% of retail e-commerce sales in the US. In addition to offering customers the convenience they want, RB's pool business software can keep checkout lines moving faster in your pool retail store with a mobile option. Using mobile shopping and checkout in your store with a tablet offers better, faster service. You can also schedule and send text messages to customers to remind them of upcoming pool service appointments. The scheduling module also stores customer information and preferences, so their favorite service person arrives at just the right time.

ADD AN E-STORE TO YOUR WEBSITE

E-commerce was already on the rise, but this past season demonstrated how online sales will continue to grow and, in fact, will help pool and spa service professionals continue to increase their sales and profits. This can be particularly beneficial in the offseason, so long as businesses optimize their online store. Clients should be able to order, pay, and arrange for delivery or pick-up of their chemicals and other products from an online store.

Continued on page 10

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Tips To Grow Your Pool Business Organically

Continued from page 9

Any e-commerce site should also be able to easily process credit cards directly through a business software system to eliminate mistakes and ensure the correct end-of-day tally. Astute pool and spa businesses will invest in their e-commerce and payment systems so they can quickly add products and services to their e-store and start generating new winter sales immediately. This could also include down payments for products and services which might not start or be delivered until next spring.

The goal is to really re-train a store's customers to use its online shopping option as much as possible. Retailers can really take advantage of this by reminding customers how they will not need to bundle up and drive to the store to pick up spa chemicals, for example, when they can order for home delivery instead.

Additionally, consumers are becoming much more comfortable with "auto-ship" options for basics they use regularly around their home. This option allows users to set-up repeating, automatic purchases for

supplies they use up at regular intervals. Therefore, e-commerce sites should also make it easy for customers to choose this "auto-ship" option for all regular water treatment products and other essentials to ensure they never run out of what they need to keep their pool operating smoothly. Not only does this guarantee a regular revenue stream for a store, but it also assists with its business purchasing, inventory and, most of all, helps promote customer loyalty and satisfaction. Retailers should include a small break in the price on all "auto-ship" options to incentivize clients to choose this option.

There are many simple ways for businesses to promote their online presence, doing everything from printing their website on all receipts, sending emails and direct mail to even running Google ads. However, before doing too much promotion of an e-store, a company needs to be sure they have an e-commerce site ready to receive customers. This means having a "shopping cart" software feature specifically for pool and spa businesses.

This software feature should provide a fully equipped shopping experience, including an easy checkout with curbside pickup or delivery options. It is an excellent way to make managing sales easier and for pool and spa businesses to keep thriving during this unprecedented demand for all things pool, spa, and outdoor living.

By taking the time to improve the business's e-commerce store and digital marketing efforts, it also gives retailers the opportunity to provide customized offers to clients by knowing who bought what and when. This type of information is extremely helpful when trying to increase sales this winter, as well as into next season. A powerful, integrated e-commerce site can also potentially help to alleviate supply chain issues that will likely continue to occur over the coming year.

CONCLUSION

Despite shortages in supplies, rising fuel and chemical prices and overall inflation in day-to-day goods for operations, there are

still many ways to grow your pool and spa business organically from within. Whether it be increasing the reach of your store with an e-store or adding new services or product lines, using the automation tools included in pool and spa industry software provide managers with systems to seize opportunities to grow their business and increase profits moving into the 2023 season. ■



ABOUT THE AUTHOR

Rachael Pritz has been active in the pool industry for more than 20 years, which has provided her with

an all-encompassing expertise in the trade. She worked at a local pool store while pursuing a master's degree at the University of Pittsburgh, Pa. With her technical skills and industry knowledge, she joined the launch of RB Retail & Service Solutions in Pittsburgh in 2003. More information about the company at rbretailandservicesolutions.com.

2022 TERRY COWLES MEMORIAL AWARD WINNER

Dan Gossage of IPSSA's Region 9, San Antonio Chapter

DAN STARTED HIS COMPANY IN 1988 and through integrity-driven hard work and determination, has been successful in building his business into what it is today. Along with the help of dedicated staff he has been able to serve customers in the Hill country of Texas with their maintenance and remodeling needs. He hopes to continue for many years to come!

Dan always steps up and volunteers for sick route coverage when a member goes down. He is always available to help with a member when called upon. Dan started his journey in IPSSA when the founding member of the San Antonio chapter Phil Sharp invited him to a meeting... He was hooked!

Dan found the camaraderie and networking rewarding and informative. Just what he needed to put a spark into his fast growing company. Dan volunteered for the vice president position and was elected President in the next term. He served as secretary for region 9 and then regional director. He was asked to serve as Liasson to the National Plasterers Council and after assuming

this role he served on the technical committee which helped to develop, implement, and monitor protocols for the research conducted at the Cal Poly pools in San Luis Obispo.

Dan enjoys supporting local children's charities and the St. Jude's children's research hospital. In his free time he enjoys spending time with his wife Kristen and their grand dog "Tucker".

ABOUT THE TERRY COWLES MEMORIAL AWARD

In 2006 IPSSA, Inc. initiated the Terry Cowles Memorial Award. This award will be given each year to the IPSSA member who best meets the criteria outlined below:

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

Terry Cowles was a longtime outstanding member

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



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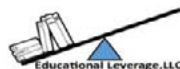
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SOUTHWEST POOL AND SPA SHOW

February 8-11, 2023
George Brown Convention Center
Houston, TX

EVERYTHING UNDER THE SUN EXPO (FSPA)

February 24-25, 2023
Orange County Convention Center
Orlando, FL

WESTERN POOL AND SPA SHOW

March 23-25, 2023
Long Beach Convention Center
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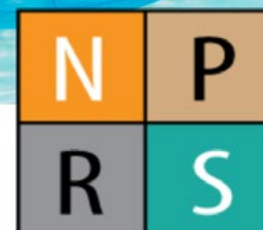
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What to Expect for the Economy in 2023

By Curtis Dubay, Chief Economist, U.S. Chamber of Commerce

THE U.S. CHAMBER OF COMMERCE recently convened its Chief Economist Committee to discuss members' outlooks for the economy in 2023. The committee consists of chief economists from member businesses and helps the Chamber formulate economic policies and analysis.

A MILD BUT SHORT RECESSION IS LIKELY IN 2023

The consensus among Committee Members is that the U.S. will experience a mild but short recession in the middle of 2023 caused by consumer and business spending falling because of rising interest rates. Further contributing to the downturn would be consumers finally exhausting historic savings built up during the COVID-19 pandemic, meaning they would no longer have that source of money to keep spending at a pace with inflation.

BUSINESSES LESS LIKELY TO PASS ALONG PRICE INCREASES TO CONSUMERS

RSM's Chief Economist Joe Brusuelas noted that businesses are finding it increasingly difficult to pass along higher prices for their inputs to customers through price increases. This was made clear in the RSM-U.S. Chamber of Commerce U.S. Middle Market Business Index:

"Perhaps the biggest takeaway from the pricing data is that the ability to pass along price increases to consumers is beginning to ebb. Roughly 53% of respondents noted an increase in prices received, down from 69% in the third quarter."

This will likely mean shrinking profit margins for businesses.

HOW BUSINESSES AND FAMILIES WILL WEATHER THE DOWNTURN

Although we are likely to have a mild recession, there is always pain caused by a decline in the economy. Members pointed out this will likely be the first recession in memory where there will be no extra assistance, other than automatic stabilizers, from fiscal or monetary policy.

Congress sending recession relief to families and the Federal Reserve loosening monetary policy would both make inflation worse, and hence be self-defeating. Families and businesses will have to weather the economic downturn with the resources already available to them.

THE FED'S ROLE

Members of the committee also agreed that inflation will come down significantly next year. They see the Federal Reserve's anti-inflationary policies curbing demand and tightening financial conditions enough to start bringing prices down much closer to the Fed's 2% inflation target over the course of 2023.

OTHER ECONOMIC ISSUES TO WATCH

Other economic issues noted in the meeting that bear watching in the year ahead:

Worker Shortages Still Matter:

We have more than 3.3 million workers missing from the labor force based on labor force participation rates and 4.3 million more jobs openings than unemployed workers. Businesses are still struggling to get the workers they need, even while inflation receives most of the attention

from policymakers. Committee members highlighted the ongoing problem:

- The food service industry is still short about 300,000 workers.

There is a *massive* shortage of skilled workers, including in fields such as auto mechanics. This, in turn, creates issues for a variety of industries reliant on these skilled trade workers.

Consumers are still spending:

Consumers still have buying power because wages are rising, albeit less than inflation, but they have savings and available credit to fill the gap. However, those savings are dwindling, and available credit is shrinking, which is why many economists see a recession coming.

Other interesting observations by the Committee Members on spending include:

- Consumers are — as expected coming out of the pandemic — shifting their spending from goods to experiences.
- Inflation is driving down how much consumers are buying, but they are spending more in total dollars. For instance, they are buying fewer items when they go to a quick service restaurant, foregoing things like an extra bag of chips or fries, but because of higher prices, they are still



spending more per visit than they did before the pandemic.

Flexible work and alternative forms of income are changing the economy:

As inflation remains a problem, people are turning towards alternative forms of income to help make ends meet. This rise in gig work and other forms of alternative income earning are changing how our economy operates and contributing to the worker shortage.

With flexible work arrangements, workers are looking to boost their incomes in the face of high interest rates, lower savings, and inflation, including by participating in "shift-share" work where businesses hire temporary hourly workers on short notice.

Homeowners are increasingly looking to use their homes to earn additional income. For instance, bookings through Airbnb are up and homeowners are using this added source of income to keep up with the rising home prices.

More than two million people are earning more than \$100,000 a year as influencers. These people are most likely not working traditional full-time jobs and thus "absent" from the workforce as we previously conceived it.

We are not out of the woods on energy: Gas prices have fallen recently, however Committee economists see energy prices rising again, particularly for heating.

For example, New England is likely to see shortages and much higher prices for natural gas and home heating oil.

We're beginning to see the effects of Europe ending the importation of Russian oil and natural gas. We do not know the full consequences of this yet.

The Strategic Petroleum Reserve (SPR) is low which means there likely are not enough reserves available for release into the market to help alleviate high prices should oil and gas spike again.

“The U.S. economy is in for a bumpy 2023. Businesses should be prepared, and as always, be prepared for those unexpected events that came out of nowhere.”

THE BOTTOM LINE AND THE GOOD NEWS

The U.S. economy is in for a bumpy 2023. Businesses should be prepared, and as always, be prepared for those unexpected events that come out of nowhere.

The good news is that 2022 is shaping to end strong, with growth in the fourth quarter projected to perhaps be over 2%. And the economy is on sound footing once the volatility caused by high inflation ends. ■

Article originally published by U.S. Chamber of Commerce on December 16, 2022 by Curtis Dubay – Chief Economist, U.S. Chamber of Commerce

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OUR CALIFORNIA EAST BAY Chapter had a successful chapter holiday party on December 20, 2022, which included donations to the [Marine Toys for Tots Foundation](https://www.marinetoystots.org/). Thanks to their chapter members, there were some very happy children on Christmas morning. [toysfortots.org/](https://www.marinetoystots.org/)



THE NEW ROCKWALL CHAPTER of IPSSA's Region 12 recently held their first chapter meeting on January 12th. Welcome to the IPSSA family, Rockwall members!



CONGRATULATIONS TO AMY LEMIEUX of IPSSA's Port Charlotte (FL) chapter for winning the 2022 Pleatco Perfect Pool Gal of the Year! From starting in the pool business six years ago to recently opening her own pool service company, Amy is proving that hard work pays off and it's fantastic that she is being recognized for her dedication and service to the pool and spa industry. Way to go, Amy!

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IPSSA Code of Ethics

AS A MEMBER OF the Independent Pool and Spa Service Association, Inc., I will utilize my professional knowledge and skilled practical workmanship in providing quality customer service. To that end, it will be my responsibility to keep informed of developments in the pool and spa industry including new techniques and product applications.

My second obligation will be to the members of IPSSA by giving them any professional assistance they may need including sick route coverage. With respect to sick route coverage, I will treat sick route clientele with professionalism and respect and will not solicit the business of a sick route client while providing sick route coverage.

My final responsibility will be to my community and its citizens. I will strive to communicate the necessity for pool safety and other issues of importance to pool and spa owners.

In these ways, I will promote the ideals and objective of the Independent Pool and Spa Service Association, Inc.



DROP IN THE BEST WHEN YOU REPLACE THE REST

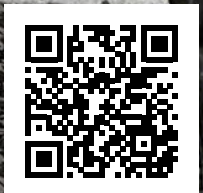
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Automatic Pool Cleaners Keep Clients Happy Between Service Visits

By Guy Erlich, Water Tech Corp

WITH SO MANY NEW POOLS IN THE MARKETPLACE, the demand for pool service has grown as pool owners seek to keep their new investment clean. With service techs stretched for time, techs need to maximize the revenue they can generate at every stop on their route. This is where automatic and battery-powered pool cleaners can really help. The goal is to make it easy for pool owners to keep their pools clean between service visits. To do so, service professionals need to help these new pool owners invest in easy-to-use robotic or battery-operated pool cleaners. Service techs agree that these pool cleaners not only help techs service more pools, but these easy-to-use pool cleaners also help build customer loyalty and can become a source of additional revenue.

FOCUSED CLEANING HELPS TECHS

Many service professionals are now carrying a battery-powered cleaner in their trucks to spot clean pool areas that are regularly dirty - areas like steps and cuddle covers that accumulate and show dirt. Techs report that clients often inquire about these hand-held, cordless and hoseless cleaners therefore it's important to be ready to sell them one of these 'proven' cleaners. Savvy techs are keeping extra units in their trucks to leave behind and simply add to their monthly bill. Other techs direct their customers to their website to purchase and have a unit shipped. It's important to remember that pool owners want to ensure their pool is always ready for impromptu guests and want to be able to quickly clean the pool to use it. Battery-operated, cordless and hoseless pool cleaners are the best option for spot cleaning steps and corners in a hurry. Additionally, when service techs talk to their clients about keeping the pool clean, they have an excellent opportunity to sell a robotic cleaner, by comparing it to owning a dishwasher. Simply explain that running the dishwasher daily keeps dishes continuously clean rather than piling them up in the sink to wash manually. Similarly, pool owners should keep a robotic cleaner in their pool to run daily, so the pool is always clean between service visits.

AUTOMATED POOL CLEANERS BUILD CUSTOMER LOYALTY

Service professionals are hired to make sure the customer finds their pool and/or spa easy to maintain, without any stress or hassles. Savvy techs realize that providing an automated cleaning solution between visits to the pool, ensures customer satisfaction and builds customer loyalty. For this reason, service technicians have started selling robotic and battery-operated cleaners to their customers so clients can use them between service calls. In fact, some service techs even use the strategy of 'loaning out' a pool cleaner to a client to see if they like it. For example, if a service tech goes on a service call and find the customer's pump is not operating properly and they cannot immediately install a new one, they leave a robotic or battery powered cleaner with the client to keep for the weekend. In most cases, the client loves the cleaner so much they end up buying one. In fact, there are multiple options available from smaller hand-held units to the larger, pole mounted units to deal with any size pool.

PROVIDE THE LATEST AND GREATEST AUTOMATION

Automation is popular in all segments of the market making automatic robotic pool cleaners very popular and easy to sell. Battery-operated and robotic cleaners are perfect for consumers that want the best and easiest solution for pool maintenance between visits from service techs. Both builders and service departments find that it is easy to sell a robotic or hand-held battery-operated pool cleaner to those that love automation. In fact, promoting battery-operated, hand-held vacuums or the latest robotic cleaner as "the best money can buy" is appealing to those customers, especially those who only want top-rated products—whether it be the best car, the best barbecue, or, in this case, the best pool or spa cleaner. In fact, many customers will buy the "best" cleaner just because it is referred to it as such. By selling robotic and hand-held battery pool cleaners, service professionals can quickly generate a new source of revenue.

CAPITALIZE ON NEW POOL AND OWNERSHIP

Savvy service professionals are embracing robotic and hand-held battery-powered cleaners to help clean more pools in less time, while building customer loyalty by keeping pools clean between service visits. This season, consider keeping extra battery-operated and robotic cleaners in your truck to sell to clients or offer them for sale on your website—you'll love the extra revenue and the pools on your service route will be the cleanest in the neighborhood! ■

ABOUT THE AUTHOR

Guy Erlich is the founder and president of Water Tech Corp., a New Jersey-based manufacturer of the award-winning Pool Blaster line of battery powered cleaners as well as the popular new Volt 550li robotic pool cleaner. From small unit for spas to commercial-powered units, Erlich has focused his business on patented, innovative, cordless and hoseless pool cleaners for over 20 years and his company was recently voted Best Place to Work 2022 by the NJ Business Journal. He can be reached via email at guy@watertechcorp.com.

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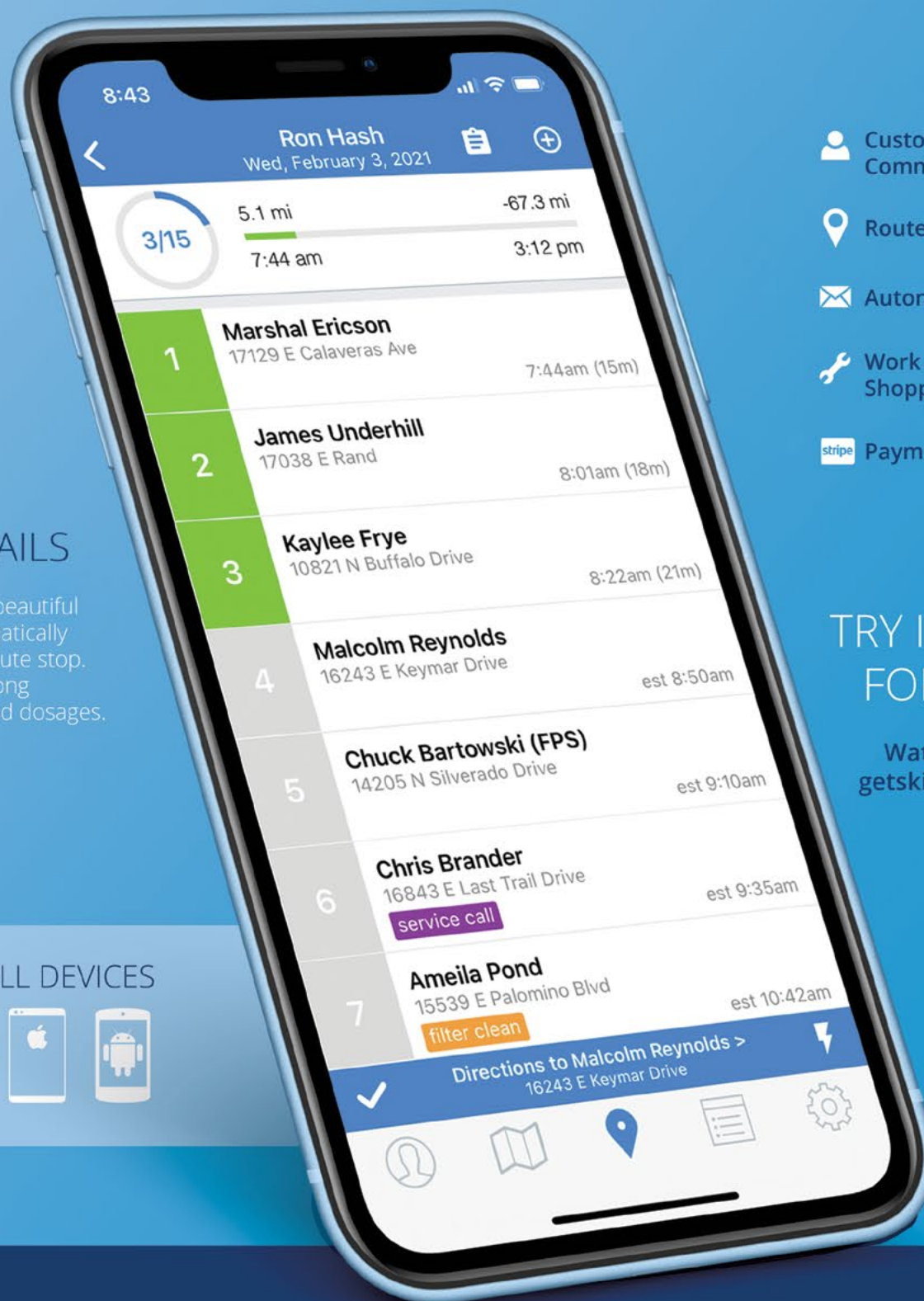
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CALLING ALL IPSSA REGULAR MEMBERS

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 Committee**
Provides advice to the BORD on the strategic directions, development of the educational activities of IPSSA and public awareness to the community. Oversees the IPSSA Education Fund.
- **Marketing and Outreach Committee**
Designs and implements strategies for promoting IPSSA by continuously strengthening its brand and message - Knowledge through Community
- **Membership Committee Program**
Promotes and facilitates the recruitment and continuity of IPSSA members

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 ■



IPSSA's Path to Professionalism Member Spotlight

IPSSA's first and foremost priority is to assist its members with growth and professional development through IPSSA's community, education, and support. Each month we will be highlighting a member through our IPSSA's Path to Professionalism Member Spotlight. This month's Path to Professionalism Member Spotlight is on Brad Fleming of IPSSA's Region 10 – Mid-Peninsula Chapter.

“The Path to Professionalism to me means how you pave your way to be the best that you can be. It's about learning little tidbits from the vendors and engaging in conversation with other pool pros at the IPSSA chapter meetings.”



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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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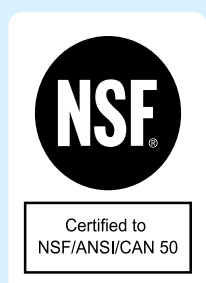
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FICTION VS. FACT

1. Membership in IPSSA means you have to participate in the IPSSA Insurance Program through Arrow/HUB Insurance Service.

FACT: Membership in IPSSA requires you to have general liability insurance with a minimum of \$1Mil limit. Proof of insurance must be provided upon acceptance of membership.

2. As a new member of IPSSA you must pass the IPSSA Water Chemistry Exam immediately.

FACT: A new member has up to one year to pass the IPSSA Water Chemistry Exam or may provide a certificate of training from one of the following courses: IPSSA Water Chemistry Exam, Professional Pool & Spa Operator (PPSO), Pool Chemistry Certified Residential (PCCR), Certified Pool Operator (CPO), LA County Health Department License, Florida Registered/Certified Pool and Spa Exam. Each Chapter can accept

alternate certification or still require IPSSA Water Chemistry to be passed. All proof of alternate certification must be sent to IPSSA National by the Chapter President, not the Member.

3. As a prospective member you must attend three meetings before acceptance of membership.

FACT: That is not IPSSA National Policy, chapters do have the authority to adopt meeting requirements for their prospective members.

4. Chapters must learn how to file insurance claims.

FACT: Chapters are not required to file an insurance claim. Individual members should be responsible for filing and contacting their insurance broker.

5. IPSSA National and Chapter dues include insurance fees.

FACT: Your membership dues

(formerly known as fees) do not include insurance or any service fees.

6. Members pay a reinstatement fee.

FACT: IPSSA National does not charge a reinstatement fee. The only time member is charged a fee by IPSSA National is for returned checks.

7. IPSSA National collects fines for chapters on individual members.

FACT: Chapters and regions are responsible for collecting fines to individual members.

8. Chapters can buy gift cards or hand out cash to chapter members from dues, chapter support and/or manufacturer rebate programs.

FACT: Chapters may not expend any Chapter funds for general gifts for chapter members (including their families, employees, and designates); distribution of excess revenues of the Chapter; payment of business

expenses of Chapter members (including most insurance) unless approved in advance and in writing by the IPSSA Board of Regional Directors.

9. IPSSA doesn't contact or call me when I haven't paid my dues.

FACT: Multiple emails are sent out during the month noted "IPSSA Membership Past Due - First Notice/ Second Notice." If we don't receive payment by the end of the month a cancellation notice is sent out to the member and we alert Arrow Insurance if you are enrolled.

10. IPSSA won't let me rejoin after I've been cancelled for membership.

FACT: IPSSA is more than willing to have members rejoin that accidentally dropped. All we ask is for the members to pay their past membership dues so there is no lapse in membership. ■

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 [click here](#) 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. ■



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Remember, for every client you refer that purchases a safety product from Pool Covers Inc., you will receive a referral check. We here at Pool Covers, Inc. appreciate you and your business!

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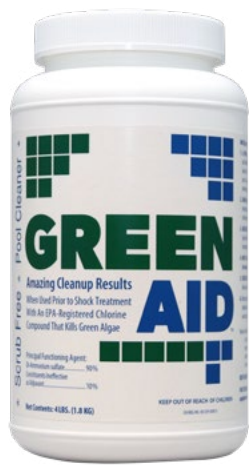


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New & Improved SeaKlear Pool Opening & Winterizing Kit

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ProTeam offers a new Dry Clarifier created specifically to increase sand filter efficiency by penetrating the sand with a highly effective polymer formula. This product helps restore water quality after heavy bather loads or heavy rains by attracting all matter as small as 2 microns and capturing it in the filter. Easy to use with very small quantities required—just 1 teaspoon in the skimmer for every 5,000 gallons of water. Simply apply to the filter after the backwash cycle. Use as needed to remedy hazy water or weekly to add sparkle to the water. Not only does this product help clarify water but it also helps reduce sanitizer consumption. Made in USA. **Learn more at proteampoolcare.com or 800-333-0400.**



IPSSA's Find a Pool Service Professional Search Function

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.



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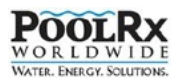
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Kent Westfall, Owner/Pool Inspector:

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Pool and Hot Tub Alliance/California Pool and Spa Association

cpsa.phta.org

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Susan Kregar: skregar@phta.org

The Pool & Hot Tub Alliance protects and advances the common interests of the industry by providing education, advocacy, standards development, research, and market growth to increase our members' professionalism, knowledge and profitability.

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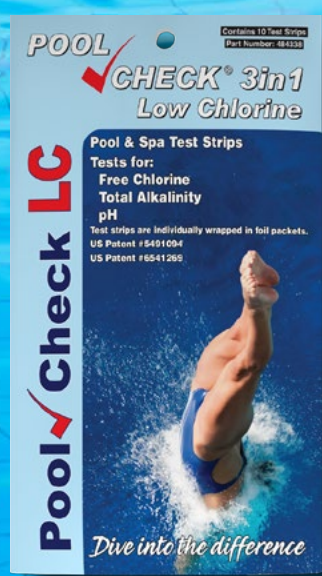
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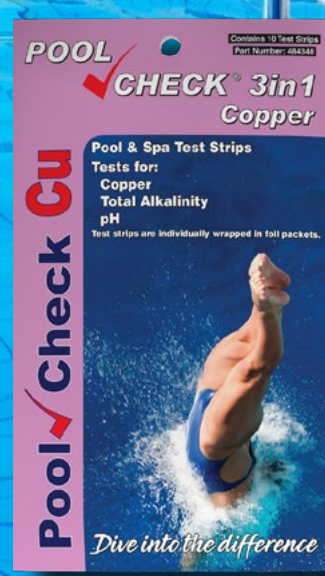
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