

THE IPSSAN



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The Independent Pool & Spa Service Association, Inc. exists for the mutual professional benefit and growth of its members and for the continued improvement of the pool and spa service industry.

Special Edition

Remembering Bob

By Terry Arko

ON A COOL FOGGY evening in Monterey, California we sat outside at the Paluca Trattoria on Fisherman's Wharf. It was Saturday, September 11th, 2021, the last day of the Pool Industry Expo. It was a very memorable dinner with Bob Lowry and his lovely wife Sylvia. Bob talked at length about his early life and his service in the special forces during the war in Viet Nam. I learned much that evening that enlarged the respect I already had for this man. Bob volunteered for the Army, choosing to enlist voluntarily rather than be drafted. At 18 years old in basic training his superiors observed that he was an exceptional shot with a rifle and was a strong energetic young man. As a result he was sent to training to become a Green Beret and succeeded being one of the youngest in the forces. By 19 years old he was leading a squadron on

missions that were classified by the CIA. He was captured during one of the missions and was held as a POW. For several weeks he was imprisoned in a bamboo cage that was partially submerged into a shallow river. His food was old scraps that were thrown to him. Fortunately, his squadron was able to locate him, and they fought off enemy forces for his release. It was at this point in the conversation that Bob rolled up the sleeve of his left arm to show me the near 10-inch scar that he received from an enemy bayonet in hand-to-hand combat. After his service to our country Bob returned to his home to attend Florida State University. Because he was a decorated veteran he was shunned at college and not allowed to participate in sports or even join a fraternity. Despite the unwarranted rejection he experienced he still worked

hard to obtain two chemistry degrees from FSU. This is where the story of Bob Lowry begins for the pool industry.

When Bob left college back in the early 1970's he partnered with a friend to create a polymer-based water clarifier for fishponds and aquariums. Eventually this led to the creation of one of the most popular pool water clarifiers known as 'Super-Blue'. This product is still used today to clear up cloudy water as a filter-aid. Due to the success of the clarifier Bob and his partner started a company known as Robarb. Eventually the two inventors parted ways and Bob hopped on a motorcycle and drove across country to Los Angeles to start another company. That company was Leisure Time Chemical and it's impetus was based on the creation of a polymeric spa/hot tub clarifier known as Spa Bright & Clear in 1977. At this time hot tubs were becoming very popular in California and portable spas were all the

rage. However, there were no specialty products designed to treat spas or hot tubs. That bothered Bob and so he decided to create a line of specialty products to address the unique maintenance challenges of hot water. The entire Leisure Time Chemical spa product line took off like a rocket. The products are still sold today and are very popular among spa hot tub owners. Bob was frustrated because he didn't feel like he was in touch with the backyard service

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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've been servicing a residential pool for about a year now. It's an older pool and the customer is now blaming me for damaging her plaster. I admit that the plaster is showing signs of deterioration and some staining, but that condition existed when I took over this account. I've tried explaining this to my customer, but she wants the name of my insurance company. How can I avoid a situation like this in the future?

ANSWER:

I was once told that pool plaster begins deteriorating as soon as a new pool is filled with water. While that may be an exaggeration, most agree that swimming pool plaster has a limited life span and pool service techs taking on new accounts need to protect themselves from pre-existing plaster damage claims. The best way to do this is with a new account evaluation checklist. I recommend that the service tech meet with the new customer before beginning new service. During this meeting, the service tech should discuss the pool's condition with the customer. Items should include equipment in obvious need of repair, as well as a detailed evaluation of the pool plaster. The service tech should note all areas that show plaster defects, including staining, cracks, spalling and delamination and the customer should sign and date this form. This simple form will provide a powerful defense to later allegations that the pre-existing damage was caused by the service tech's negligence. ■



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The IPSSAN

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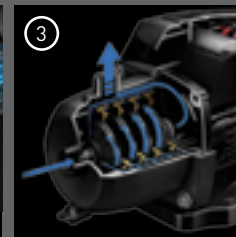
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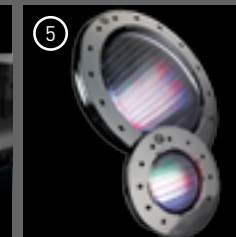
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Lights

Remembering Bob

Continued from front page

professional. So, he began visiting pool service companies. He met with one pool service pro and immediately asked if he could work for him at no charge. As a result, he spent close to two months everyday working servicing pools. He also would take more time throughout his career to meet up with pros in the backyard to help to solve water chemistry challenges. He made himself available to anyone who called him and also began teaching a weekly water chemistry course at his company headquarters. Bob continued to feel frustrated that enough education wasn't getting to the service pros, so he created Service Industry News in the early 80's. This was the first of its kind bi-monthly 'newspaper' publication provided free of charge at the distributor counter.

Throughout all of his career Bob always had a passion for real understandable education. He truly had a heart for the backyard service pro.

During his 48-year career in the pool industry he has authored 21 pool and spa chemistry books and published over 175 technical articles. He also wrote the 3 IPSSA training manuals which have over 425 pages on water chemistry.

He had a long history of teaching, troubleshooting, and innovating new ideas to help the pool service pro. Unlike many technical or chemistry related classes, his classes were always packed with service techs because they were the most relevant and understandable. In 2018 he wrote two books specifically for residential pool service pro and created the Pool Chemistry Training Institute which is the premier certification class that teaches a dynamic method for keeping pool water balanced and stable.

Bob's passion throughout all of his career was to help pool professionals solve the chemical related challenges they face every day. And to assist them in finding solutions that work and bring more savings and success to their business. He truly was one of the most brilliant yet down to earth and friendly people that I have ever had the pleasure to know. It is ironic to imagine but at the very hour that Bob was leaving this earth he was being honored

in Dallas Texas at the Pool Nation Awards that were held during the International Pool Spa Expo. Bob had earned the Pool Nation Lifetime Achievement Award. I had the honor of presenting and accepting the award for Bob. It is a moment I will never forget. Fortunately, we were able to record a video a few weeks prior to the awards of Bob accepting the lifetime achievement award. I think the best way to close this article remembering Bob is with his own words from that video.

"Thanks very much and hello from Lima, Peru. I am sorry I am not able to be there with you guys, due to recent changes in my health it is not possible. I am honored, humbled, and encouraged to accept and receive this lifetime achievement award. It is the first time in my career that I have been recognized for my contribution and to be recognized by service technicians is something special. Most of the chemical technical information I produce is for service techs. I have always tried to make complex chemical information understandable and technically accurate. During my 48 years in this industry people have said of me, who is he? Is he a chemist? He's a maverick, He's a crackpot, He's an idiot, He doesn't know what he's talking about, He's brilliant and He's a genius! I don't know what label I would give myself, but I am very grateful that you all have chosen to recognize and honor me with this award. I will continue my efforts and have a wonderful evening"

Those were literally Bob's last words to the industry. He will never be forgotten, and his legacy will live on. Bob passed away on November 17th, 2021, in his home of Lima Peru with his wife Sylvia by his side. He was 75 years old. For several years of his later life Bob fought an incurable lung disease. When he was diagnosed with the disease he was told that he only had at best two years to live. Being the fighter that Bob was he outlived that prognosis by 5 years. And every day that he had life he devoted to the pool service pro and the industry.

Rest in peace Bob Lowry. October 1, 1946 - November 17, 2021 ■

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Why 2022 is the Year of the Borate

By John Bokor

A NEW YEAR HAS BEGUN.

Pool professionals are seeking solutions to overcome what is looking to be another busy summer season. As an industry, the goal is to keep clients happy with their investment. With so many new pool owners entering the market, professionals need a product to ensure water stays clean, clear, and sanitized. Here is why this year, more than years past, is the year of the borate.

BORATES HELP POOLS WITH SALT CHLORINE GENERATORS

One of the primary reasons borates have gained popularity among pool service professionals is their ability to control corrosion in a saltwater pool environment. For pools with salt chlorine generator systems, a large amount of pool grade salt is added to establish a concentration of about 3000 to 5000 parts per million (ppm). It is important to maintain the appropriate salt concentration, as using too much can increase the potential for corrosion. Pools with salt chlorine generators continuously produce sodium hydroxide (NaOH) when the sodium chloride (NaCl) is broken into free chlorine. Unfortunately, NaOH has a pH of approximately 13, which will quickly increase the pH of the pool water. The continuous addition of NaOH results in a never-ending pH increase. If this is left unresolved, the high pH will lead to corrosion of the pool components.

Borates have a buffering ability which allows pool water to remain at a more neutral pH level for a longer period. This allows the chlorine to be more efficient and effective at sanitizing the water. Borate products are also easy to use,

as they are available in powders and slurries which can be added directly to the pool.

Borates help prevent corrosion and scale on equipment while also controlling pH levels in the pool water.

CORROSION PREVENTION

The electrolysis that occurs in a salt chlorine generator can damage plating on handrails, light niches, and other metal components. Borates create another buffering system for the water which eliminates these effects. Many pool professionals agree borates are a good companion product to salt chlorine generators because they help simplify water and equipment maintenance. It is worth the consumer's extra investment in a borate product, especially when their pool uses a salt chlorine generator to produce sanitizer. Borates add an anti-corrosion effect to help ensure against rust on equipment, accessories, and fixtures around the pool.

CALCIUM SCALE PREVENTION AND PH CONTROL

High calcium content can lead to scale formation, as well as cloudy water. Scale forms when calcium and carbonates crystallize on the pool walls around the waterline surfaces and equipment. This problem is compounded by a high pH. Borates keep the pH from creeping upwards to help prevent scaling. With an increased installation of pools with salt chlorine generators, borates have become even more important, as scale can reduce the life of the cell plates in the generators.

By maintaining borate levels at 50 ppm, salt cells last much longer. Service technicians agree the salt



conversion cells can easily last a decade. Even customers who ensure their pool water is balanced only get five to six years out of an equivalent cell without borates. The salt cell lasts longer when borates are used because they bond with the calcium in the water, allowing it to remain cleaner and producing less scale. Although scale does form in some cases, it is a much softer scale which is easier to remove. Plate damage is also minimized, as less acid is required to clean the cell plates.

Due to the high pH at the surface of the cathode plates, scale formation is more likely. In fact, it is important to note scale formation will occur inside the salt chlorine generator, even if the pool water is properly balanced. Service teams should start all their new pools with approximately 30 to 50 ppm of borates in the water, which normally lasts between one and two years. After about a year and a half, they usually need to add a little more borate to get the level back up into that range.

ADDITIONAL BENEFITS OF BORATES

Borate-based products also inhibit the reproduction of algae. This is a huge benefit for service technicians as pool owners who use borates rarely



have problems with green water—even after it rains in the summer and temperatures rise to 37 C (100 F). Those who do not use borates in those conditions will routinely see their pools turn green overnight. As summer rains and warmer temperatures increase, service professionals should always test for borates as part of regular water maintenance programs. Some pool professionals find borates also help to keep the pores of the pool plaster clean and algae-free.

Although borates are mainly a tool for pH and algae control, pool owners also like the look and feel they give the water. This product increases the water's refractory index. More light is reflected, which gives the pool more sparkle. Finally, borates help to improve the overall bather experience.

All borates can be considered derivatives of boric acid $B(OH)_3$, the active ingredient in eye drops. This soothing ability translates into pools and spas treated with borates. Borates are a mineral salt, so they help make bathers' skin feel softer and help reduce red eyes from swimming.

BETTER BALANCE WITH BORATES

Balanced pool water is one of the easiest ways to ensure chlorine will keep water sanitized. Borates allow pool water to remain at a more stable pH level for a longer period, resulting in lower chlorine consumption. Frequent and consistent testing of chlorine, using a home testing kit or test strips, is imperative to make sure the sanitizer levels are at the correct levels. Without testing one may be needlessly adding too much

chlorine, as only 1-3 ppm of chlorine is typically needed for good water quality.

For pools that use chlorine generators, there is a case to be made for adding borates to the water to ensure chlorine generators are not working overtime and causing harmful side effects to the pool and to the generator itself. In general, borates improve the wellness of all pool types.

PLASTER POOL START-UPS

Plaster pool start-ups require critical water conditions. During this period of changing water balance, borates demonstrate their unique characteristics. Balanced borates help guard against pH swings and protect delicate plaster surfaces from scaling or etching. They can also help prevent return trips to the construction site, to keep builders on top of their busy schedules.

VINYL LINER PROTECTION

Unbalanced pool water can prematurely break down the structure of vinyl material. Borates help extend the life of a vinyl liner because the alkalinity acts as a buffer and absorber against harmful pH swing.

FIBERGLASS POOL SURFACE BOOST

Borates have natural anti-scaling and anti-staining properties to keep fiberglass surfaces sparkling, pool water looking great, and equipment performing properly. In fact, many pool professionals say borates can provide a once-a-season water protection policy. An initial dose of 50 ppm will last most pool owners the entire season. Borates are only lost through splash out, backwash, or loss of water, so they tend to remain steady throughout the year.

Pool owners will be using their pools more than ever and will want to enjoy their new investment. The industry needs to ensure they remain satisfied by making their pools easy to maintain. With service technicians stretched to their limits, borates can help minimize maintenance between service visits and keep customers happy. ■

ABOUT THE AUTHOR

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

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By Rose Smoot, CAE, Executive Director

WOULD YOU LIKE TO SERVE AS A LIAISON TO ONE OF THE FOLLOWING ORGANIZATIONS?

1. California Pool and Spa Association (CPSA): Attend board meetings and have a vote. Provide an opportunity to serve on policy committee. CPSA is a professional trade association representing all segments of the swimming pool, spa and hot tub industry in California. CPSA primary role in the industry is to provide government relations services to support and protect the swimming pool, spa and hot tub industry from unwarranted new laws and regulations.

2. National Drowning Prevention Alliance (NDPA): Attend NDPA National Water Safety Annual Conference.

Mission statement. "United, we can prevent the tragedy of drowning." "We believe that together we can reduce the incidence of drowning and aquatic injuries in the US and abroad."

World Aquatic Health

Conference: Attend Conference: Involvement is every three years attendance at the conference. Is an aquatic research forum presented by the Pool & Hot Tub Alliance

- The CMAHC (Council for the Model Aquatic Health Code) triennial conference: The conference is held for the purpose of reviewing change requests to the model aquatic health code for the CDC.

4. Recreational Water Quality

Council: Attend meetings virtually and one in person.

RWQC 2022 Goals:

- Revision of Legacy Recreational Water Illnesses Publication
- Call for Research Proposal to Address CYA Concerns
- Go over Change Request Proposal Forms for ANSt/pHf A/rcC-U,
- Review ANSI/PHTA/|CC-1, LStandard for Water equality
- Review ANSI/PHTAIICC-Z Standard for Public Pool and Spa Operations and Maintenance

5. National Plasterer's

Council: Attend two education committee meetings per year. For over 25 years, the National Plasterers Council has



been assisting consumers and industry members in solving issues with pool plaster surfaces.

HOW TO APPLY

If interested, you may provide a letter of intent for (1) organization. Please provide your interest and professional experiences that aligns with the mission of the organization by January 24, 2022, by emailing IPSSA National at rose@ipssa.com.

The process: BORD-appointed liaisons will be reviewed and voted on for either renewal or change at the February BORD meeting.

LIAISON TERMS AND RESPONSIBILITIES

- The term of the position will run for a period of one year, or at the discretion of the BORD.
- If there is required travel to represent IPSSA, as the liaison you will be expected to do so on IPSSA's behalf. Please check with Rose Smoot prior to making any travel arrangements. Travel expenditures incurred as a liaison are reimbursable by IPSSA National, per reimbursement policy. Policy and expense reimbursement provided to all liaisons.
- Written reports from liaisons will be due no less than two weeks prior to each BORD meeting. Reports must be submitted to the respective committee and executive director. ■

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“Off the Deep End”

Pool Bob's Hydro-eclectic Musings



COLD FEET AND TOES

“The pool's too cold! It's freezing!”, shrieked the bather, upon surfacing, after making the first dip cannonball. As many times as we've heard that exclamation, it still kinda hurts us pool techs to hear our pool water isn't, “just right”. We strive to be sure the water is not too hot, not too cold, not too wet, not too dry. Oh well, in less than 5 minutes that same bather is happily splashing about and thoroughly enjoying the pool with no further regard of the temperature, so it must be fine after all. Now, the routine daily swimmers can, indeed, feel a degree of water temperature difference from normal and surely, they will let you know when it does. Our modern electronically controlled heater thermostats and sensors are very precise, especially when compared with a cheap floating thermometer or bather skin. The Taylor (no relation to our test kits) digital folding cooking / BBQ thermometer is about \$12 at the grocery or hardware store. It provides a mobile, fast and very accurate (+/- 1/10 degree) temperature measure for pools and spas, when

needed. Still, even if the pool temperature is exactly at 82.00000 degrees, a highly calibrated Big Toe may claim otherwise.

COLD CUTS

When threatened by a lion,

stallions put their heads together and use their mighty hind legs to ward off the danger. Donkeys, on the other hand, do the opposite and fearfully face outward, then kick each other. Our chapters past and present board members work hard to care and maintain smooth chapter waters. Occasionally, waves are made, and grievances come up requiring all members to put their heads together to explore and solve a concern or problem. However, what starts out as, perhaps, playful joking, casual teasing, friendly ribbing, and poking may escalate to hurtful comments, taunts, jabs, cuts, insults, harassment, criticisms and put downs, which could be concealing a truly bigger problem. Sometimes it is difficult to know there is a problem, until it hits like a tidal wave. Possibly, the provoking person doesn't know or even denies there is a problem. Fortunately, there are governing documents like IPSSA National bylaws, Chapter Standing Rules and IPSSA Policy & Procedures created by experienced IPSSA leaders, whom may have already addressed similar

concerns, that provide a guide to creating solutions that may include chapter membership motions, discussion and votes. IPSSA, regions, chapters and members change.

Expect to extend diplomacy, mindful thinking, kindness, patience and understanding, both ways. Pool and spa routine care, with measured chemistry adjustments, equipment monitoring, and scheduled maintenance is similar to problem discovery, troubleshooting, solving and prevention necessary for healthy IPSSA chapters.

ICE COLD POOL

My precious and I had a wonderful time at the Charles Shultz Museum (Charlie Brown Peanuts cartoon creator) in Santa Rosa. I especially enjoyed a behind the scenes tour of Snoopy's Home Ice Skating Rink and thought how a skating rink might compare to a swimming pool. A National Hockey League skating rink surface area is 85' x 200' (17,000 sq), but the 20–25-degree ice is only about 3" thick / deep. If pool volume = L x W x D x 7.48 g/cu ft, then it's about a 32,000 gallon very shallow frozen pool. Over 5 miles of 1" steel welded piping, beneath the ice, have about 10,000 gallons of custom blended aqueous calcium brine heat transfer fluid (+/-, 50,000 ppm salt, 120,000 ppm / 12% calcium chloride / hardness) coursing through it. The brine pH is 7.5-8.0 and is usually only required to be tested a couple times a year. Absolutely no air (suction leak?) can get in the solution, or the brine becomes highly corrosive. This liquid “hard salt syrup” is pumped from the chillers (un-heat pumps) to the rink. The heat removed from the

rink ice is pumped back to heat the arena or buildings. The heat removed is also used, especially, to heat the concrete sub-floor under the ice, to keep the ground from freezing and possibly “popping the frozen pool” out of the ground. The useful service life of the pumps, chillers, heat exchangers and piping is about 20-30 years. At regular daily or NHL / Olympic regulation intervals the Zamboni ice-resurfer shaves about 2500 pounds of scratched, chipped and dirty ice off the surface, not unlike our pool skimmer netting. Then the Zamboni carefully applies a very even and level 300-500 gallons of fresh warmed “make up water” that freezes solid in minutes. The ice can't be too thin or the skates will cut into the painted color team logos and hockey rink markings or worse... below the ice and into the steel pipes. If the ice is too thick, it won't freeze and it will like skating in slush. Ice rink care is only slightly similar to routine pool service and the chemistry is, well, different. I could not find 120,000 ppm calcium (400 times higher than a pool), the extreme total dissolved solids level adjustments (salt alone is 18 times higher than a pool) or the 27-degree point on the Langlier Index Water Calculator. And I would absolutely have to test the pH every week.

CATCHING COLD

Don't.

KEEP IMPELLING IPSSA! ■

ABOUT THE AUTHOR

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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Modernizing Older Pools to Increase Your Earning Potential

By Fluidra North America

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WHEN IT COMES TO SERVICING pools, it's time to start thinking beyond just "service" and start thinking about "selling". You can help usher pool owners into present-day pool ownership with modern updates that will make their aquatic activities more accessible, more efficient and more enjoyable than ever — while boosting your business with some added revenue.

Here are a few easy upgrades you should keep in mind at every pool visit:

ENERGY-SAVING POOL PUMP

Pool pumps can be one of the most expensive appliances to run, but many older pools are not yet taking advantage of energy-efficient variable-speed pumps. The best bet for cost-saving operation, variable-speed pumps allow users to run their pumps at different speeds throughout the day, preventing electricity costs from stacking up. For pool owners who use their pool year-round, or who live in areas where electricity is expensive, a variable-speed pump can be an especially worthwhile investment and most will experience savings so great, the pump will actually pay for itself and then some in just a couple of years. All Jandy® variable-speed pool pumps are ENERGY STAR certified, providing homeowners with the potential to save up to \$1,000 per year. With savings like this, pool owners can not only enjoy their pools, they can enjoy a few more pursuits as well.

HEATING WITHOUT HIGH COSTS

New heating technologies allow pool owners to extend their swimming seasons without the high expense. Heat pumps and energy-efficient pool heaters are easy to add to existing pool pads. While heat pumps take a natural approach — transferring heat from the air in to pool water, advanced heaters like the JXi™ with VersaFlo help cut costs by allowing water to bypass the heat exchanger when heat is not needed, thereby saving energy by creating a shorter, less restrictive path for the water to flow through.

LIGHTING THE FUTURE

Incandescent lighting, while effective, is not the most efficient form of lighting a

pool these days. And for a more dramatic makeover, upgrading to energy-efficient LED lighting provides more than just cost-cutting appeal, they provide an aesthetically pleasing pool ambiance with color options to match any mood. Generally smaller and easier to install, nicheless LED lights use less wattage while providing the same brilliant illumination as the incandescent lights installed in most older pools. And paving the way for greater creativity in pool design, nicheless lights are smaller, making it possible to light more architectural or natural pool formations as well as water features. Jandy's Nicheless LED Lights with HydroCool™ technology, are the smallest lights on the market at 4.5" (6 watt) and 5.5" (12 and 24 watt), providing enhanced design flexibility with two compact sizes, nine vibrant colors, two white color temperatures — Daylight or Warm White —and five color-changing light shows. Featuring advanced, state-of-the-art technology the Hydrocool lights are designed to run cooler and last longer —so pool owners can enjoy evening swims long into the future.

AUTOMATED POOL CONTROL

Whether it's convenient control from a smart device or with just the sound of their voice, home owners are easily able to turn on their TV without lifting a finger, turn off electronics while they're out and about, even unlock doors when they're not home. So why not give them the power to control their pool the same way. Adding automation to an older pool gives pool owners peace of mind that the pool pump is not running when it shouldn't be, or that the heater isn't contributing to costly energy bills when they're away. Plus, the cool convenience of being able to get the spa ready just in time for when they walk in the door after a long day is reason enough to retrofit outdated pools with the latest in pool automation.

For those who think automation also comes with a hefty price tag, you can let your customers know that's not necessarily the case. Jandy® offers a range

of automation options ranging from the advanced AquaLink® RS system that enables total control of the backyard experience and integrates with home automation systems to the Jandy TCX system that easily replaces a timeclock to enable basic control of the pool system.

Upgrading pool owners to an automated system allows them (and you) to enjoy anytime, anywhere management of up to 32 individual pool and spa functions from their mobile device using the iAquaLink® app. With a simple touch, they can control heating, lights, filtration, sanitation, and more — from a smartphone, tablet or computer. So next time they want to warm up the temperature, flip on the water features, start the spa, or turn on the lighting, they can conveniently do so.

BACKYARD ENHANCEMENTS

As interest in home improvements continues to be a focus, homeowners are looking for ways they can expand their living spaces outdoors to enjoy with their friends and family... even once the temperatures begin to drop. An easy way to extend the use of outdoor patios or dining setups in the cooler seasons is by adding fire features. But typical patio heaters can have an overly industrial look that does not match the aesthetic of a residence. Instead, give homeowners the warmth they want with the elegant ambiance to complement their style. Grand Effects® fire bowls and fire pits can be customized to match the look and feel of their backyard and are a great way to add some luxury while increasing the year-round use of their outdoor spaces.

But why stop at fire. It's easy to add the tranquil sound of rushing water to any pool now with freestanding waterfalls that attach to the deck and require no walls or rocks to cascade down from. Grand Effect's freestanding waterfalls allow you transform a basic pool into a modern, feature-rich pool your customers will enjoy for years' to come. ■



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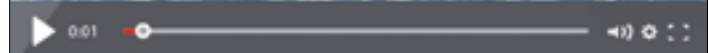


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Health Inspections: Is Your Pool Ready?

By The Aquatic Council, LLC

OPERATING A POOL? Your next visit from your county health department may be just around the corner. No need to panic. Your health inspector is on your side. You share a common goal – safer swimming for your members and guests. With that in mind, now is a great time to strengthen your relationship with the health department. Here's how you can start.

GET ON THE SAME TEAM

You and your health inspector are working towards common goals. Your relationship should reflect that. Make sure you connect with your health department regularly. Find out who your inspector is and let them know you appreciate their efforts. Your health inspector is an integral part of your success.

ASK THE EXPERT

Sanitarians are well-trained professionals, and they've seen a lot of pools. They know the successes and failures of other aquatic operators working in your area. They know the challenges and intricacies associated with your specific pool code. Utilize that expertise. Their advice is invaluable and will help you reduce your own personal risk and liability poolside.

CHECK IN PROACTIVELY

If it's been awhile since you've connected with your HD official, shoot them a quick email. Make sure you know what documents, certifications, safety plans, water samples and/or fees they require in order to issue your yearly permits. A quick call or email can ensure you're on track.

DO YOUR HOMEWORK

Don't go into inspections blind. Make sure you're up to date on the latest codes and standards in

your county. Not sure where to start? Your state code and aquatic standards from the CDC can be found on The Aquatic Council's website at aquaticcouncil.com under "Pool News".

CLEAN UP YOUR ACT

Clean pump rooms, locker rooms, storage areas and pool decks are safer – both for your patrons, and for your team. Make sure you're putting your best foot forward during by thoroughly cleaning these areas in advance of inspections. Schedule team members for cleaning work over the next few weeks. Be sure to properly dispose of any chemicals that you're not using.

GATHER YOUR CERTS

If your health department checks on certifications for lifeguards, pool operators or other aquatic personnel, make sure you're gathering this information and storing it for easy access upon time of inspection.

INSPECT, REPLENISH, REPLACE

Give consideration to the simple equipment upgrades that will make your next health inspection a breeze. Upgrade your chlorinator, replace your test kit and stock your safety equipment now. Budgeting for prudent upgrades will show your health department you're committed to a safer aquatic facility.

SELF-INSPECT

Ready to ace your next inspection? Put your pool to the test. It's easy to



run your own mock inspection. Pull a previous inspection report and schedule time with your team to self-audit per official health department standards.

BE QUICK TO CALL

Pools are busy places and an open, transparent relationship with your HD is in your best interest. Make sure they're up to date on all poolside incidents and accidents, especially those that might impact public health. Be quick to self-identify when things aren't going according to plan. Your health department will appreciate your transparency and may be able to offer prudent advice during the most challenging portions of your swim seasons.

PROMPT REPORTING

Keeping your health inspector informed includes consistent and timely reporting of your daily chemical checks. As you complete required chemical reports make sure you are promptly sharing the results with your health department. Scan your reports weekly and send them in via email to cut reporting time. Not only will you be keeping your inspector up to date, you'll be digitally timestamping your official documents. If your pool chemistry ever comes into question, you'll be able to show the consistency in which you maintain and test your chemicals. ■

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10 Customer Service Tips That Build Loyalty... and Sales

By Nicole Wisniewski

SURE, ENTICING MARKETING pieces with crisp, clear images and strong calls-to-action, along with great sales pitches, can bring customers in the door. Those are first impressions; we all know about the importance of those. Never take them for granted.

But last impressions are what keep customers loyal. While a first impression may set the tone, every follow-up impression ensures customers come back for more.

And customer allegiance is your ultimate goal because research says it costs five times as much to attract new customers than it does to keep existing ones. In fact, loyal customers are worth up to 10 times as much as their first purchase, White House Office of Consumer Affairs reports. Not bad when you're looking at your sales goals for the year. Think of it this way: Just a 5 percent increase in customer retention can lead to a 25 percent to 100 percent increase in profits for your business, according to "The Loyalty Effect."

A superior service experience is what builds this customer loyalty. PwC research says a whopping 80 percent of Americans list friendly service as one of the most important elements of a positive customer experience.

You want to stand out from your competitors so your customers are never tempted to seek a cheaper price or alternative service. Really, the ultimate definition of loyalty is "when people are willing to turn down a better product or service to continue doing business with you," says Simon Sinek, popular business author

and motivation speaker.

Pool, spa and hot tub professionals can build their customer loyalty with these 10 recommended service strategies.

1. KNOW YOUR CUSTOMER

Today's customers expect you to know them. Microsoft's recent study on the "State of Global Customer Service" says 72 percent of consumers expect service providers to "know who they are, what they have purchased and have insights into their previous engagements."

Use software to segment customer personas and service solutions and preferences and to keep the information handy so your service professionals can proactively provide better support.

2. GET PERSONAL

It's OK to build rapport and relationships with your customers. In fact, ContactPoint says employees only ask for customers' names 21 percent of the time. Stand out by being personal and asking for and remembering their names. Making your customers feel like people is a small investment in building lifetime loyalty ... and the word-of-mouth referrals that come with it.

3. EMPOWER YOUR EMPLOYEES

"Customer service should not be a department. It should be an

entire company," said Zappos' founder Tony Hsieh.

Train and educate your employees on your preferred service experience so they can see the bigger picture on how this helps the company overall. Then give them some authority and freedom to decide when they need to go the extra mile to satisfy customers.

4. SEEK EMPLOYEE FEEDBACK

Employees on the front lines of customer service are best at identifying roadblocks to providing better service. Regularly ask them for their thoughts and ideas on their customer experiences and if they have what they need to effectively service customers. Maybe excessive paperwork, lack of information, scheduling challenges or other simple fixes are preventing your company from standing out in the service department. Addressing these issues can not only boost your service, but also motivate your front-line employees because you're hearing and addressing their ideas.

5. TRACK CHANGES IN CUSTOMER SERVICE AND EXPECTATIONS

Conduct an initial customer satisfaction survey to give you a baseline to which to measure future service. Then, regularly conduct these surveys to

identify what service attributes are most important to your customers and how your service is changing over time to meet those needs.

6. STAY IN TOUCH

You want your customers to keep you in mind long after your last interaction. This requires regularly following up with them. Consistent newsletters, updates and customer appreciation emails are some examples of how you can do this. Staying in touch also positions your company as one that is easy to reach if your customers need you.

Also, don't ignore social media. A Nielson survey says 50 percent of customers use social media channels to raise their customer service concerns. And they expect swift responses. You may not think it's worth it, but Bain & Co. research says customers who engage with companies over social media spend 20 percent to 40 percent more money with them.

7. RESPOND TO CUSTOMER INQUIRIES AND COMPLAINTS

It takes 12 positive experiences to make up for one unresolved negative experience, says the book "Understanding Customers." So, it's much easier to just respond promptly to customer service inquiries

Continued on page 21

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Give Your Customers Premium Options

By Steve Barnes

YOU ONLY GET ONE CHANCE to build a quality pool in any one location. Start the project off right by offering beauty, lasting value, and top-tier performance.

Purchasing a new pool or undergoing a major renovation can be a stressful process for many homeowners. This is especially true in a covid-world struck by supply chain issues and product shortages. The first-time pool owner forums are flooded with consumers desperately seeking help to quickly make design choices, so they do not lose their place in line with the builder. This is where Sales Professionals can help by including quality features in their initial design offerings.

These may be booming times for pool builders, which is great, but it is also reminiscent of the mid 2000s, when sales processes slid backwards in many cases from “Sales Professionals” to disinterested “Order Takers” perpetuating a product quality race to the bottom. The results can be embarrassing as poor-quality designs result in terrible circulation systems that are difficult to maintain, and too often look like something designed in the 1990s or even earlier.

Pool contractors install what was sold and it is worth stating again “you only get one chance to build a pool in any one location.” This is a seller’s market and there is no better time to make the most of each project’s design, both in profitability and quality. Embrace the pool buyer’s style choices while making sure the “base-model” pool is well-equipped and ready to stand the test of time. Sales Professionals

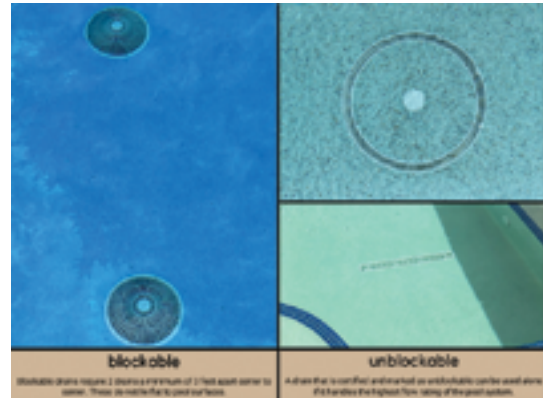
who promote unseen quality and performance know they are doing the buyer (and any subsequent property owners) a huge favor in the process.

ALERT CUSTOMERS TO THE DIFFERENCE BETWEEN “PRICE” AND THE “COST OF OWNERSHIP”

Everyone enjoys nice vehicles with the latest bells and whistles, but we also care about the cost of ownership. Certainly, skyrocketing fuel prices have everyone’s attention, making vehicle fuel economy a key buying factor when it comes to purchasing a new vehicle. Likewise, eager pool buyers would more often than not choose modern, high-efficiency systems and equipment IF they knew these options were available and understood the value they bring to the table.

There is no better example of “out of sight and out of mind” than the cost impact of PVC piping. Smaller pipe is cheaper to buy, but it is much more expensive to own. Why? Because it is harder to push water through small pipe, requiring much higher pump speeds to do the same job. As we all know, variable speed pumps are here to stay. Using larger pipe size with high-efficiency filters (that have low head loss) are key to reducing the cost of ownership by 50-75% as compared to single speed pumps and smaller pipe. While pumps and filters can be replaced, pipe is permanent. For a visual demonstration of this point, you can visit the AquaStar YouTube channel and watch the video called “AquaStar Hydraulics Demo.”

Another one-time, permanent decision is the look and performance of your



VGBA drain covers. Under U.S. Federal Law, there are two types of drains: “blockable” and “unblockable.” The differences are profound on many levels, including safety, performance, enjoyment, and beauty. Yes, enjoyment too. There is nothing enjoyable about tripping over drain covers sticking up from the floor of a spa, much less the floor of a sport pool. Blockable drains only pass the VGB Act’s safety testing when they stick up from the pool surface, often up to two inches. “Unblockable” drains pass the same tests while installed flat and flush mount, totally eliminating tripping and stubbed toe problems.

Unblockable drains can be flat because they are too large in at least one direction to be fully blocked during the safety testing. These drains come in three basic styles: 32” x 4” channel drains, 20” circles, and 18” x 36” rectangles which are typically used in public pool settings because of their remarkably high flow ratings. A modern design feature of unblockable drains is that only one is required to comply with the VGB Act and all modern building codes. While unblockable drains are larger by design, they take up less space than dual drains that must be at least 3 feet apart or scattered around pool and spa walls.

OFFER POOL OWNERS A CHOICE!

The look and feel of a drain cover may not be top-of-mind during the building process, but it should be! Such a small detail can make a major difference in the overall look and feel of a pool or custom spa. Sales Professionals are already taking the time to show tile and finish samples during the planning process, so why not include drain cover options in this same discussion? Giving homeowners a choice during the building or renovation process will lead to happier customers in the end! ■

ABOUT THE AUTHOR

Steve Barnes is the Director of Science and Compliance for AquaStar Pool Products. He is the Co-Chairman of PHTA Technical Committee, is Chairman of ANSI/APSP/ICC-16 2017 the Federal VGB Pool & Spa Safety Act drain cover standard writing committee, and past Chairman of the ANSI/APSP/ICC-15 Standard for Residential Swimming Pool Energy Efficiency. A voting member on the ICC Swimming Pool and Spa Code Committee and all versions ANSI/APSP/ICC-7 Standard for Suction Entrapment Avoidance. Steve has 38 years of experience in the pool industry, dating back to 1984 where he began as a hydraulics research and development lab technician, moving into lab management, new product development and risk management. Steve’s career focus is on helping pool contractors make pool ownership more enjoyable and cost effective.

10 Customer Service Tips

Continued from page 18

and complaints than it is to ignore them.

Remember to use all the tools at your disposal to interact with customers. According to American Express research, customers prefer to resolve their service issues using these tools (from highest to lowest preference):

- Phone (90%)
- Face-to-face (75%)
- Company website or email (67%)
- Online chat (47%)
- Text message (22%)
- Social networking site (22%)

8. DON'T MAKE YOUR CUSTOMERS WAIT

The more a customer waits when they are upset, the more frustrated they get. A Toister study says customers now expect responses to their inquiries

in one hour or less. While that might be hard to master for many companies, set a response time, communicate it openly and then stick to it. For instance, state 24- to 48-hour response times up front and then make a commitment to meeting that promise. While this doesn't meet consumers' general growing demands, by clearly communicating when you'll respond and meeting those expectations, your customers will be more understanding and responsive.

9. OFFER SINCERE APOLOGIES

Despite whether a customer service issue is your fault or not, deferring responsibility or refusing blame is not something your customers want to hear. Three in five of them would try a new brand or company

for a better service experience, American Express reveals.

To salvage customers, always begin with, "I'm really sorry this happened," and then follow that up with, "I'm going to do my best to fix this for you."

By apologizing, you validate the customer's problem, taking ownership and expressing empathy. You're showing your customers you care about their concerns.

10. BE POSITIVE

Words like "can't" and "won't" are negative. Negativity is especially tough in today's business climate. Focus on being more positive. Even if the answer is, "no," explore other language that reflects a more positive approach. For instance: "While we're still exploring those possibilities, here's what we can do for you."

And when you can offer that extra something special—a small discount, a free gift, a special educational brochure or tip, a thank-you for their business, etc.—do it. These little things can give your brand that recognition as a company that cares about its customers.

Remember, 59 percent of customers will walk away from a business after several bad experiences, but 17 percent will turn their backs on a company after only one, the PwC study uncovers. Perfect your customer service to not only drive customer loyalty, but sales as well. As Walmart founder Sam Walton said: "There is only one boss: the customer. And he can fire everybody in the company from the chairman on down simply by spending his money somewhere else." ■

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The advertisement features a close-up of a black, dome-shaped pool filter with a locking collar. Blue arrows indicate the flow of water through the filter, and green arrows show the collar being locked. A pressure gauge is visible in the background.

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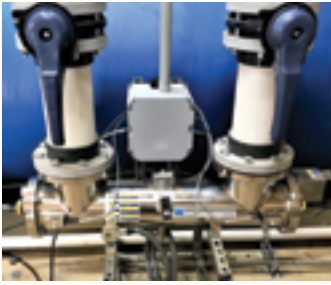
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The advertisement shows a computer monitor displaying a software interface, a smartphone, and a tablet, all set against a background of a pool and sky.

The AOP Hydroxyl Radical •OH

By Rudy Stankowitz, Aquatic Facility Training and Consultants



the generation of hydroxyl radicals in sufficient quantity to affect water purification. As a result of the process, we get the AOP Hydroxyl Radical •OH. We say 'Advanced' because the oxidation reactions are significantly faster than they would naturally occur otherwise.

THE FUTURE OF SWIMMING POOL DISINFECTION

Advanced oxidation process is defined as those which involve

Obviously, this is not a new thing in water purification with references made as far back as 1897; however, it has taken its

time in finding its way into mainstream swimming pool water treatment. Realistically we are only just now on the cusp of having our foot in the door, and with its popularity on the horizon, familiarizing ourselves with the basics of AOP wouldn't hurt.

ADVANCED OXIDATION PROCESS

Luckily, with the introduction of advanced oxidation processes (AOPs) in drinking

water treatment nearly forty years ago, most of the heavy lifting has been done for us. In fact, these methods have been put to the test against some of the toughest of the tough and have made light work of heavyweights such as cyanobacteria (black algae), cryptosporidium, white water mold (WWM), and giardia.



In one manner or another, the hydroxyl radical is the result of the dissociation of hydrogen peroxide (H_2O_2). The product is •OH, which is the neutral form of hydroxide (OH^-). Although short-lived, the hydroxyl radical decomposes organics and inorganics by breaking apart (cracking) the bonds that hold these molecules together.

THE AOP HYDROXYL RADICAL •OH

I know you already know about the superior oxidizing power of UV and Ozone (O_3) in swimming pool water. Think of AOP as a method that boosts the level of oxidation offered by each (see Popeye analogy below). This can be done by simply adding a dose of hydrogen peroxide (H_2O_2) to the mix or by using a combination of both UV and Ozone which besides generating •OH, will create the peroxide we need. Oddly enough, peroxide on its own is not super effective at all.

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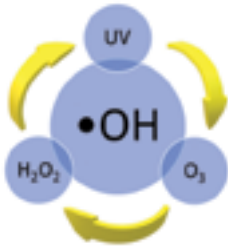
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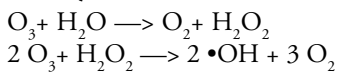
MOVING BUSINESS FORWARD DOESN'T MEAN YOU HAVE TO GET THERE ALONE!



There are a few different methods of generating the hydroxyl radical •OH that we can utilize:

- Ozone/UV.
- Ozone/Hydrogen Peroxide.
- UV/Hydrogen Peroxide.
- Hydrogen Peroxide/Ozone/UV.

OZONE/UV



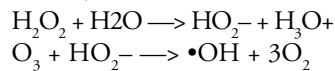
UV has enough energy to begin the decomposition of Ozone (UV photolysis), which, when in water which results in hydroxyl radical formation and the formation of hydrogen peroxide. Moreover, the O₃/UV method is by far the best means of generating hydroxyl radicals but struggles to produce large quantities due to the low solubility of O₃ in water. However, this method basically fell from grace due to cost in comparison to ‘Peroxone’ or UV/H₂O₂. But, with recent advances in technology, we may again see the Ozone/UV systems also take their place back on the playing field.

Depicted in this still life, are items associated with the sterile delivery of proper health care. Pictured here, was a bottle of the disinfectant, hydrogen peroxide (H₂O₂), and two glass apothecary jars, one containing sterile Q-tips, and the other containing cotton balls. Two

loose cotton balls were set on the counter in front of the bottle of H₂O₂ – CDC/ Amanda Mills.

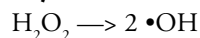
Warning: Use of AOP, or Ozone or UV in a pool treated with Bromine, or Chlorine treated pools with Sodium Bromide added as an algae treatment is not recommended. This method will result in the production of the carcinogen BROMATE (BrO₃⁻).

OZONE/HYDROGEN PEROXIDE



This is the iron horse of hydroxyl radical (•OH) generation in advanced oxidation. Sometimes called ‘Peroxone,’ the H₂O₂ injection/O₃ method is the most popular and most widely accepted by regulatory agencies. Extensive field testing has provided a proven track record. Consequently, the peroxide/ozone method is much more cost-effective in hydroxyl radical (•OH) generation than the less popular O₃/UV systems.

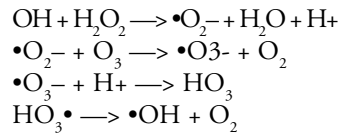
UV/HYDROGEN PEROXIDE



UV light dissociation of H₂O₂ is probably the most used method of hydroxyl radical generation at the moment. This is due primarily to UV (ultraviolet light) growing popularity in remediation fecal-related waterborne protozoa such as cryptosporidium and giardia. A huge benefit is the ability of the H₂O₂/UV process to generate large amounts of hydroxyl radicals. On the other hand, this requires a heck of a lot more hydrogen

peroxide than the ‘peroxone’ process described above.

HYDROGEN PEROXIDE/OZONE/UV



We already know Ozone/UV systems that the UV photolysis of ozone leads to the formation of H₂O₂ and •OH. By adding additional peroxide, we can augment our hydroxyl radical generation. However, the process is cost-prohibitive in comparison to both H₂O₂/ozone and H₂O₂/UV.



THE POPEYE ANALOGY

This is about the easiest way we can explain this to a customer. We all know that Popeye the Sailor was a total bad*ss, right? And we know his strength really intensified after eating spinach. On the other hand, spinach isn’t all that powerful on its own. So, if Popeye is Ozone (or UV) and Spinach is Hydrogen Peroxide, then Popeye + Spinach = hydroxyl radical •OH

Do you agree that AOP will be the swimming pool water treatment of the future? ■



ABOUT THE AUTHOR

Rudy Stankowitz is a 30-year veteran of the swimming pool industry and CEO/President of Aquatic Facility Training & Consultants. He has conducted swimming pool related training/technical seminars throughout the world. Stankowitz is an award-winning PHTA and NRPA instructor. CPOclass.com

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.

Things to do in January

- Plan your year
- Evaluate and refine your business systems
- Take a vacation
- Attend one of the many industry events going on this month

NEW ASSOCIATE MEMBER SHOWCASE



Meet LOU - the all-in-one cloud business software built for the pool & hot tub industry.

The Evosus team has taken 20 years of experience with over 500 pool & hot tub businesses to build LOU. LOU is 100% cloud & 100% awesome. Integrates retail, Point of Sale, field service, route optimization (via Google Maps), scheduling, multi-site inventory management, payment processing, reporting, financials, and so much more. Let us show you the future of ERP cloud business software for the pool and hot tub industry.

Learn more at evosus.com/lou.



Women in the Pool Service Industry

Katrina Pederson

BARE FEET POOL & SPA CARE, WALNUT CREEK, CA

By Michelle Harvey

WE HAD THE PLEASURE of chatting with Katrina Pederson of Bare Feet Pool & Spa Care out of Walnut Creek, California. Katrina opened her pool service business with just one pool account and has grown her business extensively over the past eight years. She accredits a lot of her success in the business to the networking opportunities with other pool professionals that was available to her because of IPSSA.

Prior to getting into the pool service business, Katrina was a single mom raising her son Zane while working full time in sales and also going to college full time to complete her bachelor's degree. She was used to always being full steam ahead, but when she looked into getting her master's degree she realized the program also required a full-time internship, which she logistically couldn't do timewise. She had planned on waiting to go back for her masters when her son got into high school. Around this time, she was chatting with her good friend who had been in the pool service business for over 30 years and was a member of IPSSA. He suggested that Katrina consider starting her own pool service business where she could make good money

and work decent hours while she waits to go back to school. She agreed to give it a shot, but at the time she planned on it just being temporary.

Katrina started her business with one pool account, which was referred to her by her friend. She learned the business one pool at a time. She admits at first, she truly didn't know what she was doing and initially couldn't distinguish the difference between a pump and a filter. It was suggested that she join IPSSA to network and help her learn all about the pool service industry. She admits she was a little nervous going to her first chapter meeting, especially since she was a woman and knew women were the minority in the industry. However, from the beginning everyone at IPSSA was so welcoming towards her. She was able to get the guidance and support she needed from her fellow IPSSA members and chapter supporters over the years. Now, eight years later, she has organically grown her business to nearly 200 accounts and attributes a lot of her success to the connections she made through IPSSA.

From the beginning, she quickly realized how lucrative



and flexible the pool service business really was. She was able to work a little over part time, but still make full time money. This allowed her to have extra time with her son while also providing the opportunity to bring Zane out on the field with her where he could learn simple tasks and earn a little bit of money. Over the years, Zane learned the pool service business with his mom's guidance and in September of 2021 Katrina took on Zane as a business partner.

Although some women may be discouraged at the thought of starting their own pool service business, Katrina discovered that being a woman in the industry has helped her succeed. Many of her clients prefer to hire a female-owned business and a good number of them have told her that they prefer a woman on their property to manage their pool and spa. Katrina places a lot of importance on keeping regular

communication with her clients as well as continued education for herself. She believes the more you know, the more you'll come off as being a professional and the more your customer will trust you. There are always new products, equipment, and environmental factors to consider and as a business owner Katrina wants to make sure she stays on top of everything to be able to give her customers premier level service.

For Katrina, the hardest part of this industry is the isolation. She states that she often goes days without seeing another person while out in the field. It gets lonely. However, through IPSSA she made friends, exchanged phone numbers and now there isn't a day of the week that she doesn't talk to someone from IPSSA. Katrina stated that IPSSA is truly an extension of her family. If it weren't for IPSSA, she's not sure she would have made it in the business. ■

Letters to the Editor

Letters to the editor must be accompanied by a name, valid e-mail address and daytime phone number for verification purposes. (Your phone number and email address will not be printed.) Your name will be published with your letter 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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Access to your wholesale pricing & visibility to consumer retail prices



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The Lighter Side of Pool Service

Effectively communicating your marketing message

By Mark Feldstein, CFO/Marketing Director

MY MARKETING GURU, Dane, and I were sitting comfortably securely strapped into a SpaceX Rocket, listening idly to the countdown for launch, when I asked, “So, Dane, now that you’ve explained different marketing strategies and creating an identity, differentiators and the rest, where exactly does it all come into play? Where are the best places to market when you are on a tight, if practically non-existent budget?”

10, 9, 8...

“Ah, this is an area where so many business owners overlook the obvious. There are so many marketing opportunities that are simply ignored.”

“Where?” I asked, anxious to hear what I may have been missing, too.

7, 6, 5...

“The most obvious is something most of us use every single day multiple times. The email signature! I can’t believe how many emails I receive from small companies that offer nothing of value in their email signature.”

“What do you mean, ‘nothing of value?’” I asked.

4, 3, 2...

“I mean that the signature will contain only their name, sometimes the company name and a phone number. That is missing a huge opportunity for marketing. I dare to say that as much attention should be paid on an email signature as to the website for a company. Think of it this way. How many emails to recipients outside your company do you send a day? On average.”

“Hmmm, I’d say, at least, 20 to 30 a day.”

1.

At this point in the conversation, we had to pause until we reached the upper atmosphere where things settled down. I had my barf bag at hand and Dane was playing with a floating pen.

“So, let’s do the math,” he said, “averaging to 25 emails a day 5 days a week times 45 weeks a year, giving you time off for Holidays and vacation.” He quickly punched in the numbers in the panel in front of him which turned out not to be a calculator but a fuel release button. After everyone calmed down, and we figured out we could make it back home, he continued, “That’s 5,625 e-mails each year, give or take. Think about how many of those are going to multiple users or being forwarded to other people. You could probably double that number. That’s how many potential marketing messages you are sending out every year. That very well may equal or exceed the number of visitors to the website.

“So, what do you suggest be included in an email signature?”

“First of all, it should be eye-catching and beautiful. Pool Professionals are in a very visual business. They could ask permission from a favorite client to use a photo of their pool with a caption like, “ ‘Clear, clean, hygienic, refreshing, inviting and healthy pools’ is our middle name. We have a long name.” Or whatever they wish. As simple as “Another satisfied Blue Water Service client”

“It could have their slogan, logo, contact information, of course, links to social media, link to a video or multiple

videos, a one sentence client testimonial, website link. So many possibilities.”

“Wow. So, it’s an opportunity for a little advertisement that goes out to thousands of people,” I said.

“A free lost opportunity for so many people. You can immediately tell a professional from a small-timer from their email signature. If you want to appear like the professional they are, then they need to put in some effort in their signature. Here are some more thoughts:

- What about a photo of the owner standing next to a pool with a brush in his hand?
- How about a link to a video of him cleaning a pool? Or explaining why It is important to keep the water chemistry balanced?
- Include what the owner may take for granted, but might be important to the prospect, such as:
 - Weekly Pool Service
 - Bi-Annual Filter cleanings
 - All work warranted
 - Regular Equipment Inspection to maintain peak efficiency

“Nothing wrong with including your differentiators in your email.

While musing over how round and blue the Earth looked from this vantage point, I asked, “This is making me think of other missed opportunities like the voicemail greeting. So often, I’ll call someone in business and their voicemail greeting is set to default where it just repeats

the phone number. Seems like another lost opportunity.”

“Not to mention sounding completely unprofessional,” Dane agreed, staring out at the moon as big as a wheel of Swiss cheese in his window. “No one wants to hear the phone number in a greeting – they prefer to hear, at a minimum, the name of the company or person they are calling to confirm they have dialed the correct number.”

“How come we still say dialed instead of something like punched or tapped?” I mused.

“The same reason we still explain to callers in our Voicemail greeting what to do. If they don’t know how to leave a message, how did they know how to work a phone? It’s time to move on. A voicemail greeting is an opportunity for a marketing message.

For example: “Hi, you’ve reached Sparkle Pool Service. We are not answering because we are keeping your neighbor’s pool crystal clear. We’d like to do the same for you!” Beep.

“Take some time and think in terms of an elevator pitch for the company and cut it down by 3 to 5 seconds because even an elevator pitch is too long for a voicemail greeting. Keep it brief and to the point but leverage the greeting to deliver something of value.”

“Oooo,” I said excitedly while floating upside down and looking out the window. “Phone on hold messages is another opportunity.”

“True,” Dane agreed, “They are similar to voicemail greetings, except they are a

Continued on page 28

THE INDEPENDENT POOL AND SPA
SERVICE ASSOCIATION PRESENTS

WEEKEND OF INSPIRATION CONFERENCE

"TACTICS, TOOLS AND IDEAS WORTH SHARING"

FEBRUARY 4-6, 2022

**KONA KAI RESORT
SAN DIEGO, CA**

SCHEDULE OF EVENTS:

(ACTUAL TIMES SUBJECT TO CHANGE)

FRIDAY, FEBRUARY 5

5:00 - 8:00 : Cocktail Reception with Featured Associate Members

Come network with your colleagues and industry leaders while you get a bite to eat

SATURDAY, FEBRUARY 6

7:30 - 8:00 : Breakfast with the IPSSA BORD

Kick off the day by joining the BORD for breakfast and telling them your story

8:00 - 11:00 : Leadership Seminar

*Featuring **Get a Klu** motivational leadership speaker on how to be a great leader & **Ray Arouesty** speaking on how to minimize chapter risk.*

12:00 - 3:30 : General Session with Breakout Groups

1. How to Compete and Market your Business
2. Mastering Today's Challenges in the Pool Business
3. How to Maximize your Chapter. Tips and Tools.

7:00 - 11:00 : Banquet Dinner and Reception



Use your phone to take a picture of the QR code or go to www.ipssa.com to register for this event

info@ipssa.com
888-360-9505



The deadline to register is
January 14, 2022

Please Note: It is mandatory that all incoming IPSSA chapter presidents and treasurers attend the leadership and general session of this event to avoid a fine of \$500 per person. All other chapter officers are encouraged and welcome to attend.

THANK YOU TO OUR EVENT SPONSORS:

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BORD Sponsor:



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The Lighter Side of Pool Service

Continued from page 26

chance for a much longer message. In fact, the longer the message, the smaller the chance of the caller having to hear it repeat before someone picks up. Nothing worse than hearing the same message over and over again. Pool Service might consider educational

information that may be of value to the caller and for which they may benefit.”

“Or you could do something really creative,” I offered, “Imagine being placed on hold and you hear the owner whisper something like this “Hey, you are so lucky. You have

been put on hold. You know why you are lucky? Because I’m about to give you a secret discount code that you can use to get your first month of pool service absolutely free if you are planning on contracting today. Those who are not put on hold never hear this discount code. That’s why you are the lucky one. The code is ONHOLD.”

“Great idea. What have you accomplished? First of all, you have taken the sting out of being placed on hold because the consumer feels like they got a deal because they just happened to be put on hold. Also, your prospect might take this as a Call to Action and decide right away.

“However, be warned: If you do adopt this idea, make sure, one way or another, EVERY client gets the deal. Otherwise, the ones who don’t and are already clients, may be upset.”

“Good point,” I said, “What else?”

“Business cards. Though not free, business cards have one of the cheapest marketing campaigns out there. Someday, business cards may go out of style and everyone goes digital, but, for now, they are still a marketing tool.

“What are your suggestions?” I asked.

“Business Cards are probably one of the cheapest forms of paid marketing, but do not go too cheap. I’d suggest spending some money for a great design and quality printing. Again, you don’t want to look unprofessional. Remember, a business card is a mini-billboard.

“Does the business card immediately tell the person what you do? It is often taken for granted that someone will remember the business card is for. That’s a bad assumption.

I have a drawer full of business cards and a high percentage of them don’t give me a clue what the business is. I toss those whenever I go through the pile. Here are some basics:

- Make sure contact information is easy to find and read.
- Does it reflect all your services?
- Does it look professional or home-made?
- Is there anything different that makes it stand out from the competition? Do you have an Identity?
- Do you have a logo/slogan that is memorable?
- Are you utilizing the back of the card or a fold? Why not?”

“Great list. I’m going to review while looking at my business card objectively. Thanks. Anything else?” I asked while strapping back to my seat as we began re-entry into the atmosphere.

“Yes,” he said as the rocket began to shake like a giant was tossing dice and we were the dice. “The most overlooked free marketing message of all; customer service.”

“Customer service?”

“Absolutely. Customer Service, either good or bad, is a marketing message. It says something about the company. Long delays in returning phone calls is a marketing message that our service is not going to be what you want it to be. The opposite holds true. Remember, marketing doesn’t end with an ad or a website. It continues every time a truck pulls into a neighborhood, or someone picks up a phone.”

“I’ll remember that.” I said as we landed back on earth minus a couple of fillings in my teeth. ■



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Now Available!

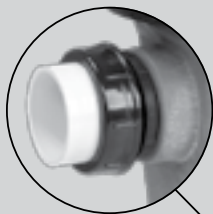
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IPSSA Code of Ethics

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.



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Pool & Spa Show
January 25-27, 2022 • Atlantic, NJ

NPC Annual Conference
February 9-11, 2022 • Atlanta, GA



bel-aqua.com • conelyco.com • fwppool.com • mayfieldpoolsupply.com • poolelectrical.com



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 canceled 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. ■

IPSSA & Industry Events

DESERT POOL AND SPA SHOW
January 13-15, 2022
Phoenix Convention Center,
Phoenix, AZ

HOTT SHOW
January 19, 2022
The Phoenix Club, Anaheim, CA

REGION 7 TABLETOP SHOW
January 29, 2022
Four Points by Sheraton,
San Diego, CA

**IPSSA'S WEEKEND OF
INSPIRATION CONFERENCE &
BORD MEETING**
February 4-6, 2022
Kona Kai Resort, San Diego, CA

**NPC 33RD ANNUAL
CONFERENCE**
February 9-11, 2022
InterContinental Buckhead,
Atlanta, GA

IPSSA Houston-Central was able to donate \$2,000 to The 100 Club of Houston and another \$2,000 to Camp Hope



THE 100 CLUB IS A NON-PROFIT organization that provides financial support to the dependents of law enforcement officers and firefighters who are killed or seriously injured in the line of duty in 32 counties surrounding Houston, TX area. Camp Hope is a local branch of the PTSD Foundation of America that houses combat veterans in need of assistance. IPSSA Houston-Central feels very proud to be able to help both organizations that provide so much to those who need it most.

14TH ANNUAL




PHOENIX CONVENTION CENTER
JANUARY 13, 14, 15 2022
Exhibition Sat. 10:00 am - 4:00 pm



WHERE THE POOL PEOPLE GO

Our Show will be providing 3 days of classroom training and one day exhibits featuring vendors and representatives that are in the pool industry.

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The Independent Pool and 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

New Products



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NO CHLORINE? NO PROBLEM! Chlorine Genie™ produces chlorine using a patented technology that combines an electrolytic cell submerged in salty, brine-softened water, reverse osmosis, and a descaling system built right into the unit! No need to put salt in your pool. Instead, imagine water without harsh chemicals, toxic additives or dangerous irritants! Also adjusts pH with a flip of the switch reducing the use of muriatic acid! Your clients will love Chlorine Genie™. For more information visit chlorinegenie.com or call 800-970-7616.



Hayward's new Universal HC Series

HAYWARD'S NEW UNIVERSAL HC Series dual-fuel heater offers powerful heating performance for just about any pool, but particularly those with minimal pool-pad space.

The Universal HC Series' ultra-small footprint (the smallest in the industry among leading competitors) comes from two big improvements: 1) the ultra-compact unit design, and 2) the ability to operate with zero wall clearance.

But small size isn't the only thing the Universal HC Series has going for it. Its dual-fuel design and easy-out orifice shift from liquid propane to natural gas with just a twist, and the patented butterfly bypass valve, quick-access top panel and exclusive plumbing adapters make servicing easier than ever.

Simply put: Hayward's Universal HC Series heater delivers maximum heating performance in a minimal footprint. ■



January 19, 2022

THE PHOENIX CLUB

1340 S. SANDERSON AVE, ANAHEIM
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**FREE TRI-TIP DINNER, T-SHIRT & RAFFLE ENTRY
FOR ALL POOL PROFESSIONALS IN ATTENDANCE**

1:15-2:45 PM ZODIAC CLASS

Variable Speed Pumps & JX1 ASME Heaters

1:15-2:45 PM PENTAIR CLASS

Alternative Sanitizers, UV and Salt Systems
Application and Troubleshooting

3:00-7:00 PM HAYWARD MOBILE TRAINING VEHICLE

3PM DOORS OPEN

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7:00 PM \$1,000 RAFFLE DRAWING

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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 Kruihof Way, Fair Oaks
President: [Jason Hilton](#), 916-224-3113

Delta (Stockton)

Third Wednesday, 6:00 p.m.
The Elks Lodge
19071 N. Lower Sacramento Rd.
Woodbridge
President: [Rick Plath](#), 209-456-1605

East Bay

Third Tuesday, 6:00 p.m.
Pleasant Hill Community Center
320 Civic Drive Pleasant Hill
President: [Katrina Pedersen](#)
925-289-9231

East Contra Costa

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

El Dorado

Second Thursday, 6:30 p.m.
Shingle Springs Community Center
4440 S. Shingle Road, Shingle Springs
President: [Shawn Panico](#), 916-201-6245

Elk Grove

Second Wednesday, 7:00 p.m.
Logan's Roadhouse
9105 W. Stockton Blvd., Elk Grove
President: [Jerry Marquardsen](#)

Gold Country

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

Modesto Central Valley

Third Tuesday, 6:00 p.m.
Mi Casa
624 N. Golden State Boulevard
Turlock, CA 95380
President: [Albert Camarillo](#), 209-628-2717

Sacramento City

Fourth Wednesday, 7:00 p.m.
Plaza Hofbrau
2500 Watt Avenue, Sacramento
President: [Darin Schroeder](#), 916-367-9934

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: [James Eubanks](#), 805-889-5977

Visalia

Third Wednesday, 6:00 p.m.
Amigo's Cantina
5113 W. Walnut Avenue, Visalia
President: [John Cossey, Jr.](#), 559-380-8886

REGION 3 Northern L.A. County, California

Terry Snow, Director

909-982-9962 | tjs.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 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: [Brian Bemby](#), 714-995-8211

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: [Landon Rodriguez](#),
951-288-8996

Temecula/Murrietta

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

REGION 7 San Diego County, California

[waterwatcher.org](#)
Michael Harris, Director
619-395-6700
barrowpoolssd@gmail.com

Carlsbad

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

Escondido

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

North County Coastal

Third Tuesday, 6:00 p.m.
Five Suits Brewing
2575 Pioneer Ave., Unit 104
Vista, CA 92081
President: [Aden Dunne](#), 760-801-5526

Rancho Del Mar

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

San Diego

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

San Diego East County

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

San Diego Metro

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

REGION 8 Arizona and Nevada

Bill Goosen, Director
602-531-0035 | goosse-man@cox.net

East Valley (Phoenix)

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

North Phoenix

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

Southeast Valley

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

Tucson

Third Wednesday, 6:30 p.m.
Superior Pool Products
4055 S. Runway Street Tucson, AZ
President: [Robert Lewis](#), 520-573-9260

West Valley

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

Western Las Vegas

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

REGION 9 Texas South

[ipssatexas.com](#)
Becky Clayton, Director
210-240-3121
beckyclayson@yahoo.com

Austin

First Tuesday, 6:00 p.m.
Texican Cafe
11940 Manchaca Road, Austin, TX
President: [Mark Mastropietro](#)
512-550-1100

Clearlake

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

Corpus Christi

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

Hill Country

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

Houston

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

North Austin

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

North Houston

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

San Antonio

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

West Houston

First Tuesday, 7:00 p.m.
Spring Creek Barbeque
21000 Katy Freeway, Katy, Texas
President: [Bill Williams](#), 832-593-6299

REGION 10 Bay Area South, California

Gary Heath, Director
510-223-7537
gary@thepooldoctors.com

Fremont

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

Marin and Sonoma County

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

Mid-Peninsula

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

Monterey Coast

Fourth Wednesday, 7:00 p.m.
85 Neilson Street, Ste.201, Watsonville
President: [Terry Page](#), 831-297-2215

Santa Clara Valley

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

Silicon Valley

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

Tri-Valley

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

REGION 11 Florida and Georgia

[ipssafl.com](#)
Todd Starnor, Director
941-915-2135
tstarnor@tampabayrr.com

Gold Coast (Ft. Lauderdale area)

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

North Georgia

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

Osceola (Orlando/Kissimmee)

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

Port Charlotte

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

Sarasota (Sarasota and Manatee Counties)

First Tuesday, 6:30 p.m.
Gecko's Grill & Pub
351 N Cattleman Rd. North of Fruitville
Rd., Sarasota, FL
President: [Marvin McMahan](#), 941-925-2251

Treasure Coast

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

REGION 12 Texas North

[ipssatexas.com](#)
Casey Gardener, Director
469-835-5674
service@noworriespoolcare.com

Dallas

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

Fort Worth

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

Mid-Cities DFW

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

Tarrant County

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

Waxahachie

Second Wednesday, 7:00 a.m.
Denny's
408 Westchase Drive, Grand Prairie
President: [Bryan Courville](#), 817-308-9874



ASSOCIATION INFORMATION

Rose Smoot
Executive Director
Phone: 888-360-9505 x2
Fax: 888-368-0432
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Sacramento, CA 95865

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Alison Thompson
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INSURANCE BILLING

Phone: 844-574-1134
Fax: 888-811-4502
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Associate Members

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 Rosemarie Arenas:
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 Jay Bertschy: jay@ncbrands.com
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 Cheryl MacLennan:
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Kristal Needham:
kristal@freedomsolarenergy.net
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Kent Westfall, Owner/Pool Inspector:
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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.

Pool & Spa Apprenticeship and Training Committee (PSATC)

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