

# THE IPSSAN

May 2021  
Volume MMXXI, Issue 5

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

# Meet the IPSSA National BORD



**DAVID HAWES**  
**IPSSA CFO AND REGION 1 DIRECTOR (NORTHERN CALIFORNIA)**

David grew up in Newark, CA, where he started his pool company at age 10, servicing pools on his bicycle. His parents ran a Retail Store for many years. His company grew to service 1,000 pools with 2 locations. He has helped many employees start their own pool service business. He has operated his current business in Dublin, CA for the past 20 years. He received his BS degree in Finance and Accounting and worked at HP as a corporate accountant for 6 months, while servicing pools on the weekend. "I would look out my office at HP and think, I would

rather be outside." He is a nationally recognized speaker and delivers business seminars throughout the country at pool related venues. He has been married for 39 years to Paulette, who he met when they were both 13 years old. David has a son, a daughter, and 3 grandchildren. He has been a member of IPSSA since its inception and served as the Director of Region 1 and CFO in 1992-93; president of IPSSA 2018-19 and 2019-20. David now serves as the CFO and the chair of the Executive, Finance and Education Committees. He has been a chapter officer almost his entire tenure in the organization. David's hobbies include fishing in Alaska, dirt bike riding, and vacationing in Hawaii. He lives in Folsom, CA. Region 1 has eleven chapters: Capital Valley, Delta, East Bay, East Contra Costa, El Dorado, Elk Grove, Gold Country, Modesto Central Valley, Sacramento City, Tracy and West Placer.



**BEAU BRAISHER**  
**REGION 2 DIRECTOR (CENTRAL CALIFORNIA)**

Beau has been a member of IPSSA since 2010. He was elected as Chapter Treasurer six months after joining. Beau served as Chapter Treasurer for three terms before becoming Bakersfield Chapter President until 2020. When elected as Region 2 Director, Beau stated, "I'm here to help all the chapters in my region grow their membership, along with all of IPSSA." Beau also serves on the IPSSA Membership Committee. Region 2 has eight chapters: Bakersfield, Central Coast, Conejo, Conejo Valley, Fresno, Santa Barbara, Ventura and Visalia.



**TERRY SNOW**  
**REGION 3 DIRECTOR (NORTH LOS ANGELES COUNTY)**

Terry grew up in West Covina, CA, and now lives in Upland, CA, with his wife of 41 years, Barbara. He has two children Kyle and Kristen and two grandchildren Jacob and Sage. Terry started working for a pool service company in 1973 at the age of 18 and went on to start his own pool service business in 1981. He holds a California Contractor Licenses C53 & C61-D35 and a certified technician license with Los Angeles Health Dept. This is Terry's sixth term on the BORD. He was a member of the first IPSSA BORD in 1988-89 and then again in 2004-07. A member of the San Gabriel Valley chapter since

Continued on page 6

## Inside this issue

- 6** BORD Members
- 14** Automatic Pool Covers
- 18** Variable-Speed Pumps
- 20** Women as Pool Professionals
- 22** Water Safety Month
- 24** Chapter Information
- 26** Associate Members
- 28** New Products

# A WHOLE NEW KIND OF EFFICIENT PUMP.

PRICED  
UP TO **1/3** LESS

Our new XE Series pumps deliver the same industry-leading energy efficiency you'll find in all our ultra-high efficiency pumps—while also cutting equipment prices by up to a third. Can your pump do that? Didn't think so.



TRISTAR® XE



THE INDUSTRY LEADER  
IN ENERGY EFFICIENCY.

[hayward.com/xe](http://hayward.com/xe)

Watch the video:



EXPERT LINE®



NOT SOLD  
ONLINE



3+ YEAR PARTS &  
LABOR WARRANTIES\*

 **HAYWARD®**

We Build Better.™

\*When sold by a Totally Hayward® Partner. Exclusions, other terms and conditions may apply—visit [hayward.com/expert](http://hayward.com/expert) for details.

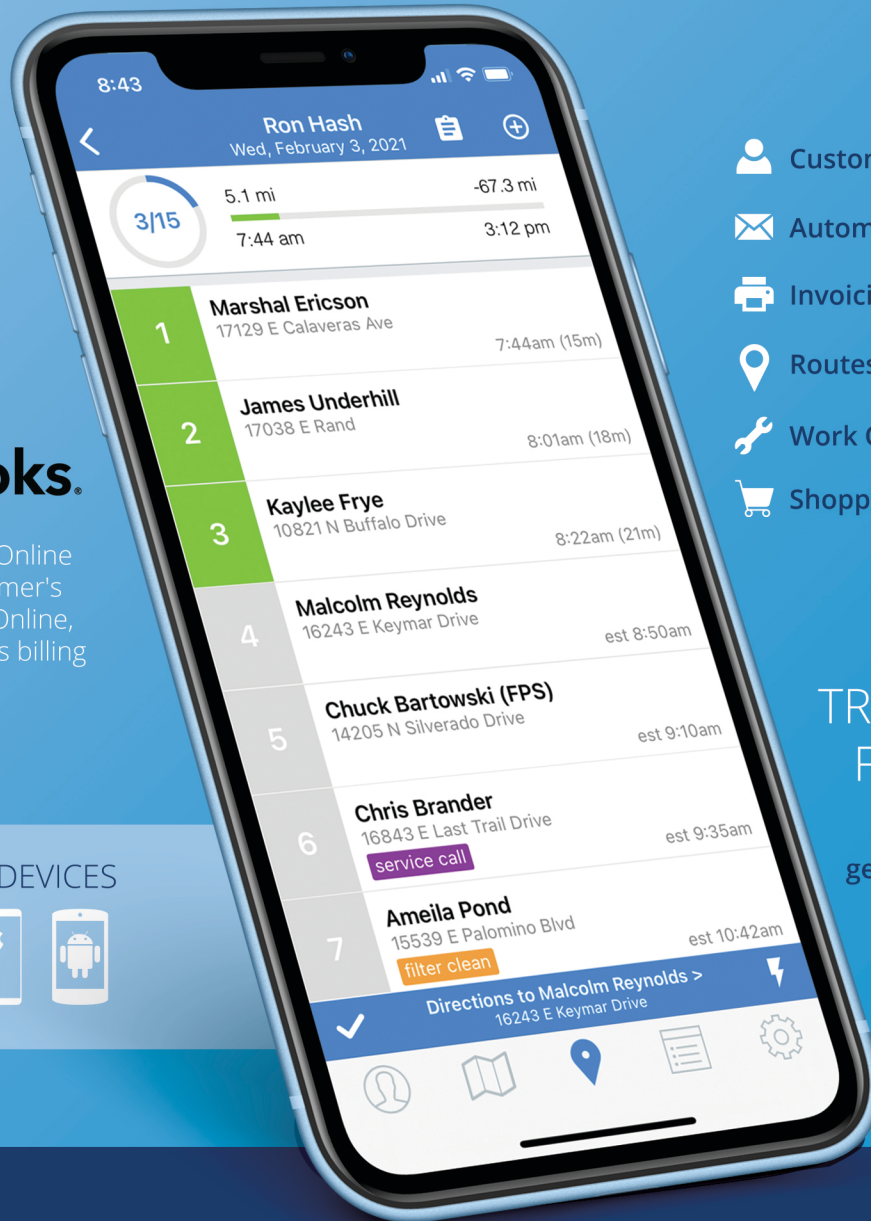
Hayward, Hayward & Design, the H logo, Expert Line, Totally Hayward and TriStar are registered trademarks and We Build Better is a trademark of Hayward Industries, Inc.  
© 2021 Hayward Industries, Inc.





# SKIMMER

EVERYTHING YOU NEED TO RUN YOUR POOL SERVICE BUSINESS, ALL IN ONE APP.



- Customer Tracking
- Automated Service Emails
- Invoicing Reports
- Routes & Optimization
- Work Orders
- Shopping Lists



Integrate with QuickBooks Online (easy as 1-2-3) - With Skimmer's integration to QuickBooks Online, you can do an entire month's billing in just five minutes!

TRY IT RISK FREE FOR 60 DAYS

Watch the demo at [getskimmer.com/demo](https://getskimmer.com/demo)

AVAILABLE ON ALL DEVICES



[getskimmer.com](https://getskimmer.com)  
 480-718-2158  
[support@getskimmer.com](mailto:support@getskimmer.com)



# First-ever Pool and Spa Apprenticeship Academy Launched in CA

By David Hawes, Chairman, Pool & Spa Apprenticeship and Training Committee

BACK IN DECEMBER 2020, I wrote an article for the IPSSAN detailing the launch of the newly formed Pool & Spa Apprenticeship and Training Committee (PSATC), which I asserted would bring radical professionalism to the Pool and Spa Service Industry. Our goal was to craft a coordinated and focused education and apprenticeship training program to make “newcomers out-of-the-gate successes in their particular pool and spa service skill area.”

I am delighted to report that our goal has come to fruition, as we are set to begin our orientations, and then our first online course on May 1, 2021, at the Pool and Spa Apprenticeship Academy (PSAA).

It is, indeed, a first-of-its-kind program in California to enhance the professionalism of pool and spa maintenance and service technicians. This is critical, because, as we well know, they are most often the face and presence of our businesses interacting with our cherished customers.

I will be teaching one of the early classes on customer service, and I am excited to share my experience and knowledge with the PSAA's first class of students. The enthusiastic response we have received, topping out our goal for our inaugural class, further legitimizes the work we have done at the PSATC and gives significance and credibility to the PSAA. You can learn more about the PSATC and the PSAA from our website at [poolapprenticeship.com](http://poolapprenticeship.com).

Although the change we are forging is radical, our approach has been methodical. We received non-profit status, gained approval from the California Division of Apprenticeship Standards, aligned our curriculum with frameworks coordinated with the experts at the San Joaquin County Office of Education, and developed partnerships, technology, and strategies for delivering our 12-month program to our first class of students now enrolled, and future classes already being populated.

Employer interest has been phenomenal, and we have worked mightily to get them on board and oriented and to get the employees they wish to enroll on board and oriented as well.

We are forging a new era —

trendsetters of a sort. But our leadership group is interested in crafting something that is beyond a trend — something that we are confident will fast become an imperative for ensuring those new to our industry have access to a world-class program that welcomes them with open arms, and trains and educates them to be successful early, often, and over a career.

No doubt, the participants in the PSAA — both employers who have enrolled students and the apprentices themselves — are inaugural members of the gold-standard program of education and training for pool and spa service professionals here in California. It is, as envisioned, a program designed for their benefit. As both of our logos state — PSATC — works for you... and PSAA — works for you. We remind our students at the PSAA and our employer participants of that fact every chance we get as we embark on this exciting journey together.

If you are interested in supporting the PSATC or enrolling an employee in the PSAA, send a note to [jennifer@poolapprenticeship.com](mailto:jennifer@poolapprenticeship.com) and Jennifer Farwell, our Program Director, will be happy to answer any questions you may have and work to get you and your employee signed up as registered participants. Any media inquiries can be directed to [dan@poolapprenticeship.com](mailto:dan@poolapprenticeship.com). ■

## 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.

## The IPSSAN

### Associate Management Team

**ROSE SMOOT IOM, CAE**  
Executive Director

[rose@ipssa.com](mailto:rose@ipssa.com)

Requests to and from BORD, associate member relations, governance information and requests for documents, IPSSA sick route oversight, Education Fund guidelines, grievance information, chapter governance tools, IPSSA.com website updates

**PENNY GAUMOND**  
Project Resource Specialist

888-360-9505 x2

[info@ipssa.com](mailto:info@ipssa.com)

Trade show materials requests, table top material requests, codes for water chemistry test, process orders from chapters for sick route coverage cards, IPSSA merchandise & book order fulfillment, social media posts

### Member Services & Finance Team

**FRANK MCDONALD**  
Finance Director

[frank@ipssa.com](mailto:frank@ipssa.com)

Oversees day-to-day membership transactions and accounting. Prepares IPSSA financial reports, chapter shares and census report

**ALISON THOMPSON**  
Membership Assistant

Phone: 888-360-9505 x1

Fax: 888-368-0432

[memberservices@ipssa.com](mailto:memberservices@ipssa.com)

Membership applications, transfers, cancellations, change of address or contact information, auto-pay sign up or one-time payments, chapter rosters and chapter officer updates

### ACCOUNTING

888-360-9505 x1

[accounting@ipssa.com](mailto:accounting@ipssa.com)

Invoicing members, process payments, processes (financial) tax data, Swim Fund, track members that are water chemistry certified

### IPSSAN Newsletter

**MICHELLE HARVEY**  
IPSSAN Editor

[editor@ipssa.com](mailto:editor@ipssa.com)

IPSSAN content, IPSSAN advertisements

### Insurance Billing

[insurance@cramercpa.com](mailto:insurance@cramercpa.com)

Phone: 844-574-1134

Fax: 888-811-4502

PO Box 2934, Rocklin CA 95677



# MORE POWER. MORE POSSIBILITIES.



DUAL VOLTAGE (115V/230V)



TWO AUXILIARY RELAYS TO CONTROL  
ADDITIONAL POOL EQUIPMENT



UP TO A 20% IMPROVEMENT IN HYDRAULIC  
PERFORMANCE FROM THE PREVIOUS GENERATION\*



## Built Small. Built Strong. Built Jandy.

Engineered with an advanced NEW motor design that enhances power and efficiency, the VS FloPro 1.85 HP and 2.7 HP models also come with advanced features for hassle-free installation.

**LEARN MORE AT JANDY.COM**

\*Hydraulic Horsepower of VSFHP270DV2A model compared to VSFHP270AUT / VSFHP270JEP models as measured on system curve C at 3450 RPM.

**VS FLOPRO™**  
VARIABLE-SPEED PUMP

©2020 Zodiac Pool Systems LLC. All rights reserved. ZODIAC® is a registered trademark of Zodiac International, S.A.S.U., used under license. All other trademarks are the property of their respective owners. 5577\_A01



## Events this month

- **IPSSA BORD MEETING**
- **May 8, 2021**
- Virtual

- Email IPSSA's Executive Director Rose Smoot at [rose@ipssa.com](mailto:rose@ipssa.com) if you are interested in registering for the meeting.

## Upcoming events

- **BORD MEETING**
- **August 7, 2021**
- Virtual

- **BORD MEETING**
- **November 5, 2021**
- Virtual

- **WEEKEND OF INSPIRATION**
- **February 4-6, 2022**
- Kona Kai Resort, San Diego

## The IPSSAN

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

P.O. Box 3367, Rocklin CA 95677  
888-360-9505

[editor@ipssa.com](mailto:editor@ipssa.com)  
[www.ipssa.com](http://www.ipssa.com)

### EXECUTIVE EDITOR

Adam Morley

### MANAGING EDITOR

Rose Smoot, IOM, CAE

### DESIGN AND PRODUCTION

*PoolPro* Magazine

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

Copyright ©2021 Independent Pool and Spa Service Association. All rights reserved under state, federal and international laws. No part of this publication may be reproduced by any mechanical, photographic or electronic process, nor may it be stored in a retrieval system, transmitted or otherwise copied (except members of the Independent Pool and Spa Service Association may copy all or part of this publication exclusively for personal use or use in the operation of that member's pool and spa service business other than a publication) without prior written permission from the publisher. For permission to make photocopies, contact the IPSSA Management Office at 888-360-9505, x2.

Editorial Content: The editorial contents of this publication are educational and informational in nature, and not intended as minimum standards, or legal or other professional advice. The Independent Pool and Spa Service Association has endeavored to include appropriate and accurate statements but disclaims any and all warranties and/or responsibility for the statements or their application. Users should confer with their professional advisers for specific input and assistance concerning their respective projects. Any expressions of opinion or perspective by authors of articles included in this publication are not necessarily those of the Independent Pool and Spa Service Association. Advertisements: The inclusion of commercial advertisements in this publication constitutes neither a recommendation nor an endorsement of the product or service advertised. Although IPSSA will not knowingly publish a false or misleading advertisement, no attempt has been made to verify the contents of advertisements included in this publication unless other than as set forth in writing by IPSSA.

## What might be heard at Mount Rushmore about Salt Water Pools...

I check the salt level and only use **AQUASALT**.

I keep the pH in the correct range.

I clean the cell every 2 to 3 months of use.

I add conditioner as needed, honestly.

# AQUASALT®

[www.aquasalt.com](http://www.aquasalt.com)

George Washington  
1st President

Thomas Jefferson  
3rd President

Theodore Roosevelt  
26th President

Abraham Lincoln  
16th President





# Welcome Pool Trade Professionals

Wholesale pricing on the products you use everyday.



### Convenient Locations

More than 925 stores nationwide



### Priority Service

We get you in and out of the store quickly



### Pool Trade Essentials

Comprehensive selection of products you use every day



### Free In-Store Labor

You only pay for parts on equipment repairs



### Open 7 Days a Week

Extended hours vs. distribution



### Free Water Testing

For help with those difficult pools



### Wholesale Pricing

Low prices you're used to paying



### Referral Program

We promote you as a "Certified Pool Service Professional"



**Want to Grow Your Business?**  
Let us help with our Referral Program.  
For more information call your  
local rep or email us.

**NEED TO SET UP AN APPOINTMENT? CALL YOUR LOCAL REP TODAY!**

If you are outside the areas below email [tradeaccounts@lesl.com](mailto:tradeaccounts@lesl.com).

#### ARIZONA & NEVADA

Aaron Wax | [awax@lesl.com](mailto:awax@lesl.com) | 480-469-7504

#### LOS ANGELES AREA

Isaac Crouch | [icrouch@lesl.com](mailto:icrouch@lesl.com) | 909-964-2108

#### SAN DIEGO - SOUTHERN OC

Rob Kerstner | [rkerstner@lesl.com](mailto:rkerstner@lesl.com) | 858-295-9847

#### CENTRAL OC

Mike Klistoff | [mklistoff@lesl.com](mailto:mklistoff@lesl.com) | 562-551-1184

#### NORTHERN CALIFORNIA AREA

Christian Ballard | [cballard@lesl.com](mailto:cballard@lesl.com) | 916-806-6402

#### DALLAS AREA

Brian Ethridge | [bethridge@lesl.com](mailto:bethridge@lesl.com) | 469-585-9300

#### HOUSTON AREA

Erik Hoffman | [ehoffman@lesl.com](mailto:ehoffman@lesl.com) | 832-338-0781

#### SOUTH FLORIDA

Eric Menken | [emenken@lesl.com](mailto:emenken@lesl.com) | 407-861-8478

[lesliespool.com](http://lesliespool.com) | 1.800.LESLIES

# IPSSA BORD Members

## Continued from cover

1982, he was also awarded the Terry Cowles Award in 2010. “My goal is to continue to promote the IPSSA name and its brand to the Aquatics Industry and to the consumers who use our services and products. That way IPSSA can bring more business to our members, which will show the value of being an IPSSA member,” said Terry. Terry is the Co-Chair of the Legislation and Regulation Committee. Region 3 is made up of seven chapters: Antelope Valley, Diamond Bar, Foothill, San Fernando Metro, San Fernando Valley, San Gabriel Valley and Santa Clarita Valley.



**ADAM MORLEY**  
**IPSSA PRESIDENT AND REGION 4 DIRECTOR**

(SOUTH LOS ANGELES COUNTY) Adam was born and raised in Southern California. He traveled and lived in other states as a teenager but was happy to return to the South Bay. At the age of 21, he borrowed money to buy a truck, a route of 50 pools and three spas and chose the company name Paradise Pools. In 1989 he joined IPSSA and then he got his Los Angeles County Health Dept. License. He then got his C61- D35 and CPO. Adam married Lara in 1994 and they had two daughters, Jordin and Kyler. Also, in 1994, Adam and Jason Briggs became business partners. Adam served on the Chapter Board a couple of times but said, “I never really got involved.” In 2006 Adam was asked if he would be the Regional Director, and he agreed. Adam said, “My

first BORD meeting, I was nervous, but I knew I could and would learn from those guys.” Adam served on the BORD from 2007-13. He believes that being on the BORD and working with the other directors really benefitted him and the business. In 2017 Jason Briggs, the Regional 4 Director stepped down for military duties, so Adam volunteered again. “IPSSA is a volunteer association, it cannot exist without its members volunteering.” Adam encourages and challenges members to volunteer and participate. “You will learn more about your trade, IPSSA and meet some great people from across our country. Always remember, ‘it’s another day in PARADISE.’” Adam is the IPSSA President and currently serves on all the IPSSA committees. He is also Executive Editor of the IPSSAN. Region 4 has five chapters: Central Los Angeles, East Long Beach, South Bay Westside and Whittier.



**MICHAEL DENHAM**  
**ASSISTANT CFO AND REGION 5 DIRECTOR (ORANGE COUNTY)** Mike and his wife Patti, live in Huntington Beach where Mike started his business in 1986; he joined IPSSA that same year. Mike started volunteering at the chapter level as Treasurer, and eventually became Chapter President. Mike got involved at the regional level where he helped establish and became the first Treasurer of Region 5. From 2000-02, he served on the BORD as Regional Director. While on the BORD he was Chairman of Associate Members

and CFO. In 2002 Mike got involved with the Region 5 HOTT Show and has served as HOTT Show Chairman for the last 16 years. Joining the BORD 20 years later, Mike looks forward to the issues and challenges ahead. He is the Assistant CFO and serves on the Executive, Finance and Membership Committees. Mike’s region is in Orange County, California, where there are 12 chapters: Anaheim, Central Orange County, Dana Point, Mission Viejo, North Orange County, Orange Coast, Orange County #9, Orange County Pool Professionals, Southwest, Surf City, Tustin/Irvine, and Yorba Linda.



**JOHN DIXON**  
**REGION 6 DIRECTOR (INLAND EMPIRE)**

John was born in Baltimore, MD, while his father finished medical school at George Washington University. When his father finished school, his family moved to Corona, CA, where he grew up. His first experience with the pool industry was taking care of the family pool and he became intrigued with water chemistry. He attended Cal Poly Pomona studying aeronautical engineering, and flying became one of his passions. He earned his private pilot license and would fly to school while practicing aerobatics. In 1981, he began as a civil servant for the Navy at the NSWC and stayed for 25 years. John started his pool business in 2005 where he was fortunate enough to be mentored by Jack Delaney, a fellow pilot and friend. Jack, a

member of IPSSA, persuaded him to join the outstanding brotherhood of professionals. He has been a member of the Temecula/Murrieta Chapter for 12 years. He has served as Secretary for the chapter for the last 8 years. He has enjoyed working with some of the best pool service professionals and builders in the industry. John thoroughly enjoys working outdoors on his own schedule and is grateful to be able to help his community and his clients. He is also grateful for the quality time he has had to spend with his son, Jacob, and to be his mentor. John’s goal is to grow the Inland Empire stronger and make IPSSA known in his community. He currently serves on the Education, Marketing and Communications Committee and the Legislation and Regulation Committees. Region 6 includes the Hemet, Palm Desert, Palm Springs, Riverside, Redlands, Temecula/Murrieta, Ontario/Rancho Cucamonga, Corona, and Menifee Valley chapters.

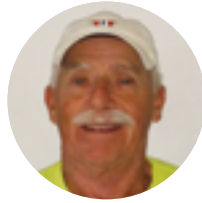


**MICHAEL HARRIS**  
**VICE PRESIDENT AND REGION 7 DIRECTOR (SAN DIEGO COUNTY)**

Michael spent most of his childhood growing up in San Diego, CA. After graduating from Dartmouth College in 1983, he moved back to San Diego and worked in medical manufacturing for over 15 years in Quality Assurance and Engineering throughout San Diego and Tijuana, Mexico. After surviving his company’s third merger acquisition, Michael decided to make a career change to the financial industry. Though it was rewarding helping people get out of debt, invest,

and properly insure families, he continued to search for opportunities to create and own his own business. In the early 2000s, Michael began his adventure in the pool industry by helping his father-in-law, a 30-year veteran of the industry. As his father-in-law's health declined, he helped while acquiring and building his own business. Soon, the pool industry became his primary focus and business of choice, serving both commercial and residential customers. He incorporated his business in 2015. He currently holds a C-61/D35 State Contractors license and is a Certified Pool Operator. Michael and his wife of 34 years, Tammy, have a son, Jacob, and daughter, Alexandra, who are both college graduates. Michael became an IPSSA member in 2009. He has served on the San Diego Chapter Board as a Vice President, and President. Michael is the IPSSA Vice President. He is a member of the Executive, Finance and the

Education Committees. Region 7 includes Carlsbad, Escondido, North County Coastal, Rancho Del Mar, San Diego, San Diego East County and San Diego Metro.



**WILLIAM (BILL) GOOSSEN**  
**IPSSA SECRETARY AND REGION 8 DIRECTOR**

**(ARIZONA/NEVADA)**  
Bill was born in 1953 at Westover Air Force Base in Massachusetts. His first language was Japanese. He moved to Germany in 1959 and returned to the U.S. in 1963. His family settled in Michigan and he graduated high school in 1971. Bill enlisted in the Air Force in 1972 and was stationed at Travis Air Force Base in

California. In 1974 he was stationed at Yokota Air Force Base in Japan. He separated from the Air Force and returned to Michigan in 1976. He wasn't in Michigan long, because he made the move to Arizona where he began college at Glendale Community College to study business administration. He eventually started his own pool company in 1980. He helped form Region 8 IPSSA in 1987 with Bill Hirsch, Doug Ward and Sanford Wax, becoming its treasurer and went on to be the N. Phoenix President, Vice President and Treasurer multiple times. He became the Region 8 BORD Director from 1997-99. He also was the Event Coordinator at AZ Winterfest from 2001-04. He was the Contract Liaison for the Desert Pool and Spa Show (formally Winterfest) from 2008-21. He was again the Region 8 Treasurer in 2010 and once again joined the IPSSA

BORD as the Secretary and Region 8 Director in 2021. Bill serves on the executive committee. Region 8 includes the East Valley, North Phoenix, Scottsdale, Tucson, West Valley, and Western Las Vegas chapters.



**BECKY CLAYSON**  
**REGION 9 DIRECTOR (SOUTH TEXAS)**

Becky was born in Dutch John, UT, in 1962. As a child, she moved around because her father was a construction worker. Becky went to high school in Kennedy, TX, and had her first child the year she should have graduated. When her children went to school, so did Becky. She got her associates degree in business technology

**Pool professionals use the best products.**

**Use the best.**

**USE STAIN DROP.**

**STAIN DROP**  
DIAGNOSE REMOVE OPEN PREVENT

[poolstaindrop.com](http://poolstaindrop.com)

**Since 1984 —Employee Owned**  
**Specialists in Swimming Pool Safety Products**

The employee owners at **Pool Covers, Inc.** are committed to great customer service for you and your clients!

Know that when you refer your clients to us they do not need to shop anywhere else. Pool Covers, Inc. employee owners will not only provide **superior customer service** but will provide you with the most innovative products to make your clients pool safe. We offer child safety fencing as well as safety swimming pool covers. Our style of "one stop shopping" makes it faster and more convenient for you and your clients.

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

Pool Covers Inc. providing quality safety products and service in Northern California for over 30 years.

**Call us at 800-662-7665 with your referrals!**

**Save Lives, Save Water, Save Heat, Save Money!**

from San Antonio College in 1990 and started B & R Pool & Spa Service in 1991. She joined IPSSA shortly thereafter. Becky states, "I have been the chapter secretary more years than I can recall and have been president of the chapter twice. As Regional Director, I hope to lead South Texas to new heights with more brotherhood and professionalism." Becky also serves as the Marketing & Communication Committee Co-Chair. Region 9 includes the Austin, Clearlake, Corpus Christi, Hill Country, Houston, North Austin, North Houston, San Antonio and West Houston Chapters.



**GARY HEATH**  
**REGION 10 DIRECTOR**  
**(NORTHERN CALIFORNIA)**

Gary was born and raised in the East Bay, his family has deep roots in the area. After graduating from high school, he attended Sacramento State University where he received a BS in Business Administration. He and his wife Kelly have a daughter and live in Danville. Gary and Kelly did not grow up in the pool business, they bought The Pool Doctor in 2010. After successful corporate careers, Gary and Kelly decided to quit corporate America and work for themselves. He currently holds a C61/D35 Contractors License and is a CPO. The Pool Doctor has been in business since 1956, he and Kelly are the fourth owners of the 65-year-old company. They cover the East Bay area and service hundreds of residential and commercial pools. In his spare time Gary loves to hunt and fish, and wishes he had more time for golf and has a vacation home in Twain Harte. Gary has belonged to both the East Bay and then the Tri Valley chapters of IPSSA. He served as president of Tri Valley for several years before being elected to the BORD. This is Gary's first term on the BORD, but he brings a good deal of experience from serving on multiple contractor boards in his former career. He also has served on multiple HOA boards. He is currently the Co-Chair of the Marketing Committee and member of the Legislation and Regulation Committee. He looks forward to working on Government Relations and

Insurance issues. Region 10 includes the San Francisco/San Jose Bay Area, with seven chapters: Fremont, Mid-Peninsula, Monterey Coast, Redwood Empire, Santa Clara Valley, Silicon Valley and Tri-Valley.



**TODD STARNIER**  
**REGION 11 DIRECTOR**  
**(FLORIDA/GEORGIA)**

Todd was born in Parkridge, IL, and has lived in Bradenton, FL, since 1970 with his wife, Tina, and accomplished daughter, Isabelle. Isabelle is a graduate student at the University of South Florida and was recently engaged to be married. Todd started working with a pool company as a summer job while he was in college, which turned into a full-time job. In a few years he became the maintenance manager and in 1994 purchased that company and started his own business. Todd holds the State of Florida's RP, CPC and CPO contractor's licenses.

Todd joined IPSSA in 2006 after meeting Jim Romanowski. Jim was scouting Florida to expand IPSSA and Todd was looking for an alternative to FSPA, of which he is still a member. Todd was looking for a pool-service only organization (FSPA focuses on both pool service and construction). IPSSA's national presence appealed to him and the IPSSA insurance was a great perk too. Todd immediately became involved in IPSSA and helped formed the second IPSSA Chapter in Florida, the Sarasota Chapter.

While Florida was a part of Region 9, Todd was the Florida Liaison, never missed a regional meeting and it was his personal mission to birth Region 11. Due to Todd's dedication, he won the Person of the Year Award for Region 9 in 2010. In 2012 Region 11 was approved, Todd became the first Director of Region 11 and served as the BORD's expansion chair. Todd served as the BORD's Vice President (2013-14) and two terms as President (2014-15, 2015-16). When Todd finished his last BORD term he continued to stay active with the Sarasota Chapter as President. Todd was the 2019 Terry Cowles Award winner. In 2020 Todd was again asked to serve as Region 11's Director when the previous Director resigned. Todd said there was a heightened need to represent Region 11 during these IPSSA changes and to represent the many members of IPSSA that are "one-polers."

Todd is on the BORD's Education Committee, Legislation and Regulation Committee, is Co-Chair of the Membership Committee and is the 2022 Leadership Conference Chairman. Todd's Region is in Florida and Georgia, consisting of the Gold Coast Chapter, the North Georgia Chapter, the Osceola Chapter, the Port Charlotte Chapter, the Sarasota Chapter and the Treasure Coast Chapter.

**CASEY GARDNER**  
**REGION 12 DIRECTOR (TEXAS NORTH)**  
 Casey is the Co-Chair of the Legislation and Regulation Committee and serves as a member of the Membership Committee. Region 12 includes the Dallas, Fort Worth, Mid-Cities, Tarrant County, and Waxahachie Chapters. ■

Direct (619) 571-3393 Toll Free (888) 401-8111



**HEALTH COVERAGE 365**  
 AFFORDABLE HEALTH INSURANCE

**HEALTH INSURANCE & MEDICARE SUPPLEMENTS**  
**INDIVIDUAL - FAMILY - BUSINESS**

Geoff Matthews

Geoff@HealthCoverage365.com  
 HealthCoverage365.com



# Pooltec® - The Chlorine Shortage Solution

Pooltec® 3-in-1 Algaecide - Water Clarifier - Chlorine Booster



- Reduces chlorine use by 35% to 65% and more
- Less CYA conditioner tab use, reduces CYA buildup by 1.0 ppm per tablet
- Only 4 to 8 Fl. Oz. / Weekly per 10,000 gallons



1 gallon size

1/2 gallon size

1 quart size

When you consider less chlorine tabs, CYA conditioner, algaecide and clarifier usage, Pooltec pays for itself.

Made in U.S.A.

EasyCare™ Products USA  
McGrayel Company, Inc.  
5361 S. Villa Avenue  
Fresno, California 93725

Toll-Free: 1-800-289-7660 Direct: 559-299-7660 [www.easycarewater.com](http://www.easycarewater.com)

Pooltec™ is a trademark of McGrayel Company, Inc. Pooltec™ is manufactured with components that are made in the U.S.

# Drowning: Florida's Silent Aquatic Public Health Threat for Children

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

WITHIN THE UNITED STATES, aquatic facilities provide exercise, recreation and entertainment for our local communities. This is especially true here in Florida. Florida has a full year operational season with no requirement to winterize aquatic facilities, but this increases our statistics of childhood drowning. There are many reasons that have contributed to the increase of drowning in our state that need to be addressed.

The reasons for some entities or persons not identifying this as a silent epidemic among our children could be due to money or budget constraints, lack of knowledge either intentional or unintentional or they are not sure how to address the problem with real world alternatives. This article will hopefully help showcase the basic information on the drowning statistics in the state of Florida and highlight how we can assist in reducing our drowning numbers in the most vulnerable population of children between the ages of 1 to 4. This article will highlight an initiative by the Florida Swimming Pool Association (FSPA) that is legislatively trying to obtain funding from the state of Florida for childhood swim lessons in counties with the highest childhood drowning rates.

Drowning should be addressed just like newborns sleeping on their backs, childhood vaccinations and car seat safety. Drowning is just as deadly and as preventable as these other issues.

## DROWNING STATISTICS

Drowning is silent.

- Drowning is the leading cause of death for children ages 1-4 in the

United States.

- The percentage of child drowning deaths in public pools with lifeguards on duty is 19%.
- Six people drown in pools each day in the United States.
- Two-thirds of drownings occur between the months of May and August.
- Per Florida Dept. of Health statistics on drowning in 2019, there have been 1,054 drownings and 205 of those involved children.
- The counties in Florida with some of the highest drowning numbers are Broward, Hillsborough, Manatee, Miami-Dade, Pasco and Pinellas counties.
- In 2014, there were about 800 children, or 2 per day, in the United States that lost their lives to drowning.
- Florida has the second highest number of total drownings right behind the state of Texas. Florida leads the nation in drowning deaths of children ages 1-4 according to Florida Dept. of Health.
- Up until October 2019, there have been 52 children that have died in the state of Florida from drowning.
- More American kids die today from drowning than from car accidents.
- If the child survives a near-drowning, as many as 10% them will suffer permanent brain damage.

State leaders need to make childhood drowning a priority within their local areas, but also at the state level. Money needs to be set aside to help fund local child swim lessons. Every child in Florida should have the opportunity to learn to swim before they enter kindergarten. The FSPA has supported childhood swim lessons within its local

Florida chapters for many years by holding the "World's Largest Swim Lesson" events in multiple areas of Florida. But, FSPA has gone further with their initiative by filing House Bill 3395 on February 8, 2021 titled Florida Swims: Swimming Lessons. The bill asks for \$200,000 in appropriations from the General Revenue Fund to be moved to the Florida Department of Health to fund this house bill. This house bill will help support and expand existing childhood learn to swim programs in Broward, Hillsborough, Manatee, Miami-Dade, Pasco, Volusia, and Pinellas counties. These counties have the highest drowning rates in the state of Florida. The goal of the appropriation is to identify and multiply the effectiveness of childhood learn to swim programs that have the potential to be scaled for statewide implementation in the near future. This legislative process and state funding could be modeled in other states that are interested in promoting childhood learn to swim programs. ■

**LAUREN BROOM** teaches the Certified Pool Operator Course (CPO)® Instructor through the Pool & Hot Tub Alliance®(PHTA). She has a Bachelor of Science in Biology and holds a Registered Sanitarian Certification. She is a former public health inspector for the local health department in Florida with 16 years experience in public pool inspections and recreational water illness outbreak investigations. She teaches the CPO® Course through Space Coast Pool School to educate the aquatic professional on the importance of maintaining a swimming pool facility for the health and safety of their patrons. She wants to encourage more training across the industry and availability to pool technicians.

## Associate Member Company News

### Energy Star Recognizes Hayward for Product Innovation, Industry Leadership

**RECENTLY, HAYWARD RECEIVED THE EXCELLENCE** in Product Design award from the U.S. Environmental Protection Agency (ENERGY STAR). The award recognizes Hayward's exceptional leadership in the creation of energy-efficient products — most notably for the incredible performance of the TriStar® VS 900 ultra-high efficiency pump.

In late 2020, Hayward's ultra-high efficiency pumps were recognized with the No. 1 rating in energy efficiency within the industry (per DOE metrics, as of March 1, 2021). And our new XE Series pumps further broaden what was already the widest selection of DOE regulation-compliant pumps available.



# INSURANCE COVERAGE FOR SWIMMING POOL BUILDERS, REMODELERS, & SERVICE TECHS SINCE 1982



## **Builders • Remodelers • Plasterers**

General liability limits to \$3M

- Popped pools
- Excess limits to \$5M
- Business contents
- Tools & equipment
- Coverage available in 48 states
- Monthly payments
- Group discounts available
- Most subcontractor classifications
- A-rated carrier

## **Swimming Pool Service Techs**

General liability limits to \$3M

- Popped pools
- Bodily injury from chemicals
- Property damage from chemicals
- Optional faulty workmanship
- Haz-mat clean up incl. auto spills
- Communicable diseases
- Individual & group policies
- A-rated carrier



Advocacy. Tailored Insurance Solutions. Peace of Mind.

(800) 833-3433

[www.arrowinsuranceservice.com](http://www.arrowinsuranceservice.com)

Endorsed insurance provider to



# The Lighter Side of Pool Service

Creating a unique identity to rise above the competitive noise

By Mark Feldstein, CFO/Marketing Director

I HIRED A COMPANY TO IMPROVE our website SEO (Search Engine Optimization) as well as other marketing goals. The Chief Marketing Officer, Dane, assigned to my account, asked me a simple and direct question during a recent phone conversation:

“What is your company identity?”

“You mean a slogan?” I asked because I like answering a question with a question when I have nothing better to say.

“No,” he said. “While a slogan is important, it is not an identity by itself. For example, Nike’s ‘Just do it,’ slogan is brilliant because it is simple and memorable, but even more so because it supports Nike’s identity. If you notice, ‘Just do it,’ has nothing to do with running shoes.”

“Hmmm,” I remarked and nodded, even though we were speaking on the phone.

“Their identity,” Dane continued, “is the benefits of their products, not so much the products themselves. They appeal to the consumer’s emotions by implying that Nike is offering them a lifestyle, an attitude, and a success story that the buyer will enjoy by using their products.”

“If you watch their TV ads, you will notice that, in many, the products are barely shown. By far, most of the time spent in the ad is about what the consumer is doing with their product — competition, healthy exercise, family fun. ‘Just do it’ is all about the consumer achieving goals. Nike is positioning themselves as the best choice to help you reach those goals even though they are selling something in a huge field of similar competition. That’s an identity.”

“Yes, I think I understand,” I said, “Pool Service companies have it just as hard because they are in an extremely competitive field where almost anyone with a truck, some basic tools and a minimal amount of training can call themselves a Pool Service Professional even though they really have no idea what they are doing. To top it all, they all offer basically the same service, with some exceptions.”

“What are the exceptions?”

“Well, some Pool Service guys have had more training or experience and offer equipment repair, replacement or

installation. Others offer some highly skilled services such as tile cleaning, crack repair or leak detection.”

“Then, those might be part of their identity,” he said. “I know you are in the remodeling business, not service, but let’s start with you as an example. So, again, what is your identity?”

I had to consider for a moment. I did not want to get this important question wrong. “Well, we have been in business over 50 years and have remodeled over 50,000 pools.” I got it wrong.

“That’s not an identity normally. Usually, the number of years in business is important information but doesn’t make up a true identity unless it is an unusual number of years like 50.

Let’s pick something else for the sake of this exercise,” he said.

“Hmm,” I said as a delaying tactic,

“Pool remodelers offer similar services. Maybe, some offer different types of pool finishes than others because some finishes restrict selling to only approved applicators. We all offer similar pool equipment, just a variety of brands. I guess one thing is we are licensed, bonded and insured. There are pool remodelers who aren’t even licensed. That could be an identity.”

“No, because those unlicensed companies are not your competition. You do not want the type of customer who is willing to take that kind of risk just to save a little money. What else?”

I paused briefly

on the phone to think, but replied, “I do not know.”

“OK, take me through a typical sales call. What do you say to the prospect? For example, how to help them pick the right pool finish since there are so many choices?”

“Well, we start with the watercolor.” Finally, a topic I understood.

“Water color? Isn’t the water color always blue?”

“Oh, no. There is a whole range of colors. There are many shades of blue, for example, from a light almost clear blue to dark black at the other end of the spectrum. Some finishes create a green hue to the water.

“We begin with the water color because the customer might think they love the color of a particular finish such as beach tan but then be unhappy when the pool is filled with water and it turns out that water takes on a greenish tinge. That’s why we start



**IS YOUR POOL BUSINESS DROWNING IN PAPERWORK?**  
QUICKBOOKS™ slowing you down?

*Well...*

**THERE IS A BETTER WAY**  
to organize, automate and grow your pool business.

visit: **HYDROSCRIBE.COM**  
Work anywhere. Succeed everywhere!™



with the water color. Once the customer determines a range of colors they prefer, we can then discuss budget, expected longevity of the finish and texture and help them determine which finish is their best fit.”

“Interesting. I never thought of pools that way. Is that the way the industry, in general, begins the conversation with the prospect?” Dane asked.

“Actually, no. In my experience, most pool remodeling salespeople first discuss the types of finishes they sell and may not even discuss the ultimate watercolor.”

“Well, there’s your identity.”

“Where?”

“You’re the company that listens to your prospect to learn what they actually like or do not like before presenting solutions. So, your identity might be ‘We make your vision a reality.’”

“I see. Our identity is that we find out what is important to the customer.”

“Exactly. So, now let’s return to Pool Service Professionals. Before we can talk about identity we have to discuss what differentiates

a company from the competition. Identity and differentiators go together.”

“You mean, what makes their company unique? As I said, they all offer basically a similar service.”

“Differentiators may not come from the service itself. They can be from how a company packages their service, responds to problems, how they position themselves in the marketplace and other ways. Sometimes, a company may need to reinvent themselves a little to create a differentiator that will make sense and attract new customers.”

“I’m not sure I understand,” I said.

“For example, a differentiator might be an outstanding or remarkable guarantee. The service does not change, still the same as the competitors, however, the warranty might stand out. ‘We warranty clear, clean water after parties even if we have to change our schedule.’”

“Ah, I see. That would be an amazing warranty that differentiates from everyone else. Same service yet packaged differently,

but they must be willing to live up to the promise. So, if the differentiator is the guarantee, the identity might be something like, ‘We are the Pool Service company to call after the party.’ What are some other examples of differentiators?” I asked getting excited about this concept.

And of course, that’s right when Dane had to end the phone call. We had a hike planned the next day, so we decided to continue our conversation then.

To be continued... ■

## Things to do in May

- National Water Safety Month
- Algae control
- Specialty chemical maintenance
- Change hoses on liquid chlorine feeders
- Truck maintenance
- Evaluation of fuel consumption needs

# Problem pool?

# WE’VE GOT YOUR BACK!

Call your local distributor today.



LEARN MORE

Service pros in the know use **Instant FROG®** to keep their customers’ pool water sparkling clean.

Uses 50% less chlorine\*  
Protects for 6 months



\*Compared to the minimum EPA recommended chlorine level of 1.0 ppm for a stabilized swimming pool. ©2021 King Technology Inc.

# Selling the Safety and Convenience of Automatic Pool Covers

by Jacob Bloss, Cover Care

**AUTOMATIC POOL COVERS** are one of the safest ways to secure a swimming pool. They are also becoming a regular feature on the many new pools being sold and installed during this pandemic. As consumers continue to pour money into their backyard resorts, pool professionals have a huge opportunity to sell more automatic pool covers by focusing on the safety and convenience these covers offer pool owners.

## PRODUCT AWARENESS

Many pool professionals agree the market for automatic covers is growing exponentially due to the increased awareness of the product's availability. According to Owen Wlodarczak, president of Reflection Pools, in Kelowna, B.C., the market for automatic pool covers is growing in his region, as roughly half of his prospective customers are aware of the product before meeting with him. "Five years ago we weren't installing any automatic covers, but today homeowners are much more aware of this option, which makes it easier to sell them as a part of our pool project packages," he says. "They have either researched cover options or have seen them on other pools. In either case, we put automatic covers as an option on all of our quotes."

Chris Hill of Hillside Pools in Ft. Wayne, IN, says she also notices the same trend. "Seven years ago, only half of our customers purchased an automatic pool cover," says Hill. "Today, over 90% of our clients are purchasing one. Homeowners see their neighbors with these pool covers and come into our store inquiring about getting one. Automatic pool covers have become a highly

profitable product for us."

Today, homeowners are looking for maximum gratification out of their backyard pool investment. They do not want to work at maintaining their pool; they simply want to enjoy it. It's the pool professional's job to ensure they enjoy the pool safely. When pool professionals interview a prospective customer about how they plan to use their pool, it is important to discuss maintenance and safety with them as well. This is the perfect time to plant the seed about opening and closing procedures, day-to-day upkeep, and the importance of keeping debris out of the pool in relation to water maintenance. It's also important to discuss the importance of safety around the pool. If the customer is not considering an automatic cover already, this will jumpstart the thought process of the various safety and convenience benefits they can offer.

## SELLING SAFETY

When it comes down to it, safety remains one of the most important benefits of an automatic pool cover. It is important to emphasize safety as much as convenience when selling automatic pool covers. The security of knowing these covers can only be opened with a code or a key gives pool owners added peace of mind.

When pool professionals take the time to explain how an automatic cover doubles as a safety cover, most customers quickly understand that the safety benefits of the auto cover

are more important than the product's convenience benefits. And when compared to other safety cover options, an automatic pool cover is a year-round safety cover that can be opened at the touch of a button. This is different than a traditional mesh safety cover that only provides safety when the pool is closed in the winter.

Chris Hill says that in Indiana, an automatic pool cover is the only barrier required, so the pool owner does not need to build a fence around the perimeter of the pool. That savings also makes the automatic cover a more attractive solution for the pool owner.

## YEAR-ROUND SAFETY

In fact, automatic pool covers are providing a safer pool year round as opposed to a seasonal mesh or solid safety cover that is only securing the pool while it's closed for several months each winter. Once you remove that cover, the pool is no longer safe. Whereas, having an automatic pool cover allows you to close and lock the pool any time the pool is not in use, year round. Allan Horwood, owner of Pool Patrol in British Columbia says he emphasizes safety when talking to pool owners. "I look the customer in the eye, explain the benefits and tell them honestly that if you are building



**JACOB BLOSS**

is the director of operations at Cover Care LLC, which specializes in the

installation/repair of automatic pool covers and services in more than 32 major markets across the United States and Cover Care has installed more than 30,000 automatic pool covers. Bloss can be reached via email at [jbloss@covercare.net](mailto:jbloss@covercare.net).

a pool without an auto cover it's like building a house without a roof," says Horwood. "I lead them down the path to make the right decision, it's really a no-brainer."

Selling this safety aspect to a potential customer is an essential part of closing the sale. Hill says that customers are always convinced when they realize the safety the auto cover provides to their pool. "When they discover there is the added security of needing a 4 digit code to open the cover, they love that benefit," says Hill. "In fact, we explain that the key pad is placed in a location that is in full visibility of the pool so the homeowner is looking at the pool to ensure everyone is out of the pool when they close the cover."

Pool owners feel better knowing the pool is closed when they are away or on vacation and not supervising the pool. Selling the safety benefits of an automatic pool cover makes selling an automatic pool cover much easier.



## SELLING CONVENIENCE

In addition to the safety benefits of automatic pool covers, the convenience of having an automatic pool cover makes owning a pool much more satisfactory. "As soon as you sit down with the customer and talk about how they plan to use their pool, all consumers agree they want the convenience of being able to quickly open and close the pool," says Hill. "The automatic pool cover is one of the main reasons our customers are always super pleased with their investment in their swimming pool."

Mike Dominci of Long Island Pools in New York says consumers are looking for alternatives to traditional mesh safety covers in his market. "An automatic pool cover is a safety cover, but also offers the convenience of finger touch operation to open and close the pool," says Dominci. "Traditional mesh safety covers, though safe, are a major job to put on, and remove from the pool." Dominci says he finds people are willing to spend the extra money for the convenience of an auto cover and is selling more automatic pool covers on both new builds and renovations.

Some pool professionals are selling automatic pool covers against a traditional, winterizing mesh safety cover and others are selling against manual covers or solar covers with reels. Wlodarczak says selling automatic pool covers is easy to sell against the traditional solar blanket with a reel. "The No. 1 reason we sell an automatic cover is because of its convenience to the homeowner who doesn't want to manually remove a pool cover when they want to use the pool," says Wlodarczak. "We now put automatic pool covers as an option on 100% of our quotes and are selling many more automatic pool covers."

An automatic pool cover provides homeowners with a true safety cover with the convenience of opening and closing that safety cover at the push of a button in 45 seconds or less. "As soon as the homeowner hears that it only takes 30-45 seconds to open the pool and another 30 seconds to close the pool — they are sold," says Hill.

In addition to convenience, it is important pool professionals

do not forget to promote the many other benefits automatic pool covers provide. For instance, they can help reduce the customer's overall cost in maintaining their pool (retain heat when the pool is not in use, as well as prevent chemicals and water from evaporating). These additional benefits contribute to the reduction of a pool's operational costs over a three to five year period.



www.springboardbrb.com

## WANT TO SELL YOUR POOL ROUTE?

**We put cash in your pocket!**



- ✓ Fast results
- ✓ Easy transactions
- ✓ Qualified buyers

**Call us Today for a  
FREE Route Appraisal**

**1-888-998-7665**

## CONCLUSION

The market demand for automatic pool covers continues to grow, year over year. Pool professionals have tremendous profit potential when they truly understand how to sell the safety and convenience benefits of automatic pool covers. Whether a dealer chooses to install and service them or simply sell the cover and subcontract out the installation and service, pool professionals are leaving money on the table if they don't include automatic pool covers as a part of their product offerings. ■

## PENTAIR REBATE PROGRAM

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

Pentair will reimburse IPSSA one dollar (\$1.00) for each whole good that a member purchases throughout the year. The listing of qualifying whole goods is the same as listed in the Pentair's PIP Program, for example, pumps, filters, heaters, heat pumps, cleaners, automation systems, IntelliChlor and colored lights. For IPSSA to receive payment each member must register individually on the Pentair IPSSA Incentive Program Registration Form and also available on the IPSSA member portal site under Member Only Exclusive Offers. This will allow Pentair to monitor and collect electronically from participating distributors purchase details, or direct from the member purchases for the rebate accumulation.

If a member does not register, their purchases will not qualify and cannot be added later. The Pentair Incentive Program dates reflect purchases made from October 1, 2020 through September 30, 2021.

This program does not affect any member purchases that may also currently be individually enrolled in the PIP program. If dealers have any questions regarding the program, please have them dial 800-693-0171 and speak with their program coordinator.

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



# Let Liquid Solar Covers Help Clients Make the Most of Their Pools

By Jamie Novak, NC Brands



**THE BOOM IN NEW** pool owners that came as a result of the pandemic has created a number of homeowners experiencing 'new pool syndrome.' These homeowners want to get the most out of their new investment after having spent months working and schooling from home.

So, many homeowners are cranking up their pool heaters to keep their kids (and themselves) active in the water. However, when the air temperature plummets below the water's temperature, some pool owners start to see steam rise off the surface of the water. When this happens, it is not just the pool water evaporating into the atmosphere. In fact, so too is the heat and the money the homeowner will need to spend to rebalance their water chemistry upon introduction of new source water.

Unfortunately, many pool owners — both new and old — may not realize that heat loss and evaporation can be quite expensive. Limiting water evaporation is one of the most cost-effective ways a homeowner can reduce unnecessary top-offs, chemistry adjustments, and heat loss. Recommending an

easy-to-use liquid cover solution is also one of the simplest methods a pool professional can help their clients save water, money, and energy.

## WHAT ARE LIQUID COVERS?

A liquid cover is an evaporation suppressant that creates an invisible barrier at the surface of the pool to help trap heat and reduce evaporation. These products create monomolecular layers, or barriers, primarily composed of cetyl alcohol, stearyl alcohol, or ethyl alcohol (ethanol). The product is added to the skimmer with the circulation system running to disperse the monomolecular layer on the surface.

When explaining these products to customers, pool pros can use the analogy that it is like putting a lid on a pot of boiling water. The layer is a single molecule in thickness and creates additional surface tension. It contains fatty alcohols that readily float on the surface to block direct interaction between air and pool water. Dispersants in the formulas spread the material across the surface of the water. This technology was originally tested and applied in the drinking water reservoir

industry where they learned that the combination of cetyl and stearyl alcohol was effective at reducing evaporation.

## HOW DO LIQUID COVERS WORK?

When liquid covers form the monomolecular layer on the pool water, extra surface tension is created, helping to prevent the release of water vapor into the atmosphere. While the surface tension is broken when swimmers are present, the tight molecular arrangement of the layer causes it to quickly reform.

The No. 1 difference between a physical solar cover and a liquid cover product is that a physical cover does nothing if it is sitting bunched up in the backyard. If someone forgets to put the solid cover on when the temperature drops on a cool night, there will be considerable evaporation loss. On the other hand, liquid solar products are always in the water if it is added consistently according to dosage instructions.

## HOW CAN LIQUID COVERS BE BETTER THAN TRADITIONAL COVERS?

The traditional solution to heat loss and evaporation has been to use a solid pool cover, which significantly decreases energy consumption and heat loss through evaporation. According to the U.S. Department of Energy, solid covers can prevent water loss due to evaporation as well as reduce a pool's energy consumption by 30% to 50%.

Traditionally, solar bubble blankets are sold to new pool owners as they are especially great at the beginning of the season to help heat the water more quickly. There are, however, some downfalls to using a solar blanket that some homeowners may not realize until they are

wrestling it by themselves to put it back on their pool. They can be bulky and tough to move, not to mention the additional dirt and debris a homeowner may be inadvertently introducing to the pool when dragging the cover across their yard.

For irregularly shaped pools, covers need to be cut or modified to fit properly for effectiveness, which can also add to the frustration when attempting to put it back in place. Some consumers also unintentionally find they damage a portion of their lawn or surrounding garden when a solar blanket is accidentally placed in a garden or simply left on top of the grass for an extended period.

Additionally, if a bubble solar blanket is left on the pool for too long on hot days, it could even overheat the pool and lead to cover damage, as well as creating a chemical imbalance in the water.

Many of these problems disappear with the use of a liquid solar cover, which why it's a product that service professionals should recommend to their clients.

## WHAT IS THE BEST WAY TO SELL LIQUID COVERS?

Understanding what liquid covers are made of and how they work are an important part of selling this product, because the customer is being sold a cover they cannot see. Often, the best way to sell clients on using a liquid cover is by describing how it can lower utility costs by retaining heat in the pool water, which is especially important for pool owners who are cranking up their pool heaters.

Pool professionals say pool owners are willing to try the



product when the savings from water and heat loss benefits are explained. Some pool professionals even include the liquid cover with the sale of a heater to ensure the customer's satisfaction because heating a pool — especially during the colder months — can be expensive.

Pool retailers might, for example, consider including a liquid cover product as part of their new pool startup packages and explain to the customer how they can incorporate it as part of their weekly pool maintenance routine. Pool service professionals might also consider including these products as a part of their

service call offerings. This can be an especially easy sale if it is known the customer plans to use their pool over the course of the winter and into the early spring months.

In fact, many pool professionals report their customers say they get more swimming and enjoyment out of the pool simply because they do not have to deal with a physical cover — especially if only one adult is available to pull the cover off and put it back on. Some pool professionals even quantify the benefits by saying liquid covers pay for themselves because the cost per swim becomes much less as a result of its ease of use in

comparison to a physical bubble cover and the pool owner's ability to swim more frequently.

#### START OFFERING LIQUID COVERS TO ALL CLIENTS

With so many new pool owners in the marketplace, industry professionals can offer consumers options that will make their pool ownership experience very satisfying. For homeowners, the idea of getting a pool is to enjoy it, not to labor over it. Pool owners want the best advice that will help them decrease work and increase efficiencies. Liquid covers are one of many products that are overlooked that can help

improve the pool maintenance process by removing some of the time and effort needed from the homeowner. Liquid covers can make a pool professional seem like a hero in the eyes of the pool owner as they realize the savings by reducing heat loss and evaporation in their pool. ■



#### JAMIE NOVAK

is a brand manager at BioLab, focusing on Natural Chemistry, SeaKlear, and

AquaPill specialty chemicals. She has an MBA from Johns Hopkins University's Carey Business School with concentrations in Leading Organizations and Marketing. Novak has been in the pool and spa industry for over 16 years, holding multiple positions on both the equipment and chemical sides of the business. She can be reached at jamie.novak@biolabinc.com.

# YOUR SERVICE DISTRIBUTION PARTNER...

## NOT YOUR COMPETITOR!



### WHY CHOOSE US?

#### VALUE-ADDED SERVICES:

- Consumer-Driven Marketing Programs & Branded Websites
- Easy & Convenient Online Ordering / Delivery Options
- Large & All-Inclusive Product Inventory
- Over 370 Conveniently Located Sales Centers Nationwide
- Single Source for Product Knowledge & Training

### MOVING BUSINESS FORWARD

DOESN'T MEAN YOU HAVE TO GET THERE ALONE!



### 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.

By Mike Fowler, Pentair

# Selling and Installing Variable-Speed Pool Pumps



WITH NEW DEPARTMENT OF ENERGY (DOE) regulations going into effect this summer, pool professionals are selling the energy-saving benefits of variable-speed pool pumps (VSP) to pool owners not only because it's good for business, but also because it's good for pool owners and the environment.

In fact, pool professionals have made variable-speed pump replacement central to their businesses for the past several years. Initially many professionals began replacing single-speed pumps with variable-speed pumps when local utilities offered rebates to pool owners who upgraded. But even as some rebates are no longer offered, selling variable-speed pool pumps continues to offer pool professionals excellent profits while also providing great benefits for pool owners and the environment.

## BENEFITS TO VSP SALES

While rebates are a great way to get the conversation started, pool pros have discovered that changing pool pumps from single to variable speed offers many other benefits that ultimately persuade pool owners to switch. Benefits like lower monthly utility bills, reduced noise pollution and cleaner water are things that customers understand and appreciate.

Lower monthly utility bills: Using actual data and calculating the potential monthly savings in utility bills is an excellent way

to overcome the price objection when selling variable-speed pumps. Using the Pentair Pool Pump Savings Calculator is very helpful when explaining the savings to customers. Most pool pros find it convenient to put the calculator on an iPad to quickly plug in the customer's pool data and their electricity rate. The calculator does the math, which shows customers that they can immediately start saving money on their electrical bill by installing a new VSP.

Reduced noise pollution: In densely populated areas with lots of pools, a quieter pool pump not only improves the backyard living environment for your client but also for their neighbors. Switching to a VSP not only reduces monthly operating expenses but also offers much quieter operation, which means there is less noise for the pool owner and their neighbors. Pool professionals can explain that customers will know the pump is working because they see water movement in the pool, not because they hear the pump running.

Cleaner, clearer water: Because of the slower operating speed of the VSP pump, the filter works more efficiently so the pool water is cleaner. The slower speed allows the filter to catch smaller particles. Having the pump run for more hours a day, means the pool water is healthier as stagnant pool water can more easily develop algae or other water borne annoyances.

## MAKE VSP REPLACEMENT PART OF YOUR BUSINESS PLAN

Replacing single-speed pumps with variable-speed pumps is a profitable endeavor and should be central to the business plans of all pool professionals. Not only will you be ensuring pools are compliant with new DOE regulations, but the work can significantly improve

your bottom line. Even more importantly, selling variable-speed pool pumps will improve customer loyalty because of all

the benefits that come with VSPs — lower monthly electrical bills, cleaner water and a quieter, more peaceful backyard. ■



**MIKE FOWLER** is the commercial sales manager for Pentair in Sanford, N.C. He has been with Pentair since 1992, starting his career in the technical services department at Purex Pool Products. Fowler has held many managerial roles within the company, including marketing, accounting and products. He can be reached at [mike.fowler@pentair.com](mailto:mike.fowler@pentair.com).

**waterway™**

Waterway's line of Bonded Skimmers includes Models for Gunitite, Fiberglass & Vinyl. Available in White and Grey.

Conforms to UL 1081, UL 1563, CAN/CSA-C22.2. The bonding plate and copper wire meets National Electric Code (NFPA 70 Article 680 section 680.2 © Pool Water)

NSF

# Renegade Bonded Skimmers

[www.waterwayplastics.com](http://www.waterwayplastics.com)

Designed, Engineered & Manufactured in the USA.

©2020 Waterway Plastics

# County Leak Services



A division of The Pool Center Inc. "The Leak Detective"  
Contractors License 736686

- Expert leak detection & repair
- Serving O.C. L.A. & adjacent areas
- Gunite pools & spas only
- Guaranteed to find the leak
- Guaranteed pool crack repair

Referral commissions  
on prearranged jobs

## 714-632-0117

info@countyleakservices.com

www.countyleakservices.com

**NEW!**  
Industry leading  
course content

NATURAL  
CHEMISTRY

# NCPRO TRAINING

VIRTUAL LEARNING

## FREE self-paced training modules

with optional testing & certification

Visit: [www.ncprotraining.com](http://www.ncprotraining.com) to register today!

# Take **PRIDE** In Your Work.

Don't settle for anything less than the **BEST REPLACEMENT FILTER ELEMENTS** that are **USA-MADE** to **OEM SPECIFICATIONS** with over **60 YEARS** of industry knowledge, experience, and **UNMATCHED CUSTOMER SERVICE.**

www.**Unicel**filters.com





## Women as Pool Professionals

# Laurie Beecher-Valenzuela

SOLE PROPRIETOR OF LULU'S ENTERPRISES, REGION 8, WESTERN LAS VEGAS, NV

By Rose Smoot, CAE, IPSSA Executive Director

**Laurie didn't begin her career** in the pool profession. One of her previous jobs was working for a county sanitation department. She quickly learned this job was not what she wanted to do every day. On the 4th of July in 1986, Laurie was exposed to pool service work and fell in love with everything about the profession. In 1991, she established her own business.

When Laurie first entered the industry, she was surprised at the lack of education offered for pool professionals. The swimming pool servicer in Las Vegas was the stereotypical guy in the backyard with sunglasses and flip-flops and his single pole. Laurie found it incredulous that no apprenticeship program existed - as with other contractor professions - and that no training and/or certification programs were available. Recognizing the need for the industry to grow as a profession and improve its image, Laurie helped to establish specific categories for swimming pool service, repair, and maintenance in the state, county, and city licensing divisions.

Because Laurie was self-employed, she was able to take the time to work with the health department in Nevada to rewrite certification policies. That effort led to more industry-specific policies and expanded the scope of services that pool technicians could provide.

Professionalism is one of the keys to a successful pool business. Laurie feels her training and education has made a difference in the

quality of her business. I asked Laurie if her customers perceived her differently than her male counterparts. She believes the difference is her level of professionalism. When a customer says, "my pool has never looked this good", it's not because Laurie is a female - it's because she is a licensed, certified technician. Gender is irrelevant when you possess the knowledge and skill to provide exceptional service.

With that being said, there are some advantages of being a woman in the pool profession. One advantage Laurie has observed over time is that her customers feel more comfortable with her being in the backyard with their teenage daughters. She doesn't imply awareness of negative occurrences; it is just about the customer feeling comfortable. Some customers believe that because women are "naturally" better at cleaning, she makes their pool shine brighter than other professionals. Although Laurie does not believe that is necessarily true, she will take the credit, nonetheless.

Being a woman in the business doesn't mean you have to compromise your pricing to be competitive. It's all about professionalism and having the certifications. Rates are determined according to the level of service you provide and the market in which you work. Laurie believes that the pool industry offers women the same opportunities as their male counterparts.

As a seasoned professional, Laurie encourages women thinking about becoming a pool technician to do some

research before diving into the pool business. It offers a lot of time flexibility. For example, Laurie (as a single mother) was able to adjust her schedule to take her children to and from school.

I asked Laurie what pointers she could offer to someone starting out in the business. She stresses the importance of taking pride in your business, maintaining a good reputation and abiding by your values, and always knowing your priorities. The core of Laurie's philosophy



is to ensure the health and safety of her customers and community; she also feels it is the responsibility of every swimming pool professional to be actively involved with educating the public about pool safety and drowning prevention. ■

THE INDEPENDENT  
POOL AND SPA SERVICE  
ASSOCIATION PRESENTS

## WEEKEND OF INSPIRATION CONFERENCE 2022

"Tactics, Tools and Ideas Worth Sharing"

**Save the Date!**  
FEBRUARY 4-6, 2022  
KONA KAI RESORT  
SAN DIEGO, CA

Please join us for a weekend of  
inspiration, networking and leadership  
training!

\*More information about registration will be available in June.  
Please note there will be no onsite registration.

**#1 CHOICE OF POOL PROFESSIONALS**

# Save Time and Money

- Ideal for salt and chlorine pools
- Eliminates & prevents all algae up to 6 months
- Crystal clear water with reduced chemicals



**4pack Blue Units**  
7.5k - 20k Gallons



**4pack Black Units**  
20k - 30k Gallons



**4pack Boosters**  
Replacement Minerals



**POOLRx™**  
MINERAL TECHNOLOGY

1-800-376-6579  
info@poolrx.com  
poolrx.com

Learn more about these amazing products featured on podcasts: [www.thepoolguypodcastshow.com](http://www.thepoolguypodcastshow.com) and [www.poolchasers.com](http://www.poolchasers.com)



## NSF®-50 CERTIFIED WATER TESTING



Certified to NSF/ANSI Standard 50

Certified to NSF/ANSI Standard 50

**NEW!**



**eXact iDip®**  
SMART PHOTOMETER SYSTEM™  
with **Bluetooth®**  
SMART



### EXACT IDIP® POOL PRO+ KIT:

One (1) eXact iDip® Photometer, (1) eXact® pH+ meter, ORP Probe, Cleaning brush, Quick Start Guide, and 25 each iDip® reagent tests:

#### eXact iDip® Photometer:

- Total Alkalinity
- Free Chlorine
- Combined/Total Chlorine
- Calcium Hardness
- Cyanuric Acid
- Over 40 additional iDip tests available for purchase

#### eXact® pH+ Smart Meter:

- pH
- TDS
- Temperature
- Conductivity
- Salt/Salinity
- ORP (Now included!)

- Calculated tests:**
- Combined Chlorine
  - Total Chlorine
  - LSI
  - (Langelier Saturation Index)

**LEARN MORE**



**Industrial Test Systems, Inc.**  
Innovators of Water Quality Testing

800-861-9712  
INFO@SENSAFE.COM  
**SENSAFE.COM**



waterproof IP67  
CE



IPSSA



# MAY IS WATER SAFETY MONTH

## IPSSA Water Safety Events

The Western Las Vegas IPSSA Chapter hosted an information water safety table at a past Las Vegas Aquatics event.



(Photo and Safety Fence Installation by Beau Braisher Pool Service): Swimming pool safety fences are universally recommended and even mandatory in many jurisdictions. Putting up a temporary fence around your pool is essential in protecting young children from drowning.



**Drowning - #1 Cause of Preventable Death for Small Children.** IPSSA wants YOU to keep your kids safe this summer by:

- Enroll Children in Swimming Lessons
- Ensure all barriers are in good working order: pool gates, pool alarms, locks on doors, pool cover secured
- Designate a Water Watcher – This person has their eyes on the pool and is kept distraction free
- Know what to do in an emergency – Learn CPR, if a child is missing always check the pool first, SECONDS matter!

[www.ipssa.com](http://www.ipssa.com)



## Drowning Prevention Coalition of Arizona

The Drowning Prevention Coalition of Arizona, a community based organization comprised of parents, health and safety professionals and business leaders, exists to provide a forum to prevent fatal and non-fatal drownings through the promotion of education, legislative action and enhanced product safety. Find out more information about this organization at: [preventedrownings.com](http://preventedrownings.com)

Members of the Western Las Vegas IPSSA Chapter earned their CPR certification together.



IPSSA'S Region 8 participated at a local water safety event sponsoring life vests to those in need.



Annually, the Hilton in Phoenix, AZ hosts a special water safety event with the Drowning Prevention Coalition and Phoenix Fire Department at their water park. This fun event promotes drowning prevention and is highlighted by special guests like the Phoenix Suns Gorilla the Arizona Diamondbacks Baxter the Bobcat.

Wearing a life vests on open water like lakes and rivers is important at any age – even if they are not required by law. Swimming in open water is very different from pools because of water flow and depth, which can be dangerous.



Photo: Shannon Liebrock



The Drowning Prevention Coalition of Arizona members work hard to share water safety messages at events. Meghan Chute from Mesa Fire and Medical Department teaches a family about the difference between life vests and floaties – which are toys.



# Judah Brown Project

Judah Brown provides funding for survival swim instruction for children 6 years and under, CPR/First Aid and AED certification for individuals 8 years and up, and other lifesaving education to families to help prevent children from drowning. Find more information about this organization at: [judahbrownproject.org](http://judahbrownproject.org).



The Judah Brown organization held a life jacket giveaway in the Galveston area last summer, where they helped give over 450 life jackets to children and families on the beach.



A recipient of a Judah Brown swimming instruction scholarship learns to swim, float, swim.

- Judah Brown held a preschool training event in early 2020 on drowning prevention.



## Download the FREE Josh the Otter App!

Includes the book "Josh the Baby Otter" translated into 8 languages, a water safety quiz, the "Learn to Float" song and other activities!



# NEW HOURS OF OPERATION

Monday-Friday 6:30am-4pm

Saturday 7-11am\*

\*Saturday hours do not apply to these locations



### FLORIDA

MELBOURNE NAPLES SARASOTA SPRINGHILL  
MIAMI PORT CHARLOTTE TAMPA WEST PALM

### TEXAS

AUSTIN FORT WORTH PLANO  
CONROE KATY SAN ANTONIO



### NEVADA

HENDERSON\* LA COSTA\* MEADE

### UTAH

ST. GEORGE\*

[www.fwppool.com](http://www.fwppool.com)

# Chapter Information and Meetings

## REGION 1 Northern California

### Dave Hawes, Director

925-828-7665 | [david@hhpools.com](mailto:david@hhpools.com)

### Capital Valley (Sacramento)

First Wednesday, 7:00 p.m.  
VFW 8990 Kruihof Way, Fair Oaks  
President: [Jason Hilton](mailto: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](mailto:Rick.Plath), 209-456-1605

### East Bay

Third Tuesday, 6:00 p.m.  
Pleasant Hill Community Center  
320 Civic Drive Pleasant Hill  
President: [Bob Dundon](mailto:Bob.Dundon)

### East Contra Costa

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

### El Dorado

Second Thursday, 6:30 p.m.  
Shingle Springs Community Center  
4440 S. Shingle Road, Shingle Springs  
President: [Shawn Panico](mailto: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](mailto:Jerry.Marquardsen)

### Gold Country

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

### Modesto Central Valley

Third Tuesday, 6:00 p.m.  
El Rosal Restaurant  
3401 Monte Vista Ave., Turlock  
President: [Albert Camarillo](mailto:Albert.Camarillo), 209-628-2717

### Sacramento City

Fourth Wednesday, 7:00 p.m.  
Plaza Hofbrau  
2500 Watt Avenue, Sacramento  
President: [Kelli Carrillo](mailto:Kelli.Carrillo), 916-730-7636

### Tracy

Fourth Thursday, 6:00 p.m.  
Perko's Cafe  
1321 W. 11th Street, Tracy  
President: [Beau Hoff](mailto:Beau.Hoff)

### West Placer

First Thursday, 5:30 p.m.  
Strikes Bowling Alley  
5681 Lonetree Blvd., Rocklin  
President: [Bryan Soto](mailto:Bryan.Soto), 916-258-5114

## REGION 2 Central California

### Beau Braisher, Director

661-332-4952 | [braisherpools@gmail.com](mailto:braisherpools@gmail.com)

### Bakersfield

First Tuesday, 5:30 p.m.  
Rusty's Pizza  
6675 Ming Ave., Bakersfield

President: [Trevor Smith](mailto:Trevor.Smith), 661-472-5288

### Central Coast

Second Wednesday, 6:00 p.m.  
Nino's Grill, Templeton  
President: [Matt Mazzo](mailto: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](mailto: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](mailto:Michael.Flanagan), 805-444-7960

### Fresno

Fourth Tuesday, 7:00 p.m.  
Roundtable Pizza  
First & Bullard, Fresno  
President: [Manuel Margain](mailto:Manuel.Margain), 559-307-1072

### Santa Barbara

Second Monday, 6:30 p.m.  
Rusty's Pizza Parlor  
232 W. Carrillo (downtown), Santa Barbara  
President: [Joe Burich](mailto:Joe.Burich), 805-451-1963

### Ventura

Third Tuesday, 7:00 p.m.  
Poinsettia Pavilion  
3451 Foothill Rd., Ventura  
President: [Tracy Sands](mailto:Tracy.Sands), 714-726-4059

### Visalia

Third Wednesday, 6:00 p.m.  
Amigo's Cantina  
5113 W. Walnut Avenue, Visalia  
President: [Charles Roque](mailto:Charles.Roque), 559-213-4021

## REGION 3 Northern L.A. County, California

### Terry Snow, Director

909-982-9962 | [tls.pools@verizon.net](mailto:tls.pools@verizon.net)

### Antelope

Second Monday, 6:00 p.m.  
SCP Antelope Valley  
4514 Runway Drive, Lancaster  
President: [Steven Polovina](mailto:Steven.Polovina), 661-236-6095

### Diamond Bar

First Thursday, 7:00 p.m.  
PEP 563 W. Terrace Drive, San Dimas  
President: [Robert L. Betts](mailto:Robert.L.Betts), 626-757-6707

### Foothill

Third Thursday, 7:00 p.m. via Zoom  
849 Foothill Blvd. #4, La Canada  
President: [Jay Laughrey](mailto:Jay.Laughrey), 818-957-5298

### San Fernando Valley

Third Wednesday via Zoom  
President: [Rich Gallo](mailto:Rich.Gallo), 661-803-9919

### San Fernando Valley Metro

First Tuesday, 7:00 p.m.  
Canoga Bowl  
20122 Vanowen, Canoga Park  
President: [Eric Nielson](mailto:Eric.Nielson), 818-710-1628

### San Gabriel Valley

Second Thursday, 7:00 p.m.  
PEP 1862 Business Center Drive, Duarte  
President: [Ron Hopwood](mailto: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](mailto:Glen.Batista)

## REGION 4 South L.A. County, California

### Adam Morley, Director

310-493-3565 | [adam@paradisepools.biz](mailto: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](mailto: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](mailto: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](mailto:Rick.Morris), 310-755-5279

### West Side

Second Tuesday, 6:30 p.m.  
American Legion Hall  
5309 S. Sepulveda, Culver City  
President: [Richard Okamoto](mailto:Richard.Okamoto), 310-927-2411

### Whittier

First Wednesday, 7:00 p.m.  
Superior Pool Products Santa Fe Springs  
President: [Albert Navarro](mailto:Albert.Navarro), 562-927-6757

## REGION 5 Orange County, California

### Michael Denham, Director

714-891-6180 | [denhampools@gmail.com](mailto:denhampools@gmail.com)

### Anaheim

Third Wednesday, 6:30 p.m.  
Roundtable Pizza  
12829 Harbor Blvd., Garden Grove  
President: [Cal Pratt](mailto:Cal.Pratt), 949-230-7462

### Central Orange County

Last Tuesday, 7:00 p.m.  
Coco's Restaurant  
14971 Holt Avenue, Tustin  
President: [Mark Harrison](mailto: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](mailto:Cliff.Gross), 949-587-9773

### Mission Viejo

1st Tuesday of every month, 6:00 pm  
Laguna Hills, CA 92653  
President: [Chris Dodds](mailto:Chris.Dodds), 949-683-6076

### Orange Coast

Last Monday, 5:00pm  
Roundtable Pizza on Adams and Beach  
President: [Rob Manqus](mailto:Rob.Manqus), 714-318-1254

### Orange County # 9

Second Wednesday, 7:00 p.m.  
Dad Miller Golf Course  
North Gilbert Street, Anaheim  
President: [Douglas Beard](mailto:Douglas.Beard), 714-534-5405

## Orange County Pool Professionals

Last Monday, 6:00 p.m.  
Claim Jumper (Banquet Room)  
18050 Brookhurst St., Fountain Valley  
President: [Jim Romanowski](mailto:Jim.Romanowski), 714-404-2550

### Southwest

First Wednesday, 6:00 p.m.  
ABC Pools  
10560 Los Alamitos Boulevard, Los Alamitos  
President: TBD

### Surf City

Third Tuesday, 6:30 p.m.  
Superior Pool Products  
10865 Kalama River, Fountain Valley  
President: [Frank Malavar](mailto: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](mailto: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](mailto:David.Hartson), 714-306-4864

## REGION 6 Inland Empire, California

### John Dixon, Director

951-316-1675 | [waterwhisperer1@verizon.net](mailto: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](mailto: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](mailto: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](mailto: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](mailto:Gary.Kauber), 760-702-5865

### Palm Springs

First Wednesday, 5:30 p.m.  
Superior 5700 Indian Springs Rd., Palm Springs  
President: [Jim Elliott](mailto:Jim.Elliott), 760-413-0463

### Redlands

Second Tuesday, 6:00 p.m.  
Hickory Ranch  
32971 Yucaipa Boulevard, Yucaipa

President: [Bill Brooks](#), 909-553-5780

#### Riverside

First Tuesday, 6:00 p.m.  
Cask N Clever  
1333 University Ave., Riverside  
President: [Howard Hill](#), 951-213-6131

#### Temecula/Murrietta

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

**REGION 7** San Diego County, California  
[waterwatcher.org](#)  
**Michael Harris, Director**  
619-395-6700 | [barrowpoolssd@gmail.com](#)

#### Carlsbad

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

#### Escondido

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

#### North County Coastal

Third Tuesday via Zoom, 6:00 p.m.  
(meeting link is sent out a week prior).  
Please contact the Chapter President by email for more information.  
President: [Aden Dunne](#), 760-801-5526

#### Rancho Del Mar

Third Monday, 5:30 p.m.  
12840 Carmel Country Rd.  
San Diego, CA 92130  
President: [Wayne Maynard](#), 858-361-8313

#### 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: [Perry Wingate](#), 520-240-0806

#### West Valley

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

#### Western Las Vegas

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

#### REGION 9 - TEXAS SOUTH

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

#### Austin

First Tuesday, 6:00 p.m.  
Cherry Creek Catfish Company  
5712 Manchaca Road, Austin  
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.  
La Cocina de Roberto  
3126 Sawdust Road, The Woodlands, TX  
President: [Stephen Titone](#), 281-773-8643

#### San Antonio

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

#### West Houston

First Tuesday, 7:00 p.m.  
Spring Creek Barbeque  
21000 Katy Freeway, Katy, Texas  
President: TBD

**REGION 10** Bay Area South, California  
**Gary Heath, Director**  
510-223-7537 | [gary@thepooldoctors.com](#)

#### Fremont

Second Monday, via Zoom  
All Members/Guests (Jan-July)

Board Officers (Aug-Dec)  
PIN: 823 5019 6796  
P/W: BluePools1  
President: [Bruce Barrios](#), 510-750-2866

#### Marin and Sonoma County

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

#### Mid-Peninsula

Last Tuesday, 7:00 p.m.  
Superior Pool Products  
2692 Middlefield Road, Redwood City  
President: [Justin Lindley](#), 650-863-6661

#### 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 Starnier, Director**  
941-915-2135 | [tstarnier@tampabayrr.com](#)

#### Gold Coast (Ft. Lauderdale area)

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

#### North Georgia

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

#### Osceola (Orlando/Kissimmee)

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

#### Port Charlotte

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

#### Sarasota (Sarasota and Manatee Counties)

First Tuesday, 6:30 p.m.  
Gecko's Grill & Pub  
351 N Cattlemen Rd. North of Fruitville  
Rd., Sarasota, FL  
President: [Dustin Weaver](#), 941-685-0701

#### 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](#), 817-3089874

### ASSOCIATION INFORMATION

Rose Smoot,  
Executive Director  
Phone: 888-360-9505 x2  
Fax: 888-368-0432  
[rose@ipssa.com](#) or  
[info@ipssa.com](#)  
P.O. Box 3367, Rocklin CA  
95677

### FINANCE TEAM

Frank McDonald, Finance  
Director, [frank@ipssa.com](#)

Ian Bailey, Accounting  
888-360-9505 x1  
[accounting@ipssa.com](#)

### MEMBERSHIP

Alison Thompson,  
Membership Assistant  
888-360-9505 x1  
[memberservices@ipssa.com](#)

### INSURANCE BILLING

Phone: 844-574-1134  
Fax: 888-811-4502  
[insurance@cramercpa.com](#)  
PO Box 2934, Rocklin CA  
95677



# Associate Members

## TITANIUM PARTNERS



**BIO-DEX**  
[bio-dex.com](http://bio-dex.com)  
 623-582-2400  
 Lori Brumagin:  
[lori.brumagin@bio-dex.com](mailto:lori.brumagin@bio-dex.com)  
 Paul Matthews:  
[pmatthews@bio-dex.com](mailto:pmatthews@bio-dex.com)  
 Manufacturer of professional strength pool and spa chemicals



**HASA**  
[hasapool.com](http://hasapool.com)  
 661-259-5848  
 Rick Sawin: [RickSawin@HASApool.com](mailto:RickSawin@HASApool.com)  
 Randy Johnson: [Rjohnson@HASApool.com](mailto:Rjohnson@HASApool.com)  
 Liquid swimming pool chemicals, dry chemicals, pool and spa specialty chemicals



**Arrow Insurance Service\***  
[arrowinsuranceservice.com](http://arrowinsuranceservice.com)  
 Ray Arouesty: [ray.arouesty@hubinternational.com](mailto:ray.arouesty@hubinternational.com)  
 General information and certificate requests: 800-833-3433  
 Insurance billing information: 844-574-1134  
 Insurance issues.

## PLATINUM PARTNERS



**AQUASALT, LLC.**  
[aquasalt.com](http://aquasalt.com)  
 Susan Stevens: [sstevens@aquasalt.com](mailto:sstevens@aquasalt.com)  
 866-549-POOL (7665)  
 Salt for chlorine generators.



**Easycare Products**  
[easycarewater.com](http://easycarewater.com)  
 559-299-7660  
 Victor Rivas: [vrivas@easycarewater.com](mailto:vrivas@easycarewater.com)  
 Rodney MacDowell: [rmacdowell@easycarewater.com](mailto:rmacdowell@easycarewater.com)  
 Rosemarie Arenas: [rarenas@easycarewater.com](mailto:rarenas@easycarewater.com)  
 Manufacturer of water treatment chemicals



**Hayward Pool Products Inc.\***  
[haywardnet.com](http://haywardnet.com)  
 909-594-1600  
 Fred Manno: [fmanno@haywardnet.com](mailto:fmanno@haywardnet.com)  
 John Rodriguez: [jrodriguez@haywardnet.com](mailto:jrodriguez@haywardnet.com)

Bob Seward: [bseward@haywardnet.com](mailto:bseward@haywardnet.com)  
 Manufacturer of swimming pool equipment.



**Leslie's Swimming Pool Supplies**  
[lesliespool.com](http://lesliespool.com)  
 Jeff Manno: 480-527-7494  
[jmanno@lesl.com](mailto:jmanno@lesl.com)  
 Aaron Wax: 480-469-7504  
[awax@lesl.com](mailto:awax@lesl.com)  
 Isaac Crouch: 909-964-2108  
[icrouch@lesl.com](mailto:icrouch@lesl.com)  
 Supplier of all pool and spa equipment, parts, chemicals and maintenance items



**Skimmer**  
[getskimmer.com](http://getskimmer.com)  
 480-718-2158  
 Everything you need to run your pool service business, all in one app.™



**Fluidra USA**  
[fluidrausa.com](http://fluidrausa.com)  
 Zodiac, Jandy Pro Series, Polaris, Nature 2, iAquaLink, Cover Pools, CareTaker, Grand Effects and Blueriit Products  
 Steve Gutai: 800-822-7933 X 3323

## GOLD PARTNERS



**Industrial Test Systems**  
[sensafe.com](http://sensafe.com)  
 800-861-9712  
 Mike McBride: [mmcbride@sensafe.com](mailto:mmcbride@sensafe.com)  
 George Bailey: [gbailey@sensafe.com](mailto:gbailey@sensafe.com)  
 Manufacturer of water quality test strips and meters for the pool and spa service industry



**King Technology**  
[kingtechnology.com](http://kingtechnology.com)  
 952-933-6118  
 Lynn Nord: [lynn.nord@kingtechnology.com](mailto:lynn.nord@kingtechnology.com)  
 Manufacturer of water purification products using minerals and 50% less chlorine



**Pool & Electrical Products Inc.**  
[poelectrical.com](http://poelectrical.com)  
 Andres Becerra: 951-432-3200  
 Wholesale distributor stocking all major brands and hard-to-find items.



**PoolRX Worldwide**  
[poolrx.com](http://poolrx.com)  
 949-502-5851  
 Fred Schweer: [fred@poolrx.com](mailto:fred@poolrx.com)  
 Pete Ashby: [pete@poolrx.com](mailto:pete@poolrx.com)  
 Manufacturer of algicide



**SCP/Superior/NPT\***  
[poolcorp.com](http://poolcorp.com)  
 James Davis, SoCal Division Sales Manager  
[james.davis@poolcorp.com](mailto:james.davis@poolcorp.com)  
 4900 E. Landon Drive, Anaheim, CA 92807  
 Office: 714-693-8037  
 Fax: 714-693-8033  
 Mobile: 951-415-2968  
 Service industry related



**Waterway Inc.**  
[waterwayplastics.com](http://waterwayplastics.com)  
 805-981-0262  
 Jerry Hyland: [jerryh@waterwayplastics.com](mailto:jerryh@waterwayplastics.com)  
 Mike Tuttobene:  
[miket@waterwayplastics.com](mailto:miket@waterwayplastics.com)  
 Good quality, good services, outstanding manufacturer of pool and spa equipment, valves, fitting and custom OEM spa parts

## SILVER PARTNERS



**Haviland**  
[havilandusa.com](http://havilandusa.com)  
 John Bokor: [jbokor@havilandusa.com](mailto:jbokor@havilandusa.com)  
 616-322-8353  
 Established in 1968, Haviland Pool & Spa is a leader in the manufacturing of pool and spa water treatment products. Haviland produces eight house brands including ProTeam and SpaPure, while also private-labeling pool and spa chemicals.



**Health Coverage 365**  
[healthcoverage365.com](http://healthcoverage365.com)  
 Geoff and Johana Matthews  
 Toll Free: 888-401-8111  
 Direct: 619-571-3393  
[geoff@healthcoverage365.com](mailto:geoff@healthcoverage365.com)  
 Providing individual, family and business/group health insurance coverage



**Hydroscribe**  
[hydroscribe.com](http://hydroscribe.com)  
 619-733-9167  
 Vernon Thomas:  
[hydroscribe.info@gmail.com](mailto:hydroscribe.info@gmail.com)  
 Complete cloud-based software and apps for managing pool service and repair companies. Includes separate menus and functions for pool techs, administrative staff, and customers.



**NC Brands L.P.**  
[ncbrands.com](http://ncbrands.com)  
 203-295-2300  
 Jay Bertschy: [jay@ncbrands.com](mailto:jay@ncbrands.com)  
 Jamie Novak: [jamie@ncbrands.com](mailto:jamie@ncbrands.com)  
 Chemical manufacturer



**Pool Covers Inc.**  
[poolcoversinc.com](http://poolcoversinc.com)  
 800-662-7665  
 Cheryl MacLennan: [cmacLennan@poolcoversinc.com](mailto:cmacLennan@poolcoversinc.com)  
 Claire King: [cking@poolcoversinc.com](mailto:cking@poolcoversinc.com)  
 Sales, service and installation of safety swimming pool covers and safety spa covers

## ASSOCIATE MEMBERS

**Alphawater Systems**  
[aws-poolsupply.com](http://aws-poolsupply.com)  
 562-408-6447  
 Sheila Shaffer: [Sheila@aws-poolsupply.com](mailto:Sheila@aws-poolsupply.com)  
 Proud supplier of wholesale pool supplies to the pool professional

**Blake Sales Associates\***  
[blakesales.net](http://blakesales.net)  
 800-748-5756  
 John Grucky: [john.grucky@blakesales.net](mailto:john.grucky@blakesales.net)  
 Products which we represent

**CDC Pools Inc.**  
[cdcpools.com](http://cdcpools.com)  
 Contact: John Jones  
[chase@cdcpools.com](mailto:chase@cdcpools.com)  
 480-798-6113  
 Pool and Spa Remodeling

**COMP**  
[c-m-p.com](http://c-m-p.com)  
 770-632-7112  
 Rich Simpson: [rsimpson@c-m-p.com](mailto:rsimpson@c-m-p.com)  
 Manufacture pool, spa & bath components/global supplier

**Compass Minerals**  
[compassminerals.com](http://compassminerals.com)  
 913-344-9100  
 Lauren Fallon:  
[fallonl@compassminerals.com](mailto:fallonl@compassminerals.com)

Manufacturer of Sure Soft® Pool Salt. Designed specifically for use with electrolytic chlorine generators. Contains high purity, extra fine crystals that dissolve rapidly

#### County Leak Services / The Pool Center

[countyleakservices.com](http://countyleakservices.com)  
714-632-0134  
Bill Campbell: [bob.campbell@countyleakservices.com](mailto:bob.campbell@countyleakservices.com)  
Swimming pool and spa leak locating, repairs, remodel

#### Freedom Solar Energy

[freedomsolarenergy.net](http://freedomsolarenergy.net)  
760-806-3733  
Kristal Needham: [kristal@freedomsolarenergy.net](mailto:kristal@freedomsolarenergy.net)  
Solar Pool Heating System Installation and Service. Solar electric, Solar hot water heating, battery integration and security installations

#### Horizon Spa & Pool Parts

[horizonparts.com](http://horizonparts.com)  
520-295-9750  
Raymond Thibault: [ray@horizonparts.com](mailto:ray@horizonparts.com)  
Bruce Johnson: [bruce@horizonparts.com](mailto:bruce@horizonparts.com)  
Wholesale distributor of pool parts, spa parts, business education

#### Intermatic

[intermatic.com](http://intermatic.com)  
815-675-7000  
Allen Ustianowski: [austianowski@intermatic.com](mailto:austianowski@intermatic.com)  
Time controls, remote controls, pool/spa automation, freeze protection, pool/spa transformers, chlorinators

#### Kent Westfall Pool Inspections

442-256-1623  
Kent Westfall, Owner/Pool Inspector:  
[kwproinspections@gmail.com](mailto:kwproinspections@gmail.com)

#### LaMotte Company

[lamotte.com](http://lamotte.com)  
800-344-3100  
Rich DeMoss: [rdemoss@lamotte.com](mailto:rdemoss@lamotte.com)  
Robin Myers: [rmyers@lamotte.com](mailto:rmyers@lamotte.com)  
Manufacturer of water testing products

#### Orenda Technologies

[orendatech.com](http://orendatech.com)  
Harold N. Evans: [info@orendatech.com](mailto:info@orendatech.com)  
Formulation, manufacture, marketing and sales of specialty chemical water treatment products.

#### Pentair Aquatic Systems

[pentairpool.com](http://pentairpool.com)  
[poolprofy.com](http://poolprofy.com)  
800-831-7133  
Steve Zorn: [steve.zorn@pentair.com](mailto:steve.zorn@pentair.com)  
760-431-8218  
Pentair Aquatic Systems is the world's leading manufacturer of pumps, filters, heaters, automation, lighting, cleaners, sanitizers, water features, and maintenance products for pools and spas.

#### Pool & Spa Apprenticeship and Training Committee (PSATC)

[poolapprenticeship.com](http://poolapprenticeship.com)  
Jennifer Farwell:  
[atc@poolapprenticeship.com](mailto:atc@poolapprenticeship.com)  
PSATC is the premier provider of work-based lifelong learning to meet an employer's need for skilled journeymen in the Pool and Spa Service Industry.

#### Pool Water Products\*

[poolwaterproducts.com](http://poolwaterproducts.com)  
James Bledsoe: [jbledsoe@poolwater.com](mailto:jbledsoe@poolwater.com)  
Richard Holtzworth: 949-756-1666  
Wholesale distributor of swimming pool and spa chemicals and accessories, equipment and parts, electrical and plumbing supplies

#### Purity Pool Inc.

[puritypool.com](http://puritypool.com)  
Julie Gross: [julie@puritypool.com](mailto:julie@puritypool.com)  
Rich Gross: 800-257-1961 ext. 1  
Professional cleaning tools & timesavers

#### RAMUC Pool Paint

[ramucpoolpaint.com](http://ramucpoolpaint.com)  
800-745-6756  
[rspencer@poolpaint.com](mailto:rspencer@poolpaint.com)  
Ramuc Pool Paint is a leading manufacturer of swimming pool and deck coatings.

#### Regal Beloit America Inc. / Century

[centuryelectricmotor.com](http://centuryelectricmotor.com)  
937-669-6287  
Mandy Presse: [mandy.presse@regalbeloit.com](mailto:mandy.presse@regalbeloit.com)  
From the innovative leader in pool pump motors, Century® by Regal® offers a full line of high quality pool and spa replacement pump motors

#### Solar Unlimited

Bob Irwin: [Bob4solar41@yahoo.com](mailto:Bob4solar41@yahoo.com)  
626-294-9584  
Exclusive dealer in Southern California for FAFCO Solar Pool Heating Systems for over 30 years

#### Space Coast Pool School

[spacecoastpoolschool.com](http://spacecoastpoolschool.com)  
321-726-8509  
Lauren Broom: [spacecoastpoolschool@yahoo.com](mailto:spacecoastpoolschool@yahoo.com)  
CPO Certification Classes and Training for Pool Industry Pros.

#### Springboard Pool Route Brokers

[springboardprb.com](http://springboardprb.com)  
888-998-7665  
Cory Mouillesseaux  
Pool route broker

#### Taylor Technologies Inc.

[taylortechnologies.com](http://taylortechnologies.com)  
410-472-4340

#### Jody O'Grady:

[jody@taylortechnologies.com](mailto:jody@taylortechnologies.com)  
Leading manufacturer of water-testing supplies geared to the needs of service professionals. Accurate, easy-to-use products backed by stellar customer service and technical support from degreed chemists

#### Ultimate Waters, Inc.

[ultimatepoolwater.com](http://ultimatepoolwater.com)  
619-393-5424  
Gabe Giordano:  
[gabe@ultimatepoolwater.com](mailto:gabe@ultimatepoolwater.com)  
Hollan Garmo:  
[hollan@ultimatepoolwater.com](mailto:hollan@ultimatepoolwater.com)  
Owns, manufactures and distributes the Chlorine Genie

#### Unicel

[unicelfilters.com](http://unicelfilters.com)  
818-678-0400  
Henry Cota, Regional Sales Manager:  
[henry@unicelfilters.com](mailto:henry@unicelfilters.com)  
The industry's most complete line of replacement filter cartridges and DE grids. When quality and service count – Unicel – clearly the best.

#### US Motores / Nidec

[nidec-motor.com](http://nidec-motor.com)  
262-692-2001  
Jim D'Angelo:  
[jim.d'angelo@nidec-motor.com](mailto:jim.d'angelo@nidec-motor.com)  
Hank Wiseman:  
[hank.wiseman@nidec-motor.com](mailto:hank.wiseman@nidec-motor.com)  
Nidec Motor Corporation, under the US Motors® brand, produces the most service friendly, energy efficient pool and spa replacement motors in the industry

#### Water Savers Co.

Steve Holcomb  
Andi Holcomb  
800-543-0979  
949-955-1233  
Leak detection and repairs for pools and spas

For more information about our associate members, please visit their web sites. If company representatives are available to speak at chapter meetings, their topics and geographic availability is indicated.

## PoolPro

PoolPro is the official magazine of the Independent Pool & Spa Service Association

**877-766-5757**

[www.PoolRouteSales.com](http://www.PoolRouteSales.com)

**SELL YOUR  
ROUTES**



**We Make  
It Happen**



The Original Route Broker  
In-House Escrow Services  
Over 10,000 Routes Sold  
Unmatched Support

**National Pool Route Sales, LLC**  
California Pool Route Sales, INC

**877-766-5757**

From the Makers of the Red Baron

New!

FENIX

Fast & Easy Replacement Parts!

DURABILITY BY DESIGN Since 1961

PURITY POOL  
[www.puritypool.com](http://www.puritypool.com)

MADE IN THE USA

# New Products



## Prepare for Pollen Season with Pool First Aid™

A **POLLEN OUTBREAK** is not only unsightly but can also cause an increased demand on chlorine. Pool First Aid™ is a naturally based enzyme product designed specifically to remove pollen before it becomes a problem in pool water. This product clears cloudy or pollen-filled pools fast for busy pool professionals! Pool First Aid™ combines our powerful SMARTZyme technology with a clarifier to fix pollen-filled pools fast. This product cleans pools of pollen, dead algae, oils, and other forms of non-living organic water contamination. Pool First Aid™ also frees clogged filters of oil and other forms of non-living organic buildup. Plus Pool First Aid™ removes pollen and dead algae quickly and efficiently, often without the need to backwash! Pool First Aid™ is a powerful pool problem solver that works very fast - *often without scrubbing!*

## Pentair offers EQ Series® 3-phase pool pumps with TEFC Motors

THE PENTAIR COMMERCIAL EQ SERIES 3-phase pool pump is available with a TEFC (Totally Enclosed Fan Cooled) motor that is more robust and corrosion proof than standard ODP (Open Drip Proof) motors because it does not allow ambient air to enter the motor. The TEFC motor prevents corrosion from the

inside out and features heavy-duty sealed bearings and ultra-strong aluminum fan for superior cooling. Self-priming and easy to service. NSF and UL approved. Compatible with Pentair's Acu Drive XS Variable Frequency Drive.



## ProTeam 'Blast It' Controls nutgrass and nutsedge

PROTEAM NOW OFFERS A POWERFUL, EPA registered herbicide called 'Blast It' that stops nutgrass from growing behind and poking holes through vinyl pool liners and other sensitive surfaces. Ideal for both inground and aboveground liners. Simply apply 7 lbs of granular Blast It for every 1,000 square feet of area before liner installations. This product will not crack, soften or discolor vinyl liners. Formulated to sterilize nutgrass seeds before they can germinate. Made in USA.



## Hayward XE Series

THE NEW HAYWARD XE SERIES PUMPS are the newest addition to Hayward's industry-leading line of ultra-high efficiency pumps. Built for maximum savings at a fraction of the purchase price, these pumps more than clear the bar for Department of Energy (DOE) regulations while putting the power and performance of variable-speed technology within reach for more consumers than ever before. Costing up to 1/3 less than their variable-speed counterpart and saving 30% over competing pumps with similar total horsepower (THP) ratings, XE Series pumps offer the lowest cost of ownership for any DOE-compliant pump on the market. They start saving before they start running, making them an outstanding addition to any pool—both in initial purchase price and long-term operational costs.

## Sutro

SUTRO DEVELOPED A SOLUTION THAT DOESN'T USE INFERIOR ORP, digital sensor, or solid test strip cartridges. It is the ONLY IoT device that measures Free Chlorine/ Bromine (DPD), pH, and Total Alkalinity using the same liquid reagents that pool professionals use. The company developed proprietary microfluidic technology that provides accuracy unparalleled by anything in the market today. B2B customers can monitor their customers' pools remotely via LTE so the setup can be done without involving customers. The monitor tests 3x/day and integrates with SpinTouch to provide a full picture of water health while connecting customers to service providers. Sutro helps providers save time by minimizing manual testing and increasing revenue by providing higher value services and maintenance to their clients.



# Backyard Pool Care Made Easy!



HASA Liquid Feeder™  
Safe, Clean and Clear Water

COMING  
SOON

## Introducing the NEW HASA Liquid Feeder™ Daily Sanitizer System

Ideal for Pool Professionals looking to maintain beautiful, sparkling blue pool water every day, without the hassle of increased cyanuric acid (CYA) or calcium from tablets or granular.

- Simple-to-use automatic feeder
- Eliminates need for tab floaters
- Non-electrical/easy to install
- Feeds whenever filter pump is running
- More brilliant pool "look and feel"
- No CYA or calcium added to water
- Best cost per use savings



HASA.com







**OUR PRODUCT IS  
TWICE AS STRONG!  
COMPARE COST &  
EFFECTIVENESS!**

**PROVEN. CONCENTRATED. SIMPLE. EFFECTIVE.**



**ACID WASH  
THE BIO-DEX WAY!**



**NO DRAIN  
DEEP CLEAN**

**STEP 1 - PREP**

- 1. Before Draining: (keep swimmers out during the process)
  - Raise the waterline above any scale, dirt or slime along the tile line
  - Pour 1 gallon Bio-Dex **Protect-All Supreme** per 10,000 gallons into the water and allow to circulate for 24 to 48 hours.
- 2. Drain the water according to city regulations and builder recommendations.

**STEP 2 - THE MIX**

- Using a 5 gallon bucket.
  - 1. Pour in two gallons water (warm water if very cold for easier mixing)
  - 2. Pour in one gallon acid
  - 3. Pour in 8 oz **Plaster White 'n Brite** (may be used for all colors and types of pool surfaces including black plaster)
  - 4. Pour in 8 oz **Aquadex 50 Stain-Off**
  - 5. Blend, using something like a paint mix stick.

**STEP 3 - THE WASH**

- Garden Sprayers may be used but the mix may need to be adjusted for ease of use
- 6. Standing on the deck, at the edge of the pool, pour the mixture down the side. Continue around the perimeter until completion. Scrubbing is optional at this time.
- 7. With a hose, begin rinsing at the initial starting point and continue to rinse all the way around the pool.
- 8. Pump or drain excess residual. Use Bio-Dex **Foam Stop** if excess foam is a problem.

**STEP 4 - START UP**

- All doses per 10,000 gallons**
  - Refill the pool adding 6oz of **Protect-All Supreme** in thirds as the pool fills. (total 18 oz)
  - Balance the pool water as needed
  - Add 2 oz **Clearex 500** to the skimmer when the filter is turned on.

**STEP 5 - MAINTENANCE**

- NOTE:** Smaller does can be added weekly
  - Add 6 oz **Protect-All Supreme** monthly
  - Add 6 oz **Aquadex 50 Stain-Off** monthly
  - Add 3 oz **Clearex 500** monthly

**Process below is per 10,000 gallons:**

**NOTE:** Maintain normal chlorine levels throughout the full process

**STEP 1**

- Raise the water line over scale, dirt and soil if possible
- Apply 1 quart **Protect-All Supreme** by pouring around the perimeter of the water.
- Pour 2 oz **Clearex 500** Clarifier in the skimmer.
- Run the Filter for 24 hours and brush if possible.

**STEP 2**

- Turn off the filter and apply 2 quarts **Aquadex 50 Stain-Off**, pouring in areas where the stains are most severe. Allow to dwell for 4 to 8 hours.

**STEP 3**

- Turn on the filter and run for at least 8 hours

**STEP 4**

- Add 2 more ounces **Clearex 500** and adjust chlorine and ph as needed.
- Continue to brush for 7 days if possible.

**TIP:** Process can be repeated as needed for maximum results

**STEP 5**

**MONTHLY MAINTENANCE**

- NOTE:** Can be added weekly in smaller amounts
  - Add 6 oz **Protect-All Supreme** monthly
  - Add 6 oz **Aquadex 50 Stain-Off** monthly
  - Add 3 oz **Clearex 500** Clarifier monthly

