

THE IPSSAN



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

Revitalizing the Pool Service Industry

The Benefits of Apprenticeship Programs

By The Pool & Spa Apprenticeship and Training Committee (PSATC)

THE POOL AND SPA SERVICE Industry continues to grow rapidly, leading to a high demand for skilled workers. To address this need, many employers are turning to apprenticeship programs. These programs offer numerous benefits for both employers and employees.

For employers, an apprenticeship program can be an effective way to train new employees to meet specific job requirements. This ensures that the employee has the necessary skills and knowledge to perform their duties effectively. Additionally, apprenticeship programs can lead to improved employee retention rates, as apprentices are more likely to remain with a company that invests in their professional development. In fact, the Division of Apprenticeship Standards (DAS) at the California Department of Industrial Relations reports that the average retention rate of an apprentice is 91%, and that apprentices report greater pride in their work and commitment to the employer.

Employers can also benefit from a higher return on investment (ROI) from apprenticeship programs. According to DAS, employers can expect an ROI of \$1.47 for every \$1.00 invested. In addition, as apprentices learn on the job, they are able to contribute to the company's operations, which can lead to increased productivity and profitability.

For employees, apprenticeships offer a unique opportunity to gain valuable skills in a hands-on environment. Apprentices can earn a wage while learning, which can help offset the cost of education and training. Additionally, apprenticeships can lead to higher paying jobs and greater job security.

Industry education is another important aspect of apprenticeship programs. Apprentices get to learn from experienced professionals in the field, gaining valuable insights into the industry and its best practices. This can help apprentices develop a strong foundation of knowledge and skills that they can build upon throughout their employment.



Overall, apprenticeship programs are a win-win for employers and employees in the pool and spa service industry. They offer a viable solution to the shortage of skilled workers, while also providing valuable training and education opportunities for aspiring professionals.

You don't have to take our word for it – below is a personal account from Javier Payan, Owner of Payan Pool Service out of San Diego, California. Payan has signed up multiple employees as pool service apprentices throughout the past few years:

“As a seasoned pool service company owner in the vibrant state of California, I have witnessed firsthand the evolution of our industry over the past 35 years. One aspect that has always posed a challenge for us, and many others in the business, is finding skilled and knowledgeable employees who can contribute to our

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IPSSA: Improving the Industry through Community, Education, & Support.

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Hello IPSSA Nation!



THE GREAT PUMPKIN has come and gone which means the holiday season is fast approaching. This is my

favorite time of the year, mostly because it revolves around family, friends and traditions, like my grandmother's Thanksgiving tradition of going around the table and sharing what we were thankful for. In keeping with tradition, here are a few things I am thankful for in my IPSSA world.

I will always be thankful that Jim Romanowski came to Florida and got me to join IPSSA. Thank you, my friend. I am thankful for Region 9 (Texas now Regions 9 and 12) and Phil Sharp. Thank you for making a Florida boy feel at home and to Phil for teaching me the ways of IPSSA.

I am thankful for all the friends I have made across IPSSA Nation, from my current BORD to past BORDs, and for the dedication the current BORD has shown this year. I am thankful for my Region 11 Director-Elect, Paulette Hester. I know you will do great things. I am thankful for my Region board members — Paulette, Mike, Ana, Kimberly, Diane, Andres, Marvin, Adam, Vic and Donna. Thank you for all your hard work to make Region 11 strong. I am thankful for my new Region board members — Joanne, Amy,

Rudy, Jeff and Andrea. Thank you for joining this great Region board.

I am thankful for Frank, Jennifer and Allison in the financial office and in member services for all you do to help IPSSA run smoothly. I am thankful for Ray with Arrow/HUB Insurance for providing IPSSA with the best insurance program. I am thankful I didn't have to call Mark and Molly Alcorn very often this year. Kidding. Thank you both for always watching out for IPSSA. I am thankful to work with a great Executive Director who allows me to bounce ideas off her. My time as National BORD President would not look this good without my number one and true friend, Rose. I am thankful for the best kept secrets in IPSSA, Penny and Michelle, who work very hard behind the scenes to make sure IPSSA is a well-oiled machine.

Finally, I am thankful for my wife, Tina. She has been there for 31 years — before my day one with IPSSA and through everything since. She has listened, helped and put up with many things for the past 20 years. You all know the saying, "Behind every good man is a great woman." That is Tina. Thank you for allowing me ride this crazy ride we call IPSSA. Just think of all the free time we will have in less than 90 days when I step off the BORD. Love you lots! XOXO

I encourage you all to take a moment to reflect on what you are thankful for. I wish you and your family a happy Thanksgiving!

Take care, Todd Starner

The IPSSAN

Associate Management Team

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Duties: 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

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HEY RAY!

Ray Arouesty, Senior Vice President of Arrow Insurance Service, a division of HUB International Insurance Services, answers commonly asked insurance and liability related questions from pool service professionals.

QUESTION:

What is the best way to handle bad debt for my service and repair jobs?

ANSWER:

Some members use collection agencies after multiple unsuccessful attempt to collect unpaid bills. Ask other members about their success with collection attempts and referrals to collection agencies at your monthly chapter meeting. The costs and fees associated with using a collection agency can be high and for this reason some members choose to collect bad debts by filing a small claim court action. Small Claims court can be time consuming and you still need to collect after a receiving a judgment. Either method can be an effective way to collect monies owed, but they both involve risk and therefore it may be best in some situations to write off small debts.

I've seen many instances where a customer will file a small claim lawsuit following a collection action. I've even seen cases where the customer files a cross-complaint suing the pool tech for much more than the outstanding invoice. The customer usually argues that the debt isn't owed because the pool tech damaged the pool and the customer is owed money for the damage. Many of these actions by the homeowner have been successful resulting in the pool tech owing money to the customer.

I recommend speaking to the customer before using a collection agency or filing a small claim court action. Try to anticipate the customer's defense and their reason for not paying the bill. It may be better to write off the small debts.

Remember the best way to avoid bad debts is to get advance deposits and don't let accounts receivables age too long. ■



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Resource Corner

IPSSA Members Retrieve the Arrow/HUB Insurance Claims Report, via IPSSA Member Portal under resources. If you can't find it there, check out the IPSSA Chapter toolbox, it will be waiting for you there.

Things to do in November

- **Look into continued education and training courses for you and your employees**
- **Review and analyze your repair rates and options**
- **Focus on yourself and your family**
- **Schedule your annual physical**

The IPSSA Liaison Program is being reviewed by the IPSSA National Marketing & Outreach Committee and will be revised by the beginning of next year. Updates will be provided as the process moves forward. At all times, the goal is to ensure that IPSSA and the service & repair technician industry is well represented with organizations that have common goals.

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The Versatility of Liquid Pool Chlorine

By Terry Arko, HASA, Inc.

WE KNOW IT AS “LIQUID CHLORINE” but, it is liquid sodium hypochlorite (bleach). It has been around a long time and has an amazing history of being one of the most effective and multi-faceted ways to deal with germs. In pool water, drinking water, food contact surfaces, high touch areas and to deal with mold and mildew from flooding. Liquid sodium hypochlorite has been a workhorse to keep humanity safe for centuries.

In pools sodium hypochlorite works by instantly creating the active killing agent of chlorine known as hypochlorous acid HOCl. This is one of the most powerful anti-bacterial agents in nature. In fact, HOCl, the killing agent of chlorine is produced in our bodies. Our white blood cells produce HOCl to fight off invasive bacteria from cuts or wounds. Water is reactive stuff. The reactions of water as a universal solvent give it the ability to dissolve both salt and cement. It takes a little longer to dissolve something solid like rock, but just look at the Grand Canyon. Chlorine too is a very reactive chemical. When chlorine and water meet multiple reactions occur in less than the blink of an eye. The killing agent HOCl is produced and very quickly afterward ionization takes place, and something known as hypochlorite ion -OCl begins to show up as well. HOCl gives you 99% kill power. -OCl is very weak only providing a 1% kill power. In

order to get the greatest effect to kill bacteria and keep algae out there needs to be a higher percent of HOCl. Basic water chemistry teaches that a lower pH produces higher HOCl and more killing power from chlorine. High pH means more -OCl and less killing power. To get the most effect from your chlorine keep both your pH and CYA levels according to the recommended ideal standards. According to PHTA ANSI/APSP/ ICC-11 Standard for Water Quality in Public Pools and Spas the ideal pH range is 7.4 to 7.6. The ideal CYA range is 30 to 50 ppm. Managing your water according to ideal standards is one of the best ways to ensure the most effectiveness from chlorine. This is another great reason to use liquid sodium hypochlorite.

There are many species of chlorine present in pool water at any given time. When it comes to the efficacious treatment of pool water there are three tests:

1. Total Chlorine TC
2. Free Chlorine FC 2-4 ppm
3. Combined Chlorine CC 0-0.2ppm

Free chlorine FC is the type we focus on the most. FC consists of the two main constituents, Hypochlorous acid HOCl and Hypochlorite ion -OCl . Together HOCl and OCl- make up FC. The standard recommendation for FC is 2-4 ppm. A free chlorine test measures both HOCl and OCl- . However, the FC test cannot tell the percentage HOCl or OCl- in the water. Since the primary purpose for chlorine is to keep the water safe from germs and algae the highest percent of FC should be HOCl. The pH, CYA and temperature can all affect

the amount of HOCl in pool water. This is one good reason to run the pH slightly lower in the hot season and slightly higher when it is cold. You can produce 55% HOCl in water with a temperature of 86 degrees by adjusting pH down to 7.4. At a temperature of 68 degrees a pH of 7.5 will produce 55% HOCl. The presence of CYA in the water causes interference with the above process. With CYA of 30 to 50 ppm and a pH of 7.5, 97% of free chlorine is bound to CYA. Only 3% of free chlorine is unbound and active. pH and temperature will still affect the production of HOCl from the 3% active FC.

Total chlorine TC is a measurement of both FC and combined chlorine. This test can indicate the presence of chlorine in the water, but it cannot tell you how much FC or combined chlorine is present. Relying on a TC test only to maintain water quality is ineffective. An OTO test method is ineffective for determining whether the water in the pool is safe or not. The OTO only tells you there is chlorine present however it cannot tell you what form of chlorine is most prevalent. This is why it is important to have a way to test TC and FC both.

Combined Chlorine CC is another way of saying chloramines. This is chlorine that has combined with contaminants in the water to form nitrogenous bound chlorine. CC is a poor disinfectant for pools and leads to irritating chlorine gas odors, particularly in indoor pools. This is why it is vital to test both TC and FC. By doing so the level of CC in the water is determined. Subtracting FC from TC gives the number for CC in the pool. The ideal level



IPSSA Code of Ethics

of CC in pools is zero. The maximum acceptable level is 0.4 ppm with a recommended level of 0.2 ppm. One test method used to measure both FC and CC down to 0.2 ppm is the FAS-DPD test. There are also photometric type tests for determining TC, FC, and CC. For the safety of swimmers and to keep algae from growing it is vital to know what type of chlorine is present in the pool water and to always keep the FC higher than the CC.

One of the fastest and most effective ways to produce pure free chlorine in pool water is to use liquid sodium hypochlorite. Every gallon of 12.5% liquid pool chlorine has over a pound of pure chlorine. Plus, it contains no calcium to cause scaling or CYA to interfere with HOCl. ■

ABOUT THE AUTHOR

Terry Arko has over 40 years of experience in the pool, spa, and hot tub industry. He is the Product Education Manager for HASA, Inc., and the Head Instructor of the Pool Chemistry Training Institute (PCTI). He is a CPO instructor and an active member of the Association of Pool and Spa Professionals' Recreational Water Quality Committee.

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.



All watershapes require service and maintenance. How easy or difficult the needed maintenance tasks are for the service technician is largely due to decisions made by the build. Here Steve Kenny explains how his years of service experience, and running a service division, influence his company's approach to engineering and construction.

Considering Service

By Steve Kenny, Article originally published by [WaterShapes](#)

LIKE MANY POOL BUILDERS, I started in the industry working on a service route. I went to work for my family's company more than three decades ago after a stint as a chef in New York. I quickly learned that servicing pools can be incredibly demanding, physically and mentally. Unlike working in the kitchen of a five-star restaurant where the environment is completely controlled, pool service is all about responding to a spectrum of constantly shifting circumstances and conditions.

It's true that no two watershapes are alike but it became painfully obvious to me early on that many, if not most, are not created to maximize serviceability. From poor circulation to inadequate chemical treatment, improper filtration and a host of other factors, the hand dealt to servicers is often problematic.

That broad range of wasteful disconnects was the main reason I decided to start building pools. I knew there had to be a better

way — one that would ease the service burden and ultimately result in lower operating costs, less downtime and better water quality for consumers.

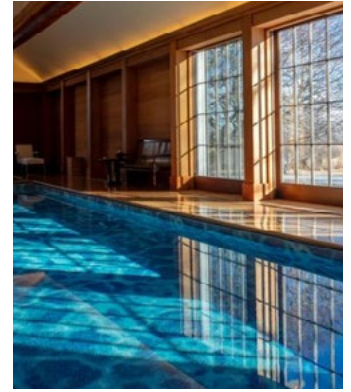
It's been a long road to perfecting pools built with serviceability in mind. It is one that has led to a number of lessons I believe can and should be embraced by the entire watershape construction industry.

ALL TOGETHER

The first and most important concept is serviceability does not rely on any single factor. It's a combination of synergistic elements that work together to create a body of water that functions reliably under changing conditions.

It's not just about efficient circulation, resilient chemical treatment, effective filtration, proper skimming action and efficient equipment layout — but all of those elements, and more. There is no single solution, but instead a collage of

measures that work to enhance the function of all the others.



Superior water and air quality go hand-in-hand with ease of service and maintenance and are largely driven by decisions made in the engineering and installation process.

The pools we build combine both beautiful aesthetic design and elegant functionality. Yes, there are new technologies that can be a big help, and some of them are very expensive. But every pool can be built to maximize serviceability and user satisfaction.

Frankly, I moved into construction because I grew tired of maintaining other builders' interpretations of a "good pool." The pools that we've built are easy. Our service techs experience it on a daily basis. The water is always clear, regardless of bather load and environmental conditions, and the systems are easily accessible.

By contrast, pools we service that were built by others are where we constantly run into problems. When the filtration, chemistry and other factors can't keep up with changing conditions, there are challenges, usually manifesting in problems with algae and cloudy water.

This is true both for residential and commercial pools, high-use pools and those

that are rarely used for swimming. In clear contrast, pools built for service consistently exceed consumer expectations and experience unexpected problems less frequently. Serviceability and reliability go hand in hand.

Of course, it's important to note that there is no such thing as a service-free pool, but when you follow a handful of basic principles, you can come close, vastly increasing service efficiency and reducing worker fatigue. Our goal is to build a package so that the clients and our service techs don't struggle. When we do that, everybody wins. Let's break it down here:

FILTRATION

This is probably the most controversial point on this list. I am not a fan of micro-filtration, meaning DE or cartridge filters, and instead prefer sand, both from a serviceability and water-quality standpoint.

I certainly understand why people turn to DE and cartridge filters. By filtering to small micron sizes, they are able to generate beautifully clear water, at least at first. Experience has taught me that when these filters load up, they reach a point of diminishing returns and water quality can suffer. The answer to that is, of course, to routinely clean the filter elements.

Anyone who's worked a service route with DE and cartridge filters knows what a time-consuming pain it is to clean a DE filter and dispose of the used DE. And they know that removing, cleaning and replacing filter cartridges is equally burdensome. Many companies rely on these procedures to generate revenue, but that's not our business plan.

I like the reliability and ease of maintenance of sand filtration. The only routine maintenance is backwashing, which can be done automatically. In terms of raw labor, there is no comparison. (We've also had great success with activated glass sand replacements, which supplement sanitizing and oxidizing capacity.)

As for water quality, when you have a system with proper circulation, skimming

While I prefer sand filtration, regardless of the media type, adequate filter sizing is essential to serviceability and water quality.

action and chemical treatment, sand filters are more than able to sustain clear water.

CIRCULATION

Water flowing through pipes in a watershape is equivalent to circulation in the human body. It affects everything.

When we build a pool, circulation is entirely synergistic. We look at the flow rates, the turnover rates, pipe sizing, the

pump curves, filter size and the flow requirement for the heater. We also try to eliminate dead spots in the pool by distributing return fittings so that the entire pool is treated chemically.



Space, lighting and clear equipment plumbing layout increase comfort, ease of service, while reducing maintenance errors and increasing energy and ergonomic efficiency.

Dead spots lead to algae and places where dirt and grime can collect. (I've found that pools with returns in the floor are extremely easy to clean.)

And we always make sure we have adequate skimming action. It's critical to have enough skimmers so that you're always removing that top layer of water, which contains the vast majority of dirt and debris.

You always want to see that skimmer weir flapping, capturing the floating debris before it sinks to the bottom.

When that material is allowed to sink, cleaning the pool becomes far more labor intensive.

VAULTS & PADS

A constant battle in servicing many pools is inadequate space for equipment, poor access and inefficient layout.

In the northeast, we have a lot of inground equipment vaults and so often they have a small hatch and a ladder, which make getting in and out of the vault difficult, let alone moving equipment and materials.

It's a fact of human nature — we avert difficult and unpleasant tasks whenever possible. When it's a pain to access the equipment area, there are service techs who will put off some tasks because crawling to a cramped, hot and smelly bunker with no lighting and spiders is more than they can stand sometimes.

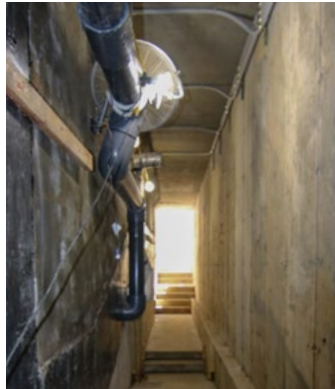
When we build pools, we insist on adequate space and

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Considering Service

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accessibility. We calculate the space required and plan the equipment layout, trying to keep it as simple as possible. Our equipment rooms are well-lit and well-ventilated. Whenever possible, we build steps leading to subgrade vaults with standard-size doors so a human can easily get in or out.



Walking is better, and safer, than climbing.

Designing the equipment layout is a huge subject. We apply logic, geometry and planning so that it's easy to understand how water flows through the equipment set and so the technician can access all the pieces he or she needs to touch.

I'm not a big fan of tandem systems and shared equipment for the pool and spa, or associated water features, because it complicates the layout, which leads to mistakes,

especially by inexperienced technicians. You don't want technicians needing to think too hard about how to set valve actuators so that they don't accidentally drain the pool or overflow the spa. It needs to be obvious.

I understand the economy of shared systems, but it's always better in my opinion to dedicate equipment to a specific function because it makes it easier on the servicer and minimizes mistakes.

CHEMICAL TREATMENT

There are many ways to chemically treat a pool, and I've worked with them all, or close to it. For many years, I've been a proponent of taking chemical treatment systems to the next level. We've worked to position our systems as the best available.



My quest for water-quality perfection began on the service route, and has led to years of experimentation, adaptation and implementation.

demand, and we inject small amounts of chlorine to provide a constant and low residual.

We still build systems using chlorine-only — again, always looking at the entire system. When the filter is sized correctly, the

skimmers work and the water is balanced, all-chlorine pools can become very easy to service and able to sustain quality water.

ADDITIONAL ASPECTS

Saltwater chlorine generation: Having worked with numerous salt systems, I do not recommend going that direction with my clients, due largely to issues with water balance and corrosion.

Covers: From a service aspect, solid safety covers have pros and cons. They do keep the water cleaner, and blocking the UV rays slows down chlorine degradation. They can be a pain to clean, however, because they do collect debris and water.

Still, they reduce evaporation, retain heat and most importantly, prevent drowning incidents. In the case of covers, those advantages will often drive the decision for the client.

Pitched decking: It sounds like a simple thing, but it's crucial to make sure the decks are pitched away from the pool. Rainwater runoff from decks and surrounding landscape will cause a litany of heartaches for the service technician.

Autofill systems: Auto-fills sustain the water level and remove the need for the servicer to manually add water. The simple



As my son, Liam Kenny, learns the art and craft of water chemistry, I'm reminded that pools should be built as if our own family will be the ones servicing them.

mistake of forgetting to turn off the hose can lead to disaster if the yard or worse the house floods.

Overflow lines: Mother nature can also flood a pool, creating the same kind of potential problems and a nightmare for the pool servicer who shows up to find water flowing over the coping. All pools should have an overflow.

Interior surfaces: Although largely an aesthetic choice, there's no question that some surfaces

are more problematic than others from a service perspective. I recommend polished-aggregate surfaces. They look great and sustain their appearance more reliably than traditional plaster.

SYSTEMS VALUE

I believe when we fully consider the question, "Would I want to maintain this pool?", it leads to decision-making that dramatically eases maintenance and elevates the entire pool-ownership experience. It doesn't drive people away from pool service work. Many will quit if they get sick of the unnecessary hassle and frustration. From a business standpoint, the service tech's time is better spent maintaining quality systems.

It requires budget and cooperation from the homeowner and others on a project team. I advocate with the idea that it's an investment in a positive experience for everyone involved. Building for service implies a standard of care that leads to resilient pool systems, happy service technicians and satisfied customers. ■

ABOUT THE AUTHOR

Steve Kenny is an aquatic designer, builder and technician with more than 30 years of industry experience. He owns and operates SRK Pool Services, a high-end construction and service firm on Long Island, New York, and consults on projects near and far.



A Few Words of Wisdom for New Service Technicians

By Robert Foutz, Jr.

FOR THE PAST 38 YEARS, I'VE OPERATED an independent service company, working countless pools, both residential and commercial, in and around my home in Huntington Beach, Calif. It's been a great career that has provided a comfortable living for my family and me, but it does come with challenges.

I started the company Purity Pool Service with my father, Robert Foutz, Sr. We learned the business together, and there was always so much to discover. He passed away several years ago, and I've been running the company ever since. I miss him terribly, of course, but his partnership and friendship have never left me.

Purity is a true family business. Besides my father and me, my mother, wife and all three of my daughters have worked with me. When I was in the hospital with COVID, my daughters told their bosses they needed an extra day off to run the family business. They got it and were able to run our commercial pools until I returned to work!

Pool service is a challenging way to make a living, to say the least; one that requires both physical and mental endurance. And, there's always lots to learn about the various aspects of taking care of pools and spas, and keeping your clients happy.

While I realize nothing can replace hands-on training and learning from your mistakes, I thought I'd share some of the wisdom I gained with my dad and while on my own through many years of hard-fought experience. So, for what it's worth, here's some advice I'd like to share with today's new generation of service professionals.

I sometimes see "30 under 30" magazine articles about young people who will change their industry and the world. Put this story below the heading "one under 61."

AFFILIATE

My No. 1 piece of advice is to join a service association, and specifically, one that provides sick-route coverage. As an independent operator, there are going to be times you'll need help. I'm a long-time member of the Independent Pool & Spa Service Association (IPSSA). It's the largest organization of its kind with chapters in a majority of the biggest pool and spa markets, especially here in the West where independent service companies are the most common.

Over the years, IPSSA's sick-route coverage policy has saved my business on more than one occasion. Like a number of service professionals at my advancing age, I've used the sick coverage to get through various health problems, including knee surgery and, most recently, a nasty bout with COVID.

In those situations that have kept me sidelined for extended periods of time, I've had to rely on my fellow IPSSA chapter members to cover my routes. It's something we all do for each other when needed, and I have gladly repaid them many times. Yes, these technicians are competitors, but we all know there will come a day when we all need an assist; and, therefore, we step up to make sure we all stay in business by continuing to service our accounts.

I don't know of another industry where that's the case. The trust, comradery and, indeed, gratitude that grows from having a colleague step into the breach on your behalf is profound.

Also, because service is such a lonely business, it's helpful to affiliate with other professionals who share in the daily challenges. We learn from each other, develop friendships, and work together to collectively elevate our businesses and the trade at large.

I like IPSSA guys and other pool people because they understand what I go through. It's fun to have a cold beverage and shoot the breeze about crazy customers and the challenges we face on a daily basis.

IPSSA also provides business liability insurance tailored to the needs of service companies — another major benefit. Add it all up, and you cannot place a dollar value on belonging to an organization like IPSSA. If you take only one piece of advice from this discussion, this would be it.

POWER IN AN APOLOGY

In this line of work, mistakes are inevitable; everyone makes them, particularly when you're just starting out. There are times when a customer calls with a problem, and sometimes they will be extremely upset or even worse, looking for a fight. Don't give it back to them and argue; instead, listen and accept responsibility.

If there's a problem, especially if it's your fault, say you're sorry and try to get to the property at your earliest convenience to set things right. I know it doesn't always make sense, but there truly is power in an apology. It's amazing how quickly you can defuse a negative situation by simply taking responsibility. The vast majority of people can understand making a mistake; but, most of us will push back against someone who is non-responsive or makes excuses.

It may sound simplistic, but by accepting responsibility, you develop trust with the client and ultimately you will enhance your reputation. And don't forget, we all learn by making mistakes. If you screw it up, own up to it, correct the situation in good humor, and do whatever you can to make sure you come away wiser for it.

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 **ALAN SMITH POOLS**
Plastering Remodeling Design

ALANSMITHPOOLS.COM
714-613-4996



A Few Words of Wisdom

Continued from page 14

THE RIGHT WAY

There's an old saying that there are three ways to do any job: the right way, the easy way, and the cheap way. Usually, the cheap and easy ways are not the right way. Because we're always busy, there's a natural tendency to do things as simply as we can. There's a natural desire to control costs, too; so, doing things as inexpensively as possible becomes an MO for some technicians.

The problem is that when you do things easy and/or on the cheap, it rarely results in doing it the right way. There are infinite examples: Many years ago, I found a company that reconditioned pumps and motors and sold them for much less than brand-new ones. The first time I tried one, the thing heated up and threw the bearings. It was a complete waste, and I realized I would have been much better off simply using a new pump.

Even if it takes more time and more money initially, doing things the right way and not cutting corners saves you both effort and coin in the long run — and you don't have to deal with frustrated customers nearly as often.

TOSS THE BAD APPLES

This is about both self-respect and practicality. The unfortunate fact is everyone in this business runs into problem customers. For whatever reason, there are always going to be those people who are a constant pain in the backside, and no matter what you do to make them happy, they will always find something to complain about.

These are often the same customers who will try to nickel and dime you about pricing. I've had clients go years without any kind of complaint, and others that seem to have some kind of problem on an almost constant basis. Those problematic clients will cost you time, money, and frustration.

I've also experienced problems where the customers may be reasonably nice people, but there are other issues, such as vicious dogs, which as we all know, can be a significant safety hazard, just ask any mail carrier. And there have been unruly customers that do stupid things like tossing patio furniture into the pool or generally trashing their backyards. I'll usually put up with those kinds of problems only once. Many times, the customers will apologize to me, and it never happens again; but if it continues, I'll make the decision to step away.

In those situations, there is nothing wrong with "firing" a customer. I always do so in a polite way and don't necessarily offer an explanation because there's really no point in discussing it. It doesn't happen very often, but I can't recall ever regretting letting go of a bad account.

NO MONEY IN THE TRUCK

This is a practical issue that can make a huge impact on the bottom line. Always remember that when you're driving between accounts, you're not making money. In fact, with fuel expenses and automotive wear and tear, time spent driving only increases your cost of doing business. And it extends the time it takes to get through your day.

This is why when you're building a service route, either by acquiring new individual customers or purchasing an existing route, you always want your accounts to be as close together as possible. When you're just starting out, there might be a tendency to take on every account you can get. I've certainly done my share of traveling between stops that are far apart and have learned in many situations, it's just not worth it.

You might be able to offset the costs by raising prices for distant accounts, but that can only go so far because you quickly become uncompetitive with service companies that are more proximate. I do sometimes shave a few dollars off my price to land accounts that are close to others. It's great when you can find multiple clients on the same street or in the same neighborhood.

The bottom line is there's no money in the truck. You always want to spend the lion's share of your time doing the actual work rather than driving.

TAKE CARE OF YOU

Pool service can be a grueling way to earn a living. You spend long days in the sun doing physical labor, handling

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Kevin Vlietstra
maintaining a
winter spa

Stand Out from Competitors with Customized Spa Water Care Programs

By Kevin Vlietstra, Haviland Pool & Spa

SERVICE PROFESSIONALS CONTINUE TO REPORT strong growth in the spa and hot tub sector. One of the biggest challenges, however, is the profitable sale of chemicals. Spa water chemicals used to command large profit margins, but with competition from big box retailers and online merchandisers, those margins have just about disappeared. Rather than be discouraged, savvy service professionals are still developing ways to stand out from big-box and online retailers by customizing and personalizing water treatment to the needs of their spa and hot tub customers. In doing so, industry professionals are able to charge more for water treatment products, increase profit margins and build customer loyalty in the process.

CUSTOMIZE THE WATER CARE EXPERIENCE

Developing ways to distinguish your business from competitors is key to avoid competing on price, especially as clients are becoming more cost-conscious in today's economy. Rather than let your customer purchase their chemicals online, it's important

to develop reasons to get customers to return to their service professional for chemicals as well as other hot tub accessories. Developing a customized approach to water treatment is a great way to help service professionals increase their chemical sales.

To help market a customization program, service professionals stress the importance of using the term 'water care products' rather than using the word 'chemicals.' This is another subtle way to help set themselves apart from competing products in the marketplace—especially those offered by big box retailers and online merchants. Using the term 'water care product' directly reflects the fact that spa hydro-therapy is a part of an overall wellness program for consumers that want to be kind to an take care of their bodies. They do not want to soak in a bath of chemicals.

BE THE WATER CARE EXPERT

Being a specialist in the area of spa water testing, water diagnosis and water treatment products is another way to stand out from big box and online retailers. The goal is to build a reputation as a provider of accurate water diagnosis and water treatment solutions. Water testing and diagnosis services allows service professionals to provide solutions and builds customer loyalty. Never underestimate the use of specialized water diagnosis services to distinguish themselves from big box and online retailers.

Water testing is the part of the business where you can really take care of your customers. The goal is to solve any water care issues by getting to the source of the problem. Ideally, your company should be able to perform tests that

go far beyond anything that can be done with a home test kit. Testing for pH, alkalinity, chlorine and metals as well as performing filter testing for water clarity and to get a sense of how well the filter is performing. All of these tests help build confidence and customer loyalty. Getting to know clients better, helps ensure your business remains competitive and allows you to avoid competing on price alone.

PERSONALIZE SPA WATER TREATMENT

Personalizing the water treatment solutions for your customer is another way to ensure the profitable sale of pool and spa chemicals/water treatment products. Developing a comprehensive questionnaire for customers in order to personalize the water care products to sell them is a terrific way to build a loyal client. Not only are you fixing their water clarity, water balance and sanitation but you are also creating water wellness for your customers. The goal is to create a water treatment program that is unique and tailored to each customer providing unique benefits they are looking for. Providing a high-level of service is another terrific way to stand out from competitors.

An important part of selling spas is to take the time to discuss spa water treatment in the sales process. This discussion will help service professionals distinguish themselves from mass-merchandisers. This differentiation ultimately allows service professionals to charge more and profit more when selling water treatment. Taking the time to guide the customer through the options available is another way in which you and your staff

will set your business apart as an expert in spa water treatment. Tailoring water treatment programs to your client's needs will likely lead to additional 'up-sell' opportunities for products other than spa chemicals—which is an added bonus. Once your client know and trust your service company, it's much easier to sell them everything from aromatherapy, secondary water treatment systems, spa accessories and other outdoor living products.

KEEP UP ON THE LATEST WATER TREATMENT TRENDS

It's important to continuously improve upon your current water testing and water program. Embracing new technological

advances in water testing, providing mobile water testing programs, and using systems that make a check list of recommendations based on the water test results can help make the spa ownership process easy. For example, the Waterlink spin tests link into a computer program that provides a complete print out of every test performed, including product recommendations. The database associated with the test allows service professionals to store test results by customer, note information about the customer's spa and combine it with information on previous products used and other invaluable

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The Pool is Balanced – Why am I Not Getting the Results I Want?

By Stephen Titone, Clear Blue Pools



“EVERY WEEK I CHECK AND balance the chlorine and the ph. My chlorine is at 2-3 ppm and my pH is between 7.2 – 7.8. I clean my filter every 6 months and I empty all the baskets every week. I shock on a regular basis. I brush and net. So, why am I not getting the results I want?”

I cannot begin to guess the number of times I have heard this statement, or one similar, from pool owners AND pool

guys. I always make sure that each person who wants to hear my opinion agrees to hear me out before trying to discredit me.

My opinion is simply three letters – LSI.

Yep. I know. I know. There are a great number of you reading this that are saying something like “Duh” or “No S..t, Sherlock”, but there are also a great number that have no idea how important the LSI – Langelier Saturation Index is when trying to correctly balance water away from being either aggressive/corrosive or scale forming.

The index was created in the 1930s by Dr. Wilfred Langelier. It is an unbiased measure of calcium carbonate saturation in a body of water. Perfect saturation is 0.00 LSI, and the acceptable range is -0.30 to +0.30. If the test results show a number below

-0.30 then the water is considered “under-saturated” with calcium carbonate and becomes aggressive or corrosive. If the test results show a number above +0.30 then the water has too much calcium carbonate and will become scale forming. These scenarios can cause many challenges to equipment, pipes, pool surfaces, tiles, etc.

One of my first questions of my newly found “weekend warrior” pool owner, or a fellow pool guy is – “What is the temperature of the water?” My second question is – “How big (gallons) is the pool?” You would be surprised at how many either do not know or make an inaccurate guess to one, or both, of these questions. In continuing our discussion, I will ask what the TDS (Total Dissolved Solids) number is. MOST do not know how to get this number, or even what TDS is comprised of. And how about the CYA (Cyanuric Acid) level?

To make this article less of a read than a novel, I will “cut to the chase.”

In my opinion it is imperative, if you want a pool or body of water that is correctly balanced, to know and test the following on a regular basis:

1. How many gallons are being tested?
2. What is the temperature of the water?
3. What is the pH reading?
4. What is the Total Alkalinity reading?
5. What is the Calcium/Calcium Hardness reading?
6. What is the CYA reading?
7. What is the TDS reading? Including salt if applicable.
8. What is the Borate reading? If applicable.

If you can answer these questions, then you can find the saturation index and can adjust accordingly for a well-balanced pool or body of water. It may seem daunting or intimidating to wonder how one should go about this task, but it becomes quite simple when using an LSI calculator, a good test kit and TDS meter. There are several LSI calculators that are available online and I have found most to be very user friendly. The numbers can be adjusted to reach, or get close to, your goal of 0.00 which would be perfectly balanced. Please note that you will need to know

estimated ranges for most of these readings, and you will need to know the maximum suggested amount that some of the items can be adjusted on a single visit. Please also note that chlorine and phosphate readings are not a part of the saturation adjustment.

Also, if you are trying to decrease TDS or CYA, you will need to dilute the pool with fresh water. This could mean as little as a third of the water or as much as a full drain.

I am confident that whoever becomes a student of LSI vs. trying to only keep their chlorine and pH in range will have a much more enjoyable pool, or happier customer, in the future. ■

It's About That Time...

By Helena Foutz, [RSSA](#), [GetGreatPlans](#)

HELLO IPSSA FRIENDS. I know you're well covered with your sick-route coverage – it's saved my family several times. (And if you're not a member of IPSSA and don't know about sick route coverage, do I have great news for you!) But outside of your truck, are you covered for yourself?

This is the time of year when you can make changes for your health coverage. It's the Medicare Annual Enrollment Period (AEP) and the ACA (Obamacare) Open Enrollment Period. For Medicare, you can make all the changes you want from October 15 to December 7th, and the Last Plan Standing is the one you'll have on January 1st.



The Obamacare enrollment is from November 1, 2023 through January 15, 2024. For Covered California, it is November 1, 2023 through January 31, 2024.

Why am I telling you this? Because generally this is your one chance to enroll or to make a change with your health insurance plan. (If you have group coverage, your dates may be different.)

Do you hate your health plan to death? Make a change while you have a chance! (You can change your medical group or doctor on a monthly basis, though. It's tiring, but allowed.)

ARE THERE OTHER TIMES I CAN CHANGE?

Yes. For both ACA and Medicare plans, there are Special Enrollment Periods, so depending on your situation, more than likely I can help you to make a change.

WHERE CAN I LOOK AT OBAMACARE OR COVERED CALIFORNIA PLANS?

Go to [Healthcare.gov](https://www.healthcare.gov) or [Coveredca.com](https://www.coveredca.com)

WHERE CAN I SEE ALL THE MEDICARE PLANS?

Check out [Medicare.gov](https://www.medicare.gov).

CAN YOU HELP ME?

But of course.

ANY OTHER ADVICE?

Yes. Please don't give out your Social Security Number or Medicare Number to someone over the phone unless you know them or have otherwise been referred to them. You want a real broker who'll help you out later when you have questions or need help, not a feral cat who'll deliver you to an insurance company then split! ■

Revitalizing the Pool Service Industry

Continued from front page

continued success. However, with the recent introduction of an apprenticeship program, it is now easier than ever to attract, train, and retain talented individuals, thereby fueling both job growth and profitability.

The introduction of this apprenticeship program marks a significant turning point for our industry. Gone are the days of struggling to find qualified and dedicated individuals who possess the necessary expertise to provide exceptional pool service. This program has opened doors for aspiring professionals, allowing them to receive hands-on training and guidance from experienced industry veterans like ourselves.

With this apprenticeship program in place, not only does our company benefit from a wider pool of skilled workers, but the entire industry experiences a surge in job attention. The availability of this program has attracted ambitious individuals who are eager to learn and grow within the pool service sector. Consequently, the increased competition for positions ensures a higher caliber of talent, ultimately raising the standards and professionalism of our industry.

Reflecting on our own journey, we can't help but wonder how much smoother our path would have been if such an apprenticeship program had been available when we first started our business. The benefits of streamlined recruitment, training, and retention are undeniable, and the resulting boost in profitability is a testament to the success of this initiative. We are thrilled to witness the positive impact this program is having on the pool service industry, and we encourage other states to follow suit, fostering a brighter future for all pool service companies and professionals alike.

In conclusion, the introduction of the apprenticeship program within the pool service industry in California has revolutionized the way we find and train employees. This program has breathed new life into our business, attracting talented individuals, increasing job attention, and ultimately boosting profitability. As industry veterans, we can only imagine how beneficial it would have been to have had access to such a program when we started our journey 35 years ago. The apprenticeship program is indeed a game-changer, propelling the pool service industry towards a prosperous and sustainable future." ■

A Few Words of Wisdom

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chemicals, moving your equipment in and out of backyards, and sometimes fighting the elements. I know young people can feel indestructible, but the wear and tear will inevitably add up, especially if you don't take care of yourself on the route.

That means staying hydrated. Most people don't realize when they're dehydrated, and it can be easy to forget to drink enough water, but it makes a huge difference in your endurance, energy level, mental acuity and overall health.

It's equally important to protect yourself from the effects of the sun. Skin cancer is an occupational hazard for anyone who works outdoors all the time. And in the case of pool service, you're exposed to the sun reflecting off the water. That's why wearing sunscreen and wide brim hats is so important.

And, finally, listen to your body. There is no shame in

wearing a back brace when you do heavy lifting, and when I have repair work that requires spending time on my knees, I wear kneepads.

I now hire young people to remove old heaters and lift new ones into place. I am willing to pay good money not to spend the weekend with a sore back. When you simply decide to fight through nagging aches and pains and not do anything about it, you'll eventually pay the price with downtime and doctor visits.

There's more to say here, such as the importance of educating yourself, establishing good vendor relations and how to promote your business, all of which could be long discussions unto themselves. But for those just getting into the business, if you follow a few of these suggestions, you'll be off to a good start.

This story first appeared on watershapes.com. ■

Stand Out From Competitors

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information about the customer and their backyard. Service professionals can pre-program the system with both private label and other specialty chemicals. The print-out recommends these products so you can easily sell what the printout reports. By embracing today's water testing technology, service professionals

are able to incorporate the technology with their knowledge of their staff to providing a personalized water treatment solution to make it easier to sell the chemicals from the service truck when techs perform spa water tests at the client's home.

Additionally, it is also important for your team stay on top

of the latest health research related to hydrotherapy whether they be related to skin issues, muscle or cardio-vascular and general wellness health. Keep a stash of articles available for your customers to read—even have them printed out to give to customers or readily available to email with links to these articles. Continually modify your processes based on customer feedback. Be sure to have a simple, step-by-step printed process that provides suggested water care products for start-ups as well as weekly, monthly, quarterly, and even yearly suggestions for usage including draining and refilling.

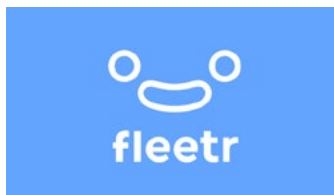
Customized water treatment programs can also open doors to other revenue streams such as ‘valet service’ programs. Service companies find that they can easily up-sell and provide drain

and refilling of spas for their clients, because they have created more customer loyalty and knowledge through the process. Valet services are a very profitable service that keeps your customers very loyal. Some service professionals are also integrating and adding cold-plunge water therapy into their offering, to customize to the wellness needs and trends their customers want. Cold-plunge spas still require chemicals to keep the water clean and clear!

CONCLUSION

Specialized services including custom water care treatment programs for your customers make the customer experience more personal, making your customers more loyal and keeping your chemical sales profitable. ■

Fleetr— the simple and cost-effective solution to manage your fleet



MANAGING A PROFESSIONAL pool service business comes with many challenges, including maintaining the safety and efficiency of your fleet, and Fleetr is the simplest and most cost-effective solution to meet this need. Fleetr provides a surprisingly economical and effective set of tools to protect your business from the risks associated with unsafe driving, maintenance lapses, non-permissive vehicle use and more. Key features and benefits include:

GPS Tracking: The most highly used feature of our fleet management software is its real-time GPS tracking. Whether using an application that you download to your phone or on the desktop computer in your office, you will know the location of your vehicles at all times. Even if you are not tracking your vehicles in real-time, Fleetr provides trip history reports which you can review for the route, mileage, start/stop location, timing, safety score and efficiency score of each trip. In addition, real time GPS tracking can be used to more efficiently manage service calls by reducing unnecessary mileage and customer service delays.

Improved Fleet Safety: Improvement in fleet safety is a primary benefit gained by our customers, as our tools provide safety assessments and alerts. Safety is assessed through the identification of speeding events, hard braking events and hard cornering events.

Automated alerts are provided to the fleet manager so that you know in real-time when a safety risk needs to be addressed.

By reviewing the trip reports that are mentioned above, you can also see where the safety events occurred along each route. In addition, our software provides ongoing vehicle level analysis, showing trends for each component of the safety score and overall safety trends. This effectively allows you to manage your fleet to improved safety, which can help protect your business from the high cost of accidents: injury, lost productivity, potential lawsuits, insurance premium surcharges, possible reputation damage, etc. Customers of our software, on average, achieve a ten percent improvement in safety in just the first six months of use.

Vehicle Maintenance Alerts: Vehicle maintenance is key to cost-effectively managing your fleet, including regularly scheduled maintenance and promptly addressing engine issues. Fleetr automates these responsibilities so you spend

less time tracking maintenance needs and more time focused on serving your customers. We track your vehicle mileage and alerts are provided for regularly scheduled services. Let the software tell you when your next oil change, brake pad replacement or tire rotation is needed. In addition, Fleetr monitors vehicle engine health using diagnostic codes, and alerts for adverse codes are provided to expedite your scheduling of necessary services.

Reduced Operating Expenses: Fleetr provides tools to reduce vehicle operating expenses based on efficiency. Efficiency is measured by idling time and rapid acceleration events, both of which increase fuel costs. As with fleet safety, we provide trip and vehicle level efficiency scoring, map views of idling and rapid acceleration events, real-time efficiency alerts and trend analysis. Users may reduce the fuel costs of excessive acceleration and the personnel costs associated with excessive idling by knowing

which vehicles are less productive. Feedback from our users validates that benefits gained from these features alone more than offset the software expense.

Our software also allows users to define geofences, defining the geography within which the vehicle is expected to operate and set days/hours for expected vehicle use. If the vehicle tracks outside the geofence or is used outside of established business hours, alerts are provided. These features effectively reduce non-business use of your vehicles and vehicle operating expenses, adding to the value of your investment.

Getting up and running and realizing the substantial benefits of Fleetr is not complex or expensive. Take advantage of our exclusive IPSSA offer which includes a free trial, no contract, free shipping and no cost for the tracking device, which is easily installed.

Go to www.fleetr.com to find out more! ■



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.

IPSSA & Industry Events

IPSSA NATIONAL BORD MEETING

November 10-11, 2023
Mandalay Bay
Las Vegas, NV

PSP/DECK EXPO & WORLD AQUATIC HEALTH CONFERENCE

November 13-15, 2023
Las Vegas Convention Center
Las Vegas, NV

THE POOL & SPA SHOW

January 23-25, 2024
Atlantic City Convention Center
Atlantic City, NJ

IPSSA NATIONAL BORD & ANNUAL MEETING

February 2, 2024
Westin
Long Beach, CA

IPSSA'S WEEKEND OF INSPIRATION CONFERENCE

February 2-4, 2024
Westin
Long Beach, CA
Click [here](#) to register!

SOUTHWEST POOL & SPA SHOW

February 14-17, 2024
Henry B. Gonzalez Convention Center
San Antonio, TX

NPC 35TH ANNUAL CONFERENCE

February 21-23, 2024
The Worthington Renaissance Hotel
Fort Worth, TX

EVERYTHING UNDER THE SUN

February 23-24, 2024
Orange County Convention Center
Orlando, FL

WESTERN POOL & SPA SHOW

March 28-30, 2024
Long Beach Convention Center
Long Beach, CA

IPSSA RELATED EVENTS



IPSSA'S SAN ANTONIO CHAPTER

had a great turn out at their October meeting with the IPSSA Region 9 Director Rick Beaubouef.

New Products



Durachlor Combat Extra, the original dual threat

Original formula, dual action Durachlor Combat Extra, uses two algae killing fighters to squash visible algae fast. The clarifying ability of Combat Extra will help speed the pools recovery. Used continuously, Combat Extra can prevent algae from appearing altogether while making water sparkle. To kill or to prevent Poly Magic will help All the algae can be removed and prevented, such as green, blue/green, yellow, and black algae. When used as directed the product is fast acting and non-staining. Effective in chlorine and bromine pools, works well with mineral introduction programs and secondary sanitizing systems. **Learn more at 800 333-0400 or proteampoolcare.com**



CCEI USA offers Oxexo VP

CCEI USA's Oxexo VP automated controller is a connected, peristaltic chlorine/ bromine chemical feed that automates chemical regulation. The OXEXO VP measures the ORP and adds an oxidizer to the pool water if the ORP is below the defined limit value. Oxexo VP automatically adjusts the ORP of the water. Equipped with a color changing, LED light that changes according to the pool's water chemistry--changing from green, to yellow and red—to provide a quick visual indication if the water chemistry is balanced or falls out of the accepted levels for sanitized pool water. Plugs in to any protected 120V outlet and sends alerts directly to mobile devices so users can check the water chemistry of their pool at any time. **Find more information at ccei-pool.com/us/**

Chapter Information and Meetings

REGION 1 Northern California

David Hawes, Director

925-828-7665 | david@hhpools.com

Capital Valley (Sacramento)

First Wednesday, 7:00 p.m.
VFW 8990 Kruihof Way, Fair Oaks
President: [Jason Hilton](#), 916-224-3113

Delta (Stockton)

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

East Bay

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

East Contra Costa

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

El Dorado

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

Elk Grove

Second Wednesday, 7:00 p.m.
Logan's Roadhouse
9105 W. Stockton Blvd., Elk Grove
President: [Deon Nesson](#), 916-870-7630

Gold Country

First Monday, 6:00 p.m.
2515 Grass Valley Hwy., Auburn
President: [Alex Tobiasz](#), 916-759-8028

Modesto Central Valley

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

Sacramento City

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

Tracy

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

West Placer

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

REGION 2 Central California

Beau Braisher, Director

661-332-4952 | braisherpools@gmail.com

Bakersfield

First Tuesday of Feb., May, Aug., Nov.,
Dec. at 5:30 p.m.
PEP (Subject to change)

12556 Jomani Dr. # C, Bakersfield
President: [Sandra Flores](#), 661-319-9341

Central Coast

Second Wednesday, 6:00 p.m.
Meeting location varies
President: [Matt Mazzo](#), 805-610-3114

Conejo

Second Wednesday, 7:30 p.m.
Alpha Water Systems
725 Cochran Street #A, Simi Valley
President: [Dennis Van Sloten](#),
805-813-6154

Conejo Valley

Second Wednesday, 6:30 p.m.
Superior Pool Products
1200 Lawrence Drive #400
Newbury Park
President: [Michael Flanagan](#),
805-444-7960

Fresno

Fourth Tuesday, 7:00 p.m.
Roundtable Pizza
First & Bullard, Fresno
President: [Larry Kirkorian](#), 559-681-4467

Santa Barbara

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

Ventura

Third Tuesday, 7:00 p.m.
Poinsettia Pavilion
3451 Foothill Rd., Ventura
President: [James Eubanks](#), 805-889-5977

Visalia

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

REGION 3 Northern L.A. County, California

Eric Nielson, Director

818-710-1628
willowcreekpools@gmail.com

Antelope

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

Diamond Bar

First Thursday, 7:00 p.m.
PEP 563 W. Terrace Drive, San Dimas
President: [Warren Whitehead](#),
626-329-1171

Foothill

Third Thursday, 7:00 p.m.
American Legion Hall (Downstairs)
4011 La Crescenta Avenue, Glendale
President: [Jay Laughrey](#), 818-957-5298

San Fernando Valley

Third Wednesday, 7:00 p.m.
Winnetka Bowl
20122 Vanowen Street, Winnetka
President: [Ivan Vance](#), 818-376-8541

San Fernando Valley Metro

First Tuesday, 7:00 p.m.
(Dark January & July)

Winnetka Bowl

20122 Vanowen Street, Winnetka
President: [Bob Sickels](#), 818-481-2167

San Gabriel Valley

Second Thursday, 7:00 p.m.
PEP 1862 Business Center Drive, Duarte
President: [Ron Hopwood](#), 626-806-4670

Santa Clarita Valley

First Thursday, 7:00 p.m.
Vincenzo's Pizza
24504 1/2 Lyons Avenue, Newhall
President: [Glen Batista](#)

REGION 4 South L.A. County, California

Rick Morris, Director

310-755-5279 | rick-morris@sbcglobal.net

Central Los Angeles

Second Monday, 6:30 p.m.
Han Woo Ri Presbyterian Church
1932 S. 10th Ave, Los Angeles
President: [Fred Choi](#), 213-598-0078

East Long Beach

Second Tuesday, 6:30 p.m.
Ecco's Pizza
2123 N Bellflower Blvd., Long Beach
President: [James Burkhalter](#),
562-305-6929

South Bay

Second Wednesday, 7:00 p.m.
Shakey's Pizza Parlor
3615 Pacific Coast Hwy. Torrance, CA
President: [Rick Morris](#), 310-755-5279

West Side

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

Whittier

First Wednesday, 7:00 p.m.
Location TBD
President: [Martin Madrid](#), 909-374-7533

REGION 5 Orange County, California

Michael Denham, Director

714-891-6180 | denhampools@gmail.com

Anaheim

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

Central Orange County

Last Tuesday, 7:00 p.m.
Chapter meets virtually via zoom
President: [Jeff Steinker](#), 949-292-4026

Dana Point

Second Tuesday, 6:00 p.m.
Coco's Restaurant
Crown Valley at I-5, Dana Point
President: [Mike Boucher](#), 949-456-0663

Mission Viejo

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

Orange Coast

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

Orange County Pool Professionals

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

Southwest

First Wednesday, 6:00 p.m.
ABC Pools
10560 Los Alamitos Boulevard,
Los Alamitos
President: [Brian Bemby](#), 714-995-8211

Surf City

Third Tuesday, 6:30 p.m.
Superior Pool Products
10865 Kalama River, Fountain Valley
President: [Frank Malavar](#), 714-960-3558

Tustin/Irvine

Second Tuesday, 6:00 p.m.
PSOC Waterline Technologies
220 N. Santiago Street, Santa Ana
President: [Rich Foley](#), 714-974-1514

Yorba Linda

First Wednesday, 7:00 p.m.
Round Table Pizza
18518 Yorba Linda Blvd, Yorba Linda
President: [David Hartson](#), 714-306-4864

REGION 6 Inland Empire, California

Scott Peterson, Director

951-255-4175 | ipssascott@yahoo.com

Corona

Second Tuesday, 7:00 p.m.
Marie Callenders
160 E. Rincon St (at Main St), Corona
President: [Ernie Machado](#), 951-264-7464

Hemet

Third Thursday (Bi-monthly),
Dinner 5:30 p.m. - 6:00pm;
Meeting 6:00 p.m. - 7:15 p.m.
Laurel Park Clubhouse
761 Sumac St., Hemet
President: [Kenneth Campbell](#),
951-733-4330

Menifee Valley

First Wednesday of odd months,
6:00 p.m.
My Buddies Pizza
2503 E. Lakeshore Drive #A Lake, Elsinore
President: [Renee Marier](#), 951-285-9672

Ontario/Rancho Cucamonga

Second Tuesday, 7:00 p.m.
Location varies. Please contact chapter
president for more info.
President: [Ron Goodwin](#), 909-989-0406

Palm Desert

Third Thursday, 6:30 p.m.
Sloan's, 81539 US Hwy 111, Indio
President: [Matt Kauber](#), 760-702-0160

Palm Springs

First Wednesday, 5:30 p.m.
Contact Chapter President for
meeting location
President: [Jim Elliott](#), 760-413-0463

Redlands

Second Tuesday, 6:00 p.m.
Hickory Ranch
32971 Yucaipa Boulevard, Yucaipa
President: [Bill Brooks](#), 909-553-5780

Riverside

First Tuesday, 6:00 p.m.
Romano's Italian Restaurant Canyon Crest
5225 Canyon Crest Drive, Ste. 58
Riverside, CA
President: [Scott Zahn](#), 951-966-0592

Temecula/Murrietta

Third Wednesday
Dinner at 5:30 p.m. & Meeting at 6:30 p.m.
Richie's Diner
40651 Murrieta Hot Springs Rd.
Murrieta, CA
President: [Cort Williams](#), 951-775-2678

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

Escondido

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

North County Coastal

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

Rancho Del Mar

Quarterly on the 3rd Monday of February,
May, August and November at 5:30pm
Filippi's Pizza Grotto
9969 Mira Mesa Blvd
San Diego, CA 92131
President: [Ed Finney](#), 858-750-8842

San Diego

Third Wednesday, 7:00 p.m.
Admiral Baker Clubhouse
2400 Admiral Baker Road, San Diego
President: [Ken Dirkse](#), 858-761-2283
[www.ipssasandiego.com](#)

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
Linda Cross, Director
702-524-8453 | [ipssalindacross@gmail.com](#)

East Valley (Phoenix)

Third Thursday, 6:00 p.m. MST
Pool & Electrical Products (PEP) Chandler
2900 S Gilbert Rd. Ste. 1
Chandler, AZ 85286
President: [Marc Cannon](#), 602-432-3371

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: [Jerry Handley](#), 480-440-2888

Tucson

Third Wednesday, 6:00 p.m. Social &
6:30 p.m. Call to Order
No meetings in August & December
Horizon Pool & Spa Parts

3120 East Medina Rd., Tucson, AZ
President: [Robert Lewis](#), 520-349-1111

West Valley

Third Wednesday, 6:00 p.m.
Cloud Supply
1100 N. Eliseo Felix Way, Avondale, AZ
President: [David Nielsen](#), 623-850-2924

Western Las Vegas

First Monday, 6:30 p.m.
Vietnam Vets Hall
6424 W. Cheyenne, Las Vegas, NV
President: [Stephen Cross](#), 702-375-3725

REGION 9

Texas South
[ipssatexas.com](#)
Rick Beaubouef, Director
512-266-6592 | [rick.easy pools@gmail.com](#)

Austin

First Tuesday, 6:30 p.m.
Red Robin
5601 Brodie Lane, Sunset Valley
President: [John Morgan](#), 512-472-5355

Clear Lake

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: [Jeff Snyder](#), 361-397-9444

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: [Justin Pinson](#), 512-766-7946

North Houston

Second Tuesday, 7:00 p.m.
Pappy's Cafe
12313 Katy Frwy, Houston
President: [Stephen Titone](#),
281-773-8643

San Antonio

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

West Houston

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

REGION 10

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

Fremont

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

Marin and Sonoma County

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

Mid-Peninsula

Last Tuesday, 7:00 p.m.
Superior Pool Products

2692 Middlefield Road, Redwood City
President: [Thurlough Cunningham](#),
650-868-9310

Monterey Coast

Fourth Wednesday, 7:00 p.m.
85 Neilson Street, Ste.201, Watsonville
President: [Jim Huxtable](#), 831-246-1057

Santa Clara Valley

Third Thursday of Feb, Apr, Jun, Aug, Oct,
Dec, at 6:00 p.m.
Roundtable Pizza
1400 W. Campbell Ave, Campbell
President: [Fred Doering](#), 408-685-8078

Silicon Valley

Every Wednesday, 5:30 p.m.
Armadillo Willy's
1031 N. San Antonio Rd.
Los Altos, Ca. 94022
President: [David Guslani](#), 650-333-1351

Tri-Valley

Second Thursday, 6:00 p.m.
(No meetings in July and August)
Dublin Bowl
6750 Regional St., Dublin
President: [Gordon Gregory](#),
925-992-2212

REGION 11

Florida and Georgia
[ipssafl.com](#)
Todd Starner, Director
941-915-2135 | [tstarner@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 Wednesday, 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.
President: [Marvin McMahan](#),
941-356-7751

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: [Jason Lehmann](#), 817-605-0194

Mid-Cities DFW

First Monday, 6:30 p.m.
Sports Garden DFW
1850 E. Belt Line Rd, Coppell
President: [Stephanie Gardner](#),
469-835-5674

Rockwall

Second Thursday of each month
Dinner 5:30 p.m.; Meeting 6:30 p.m.
Soulman's Bar-B-Que
691 E. Interstate 30, Rockwall, TX
President: [Elias Duran](#), 512-529-1153

Tarrant County

First Tuesday, 7:00 p.m.
El Chico's Cafe
7621 Baker Blvd., Richland Hills
President: [Dustin Gardner](#), 817-366-8927

Waxahachie

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



ASSOCIATION INFORMATION

Rose Smoot
Executive Director
Phone: 888-360-9505 x2
Fax: 888-368-0432
[rose@ipssa.com](#); [info@ipssa.com](#)
PO Box 254645
Sacramento, CA 95865

FINANCE TEAM

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

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@cramerpcpa.com](#)
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Rocklin, CA 95677

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Terry Arko, Product Training Manager:
terryarko@hasapool.com
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David McLaren: dmclaren@periodicproducts.com
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Fred Schweer: fred@poolrx.com
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Paul Matthews: pmatthews@alphawest.com
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Helena Foutz: Helena@GetGreatPlans.com
Helena Foutz is an IPSSA-adjacent California licensed health and life insurance broker, #0M50453. She is also licensed in nine other states, including Nevada, Arizona, and Texas.



Haviland
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John Bokor: jbokor@havilandusa.com
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RJ Wetzel: rj.wetzel@biolabinc.com
Chemical manufacturer



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poolcoversinc.com | 800-662-7665
Cheryl MacLennan: cmaclennan@poolcoversinc.com
Claire King: cking@poolcoversinc.com
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Rich Gross/Julie Gross: julie@puritypool.com
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Jason Goldsmith: jgoldsmith@dfgoldsmith.com
Owner of Silver Algadyn, a silver-based algacide. For 63 years Algadyn has been known to be the most effective product on the market to destroy and eliminate Black Algae.



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Brian Richardson: brian@waterquality.net
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 Henry Cota: henry@unicelfilters.com, 818-678-0400
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ASSOCIATE MEMBERS

Alpha Water Systems, Inc.
awspoolsupply.com | 562-408-6447
 Sheila Shaffer: sheila.alpha@water@gmail.com
 Proud supplier of wholesale pool supplies to the pool professional.

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 Rich Dietz: rich@aquacreations.com
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 Ben Gargle: bgargle@bhgsales.com
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 John Grucky: john.grucky@blakesales.net
 Products which we represent

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 (Office) 480-612-6880;
 (Cell) 941-705-2533
 Donald Smith: dsmith@bluesquaremfg.com
 Blue Square Manufacturing is an innovative pool equipment manufacturer headquartered in Chandler, Arizona. From LED pool & spa lights with patented plug kits to the Eclipse Drain and Q360+ in-floor cleaning system, Blue Square is known for manufacturing the industry's leading products.

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 Michele Baker: 619-518-3361
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ccee-pool.com | 617-304-5618
 Arthur Schutzberg: aschutzberg@ccee-pool.com
 CCEI USA is an electrical pool equipment manufacturer, based in Inglewood, California, but with roots in the South of France. For over 37 years, we have manufactured the brightest nicheless lights on the market, connected chemical feeders, low voltage transformers, simple automation, water treatment solutions, and can be connected via Bluetooth or Wi-Fi.

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info@citywaterconservation.com
 Leak Detection Through Prevention - City Water Conservation is a Northern California leak detection and repair company servicing the Greater Sacramento, East Bay, & San Joaquin Valley areas.

Compass Minerals
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CustomerServiceC&I@compassminerals.com
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 Bill Campbell: bob.campbell@countyleakservices.com
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www.us.ddtech.com | 714-677-1300
info@ddtechusa.com
 D&D Technologies was founded on child safety and we are committed to preventing toddler drownings worldwide. D&D Technologies is the designer and manufacturer of the MagnaLatch® magnetically triggered safety gate latch and TruClose® self-closing, polymer safety gate hinges. D&D Technologies is the recognized leader in safety and hi-performance gate hardware globally providing the broadest range of gate hardware for every application.

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 Discount Tire Company is an independent tire and wheel retailer. Discount Tire operates in most of the lower 48 states in the United States and is the largest independent tire and wheel retailer in the world.

Freedom Solar Energy
freedomsolarenergy.net | 760-806-3733
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 Solar Pool Heating System Installation and Service. Solar electric, Solar hot water heating, battery integration and security installations

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sales@h2flow.net
 H2flow Controls is dedicated to developing innovative products that are used to control, protect and measure machines and processes around the world. In residential and commercial pool and spa markets, our solutions are used to measure flow, maintain water levels, increase energy efficiency, and eliminate the risk of drain entrapment.

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 Kent Westfall, Owner/Pool Inspector:
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Pool and Hot Tub Alliance/California Pool and Spa Association
www.cpsa.phta.org | 602-619-2129
 Susan Kregar: skregar@phta.org
 The Pool & Hot Tub Alliance protects and advances the common interests of the industry by providing education, advocacy, standards development, research, and market growth to increase our members' professionalism, knowledge, and profitability.

Pool & Spa Apprenticeship and Training Committee (PSATC)
poolapprenticeship.com | 916-755-6121
 Michelle Harvey:
michelle@poolapprenticeship.com
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