

THE IPSSAN

April 2022

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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.

COMMUNITY EDUCATION SUPPORT

IPSSA: Knowledge Through Community

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CPSA Government Relations Report

PROTECTING THE SWIMMING pool, spa, and hot tub business in California from unwarranted new laws and regulations requires CPSA to interact with the California Legislature on labor, pool safety, consumer protection, and environmental and water issues, to mention just a few. In addition, the association works with the California Building Standards Commission on building standards, as well as the Contractors State License Board on licensing, enforcement, and the underground economy. The association also engages with the California Energy Commission and the California Public Utilities Commission on Decarbonization issues and energy efficiency concerns, and the Department of Water Resources and the State Water Board on drought and water conservation issues.

In addition to the Legislature and various state agencies, CPSA must monitor and respond to proposed city ordinances related to drought and water use restrictions that can impose constraints on the use of public water to fill or re-fill swimming pools and hot tubs, and the passage and implementation of local REACH codes which ban or restrict the use of natural gas for swimming pool and spa heaters or require all-electric appliances.

Entering 2022, CPSA has matters pending in the California Legislature and all of these agencies. This report will provide a brief glimpse of the work CPSA is engaged with in each of these venues.

LEGISLATURE

The California Legislature is in the second year of the 2021-22 legislative session. Although the 2022 legislative session looks like it may be restricted due to COVID as it was in 2021, there are still a couple key issues facing the swimming pool and hot tub industry.

The association is working with the California Chamber of Commerce and other employer organizations on several COVID-related issues such as worker protections, sick leave, and family leave. This effort also involves following the handiwork of Cal-OSHA which has the ability, along with local public health departments, to impose worker protection mandates on employers.

On a matter specific to the swimming pool, spa, and hot tub industry, the drowning prevention groups, the life insurance industry, and pediatric

physicians are again sponsoring legislation to amend the California Pool Safety Act. This act specifies the installation of pool safety barriers as well as sets forth the obligations of home inspectors, lenders, and insurers to ensure that the required safety barriers are in place when a property is purchased. CPSA is working as a coalition partner with these groups to ensure that any modifications of the barrier law are workable for the industry; have language in the bill that reflects the current references to UL and APSP/ PHTA standards; contains up-to-date drain requirements; and reflects the Consumer Products Safety Commission definition of isolation and perimeter fencing.

STATE AGENCIES

Decarbonization, bans on the use of natural gas appliances, and all-electric construction are key issues to the swimming pool and hot tub industry relative to natural gas water heaters, as well as outdoor construction involving BBQs, outdoor kitchens, fire pits, fireplaces, outdoor space heating, and fire features. On a state level, CPSA has been active in the proceedings of the California Energy Commission (CEC), California Public Utilities Commission (CPUC), and the California Building Standards Commission (CBSC). Most recently, CPSA filed comments in opposition to a proposal by the CPUC to end discounts for natural gas service extensions and new natural gas hook-ups. In addition, the association worked with the California Building Industry Association to oppose proposals by the CEC and CBSC to move to all-electric construction for the 2022-23 building codes.

In this regard, we were successful in pushing off all-electric construction building standards until the 2026-27 building codes. Instead, the new codes require either the installation of a heat pump water heater or a heat pump HVAC system.

California is teetering on the third year of yet another severe drought. It is not anticipated that the Legislature or state water agencies will impose any water use restrictions on the swimming pool and hot tub industry. The work performed by CPSA during the last 5-year drought by the association's Let's Pool Together campaign ensured that prior restrictions recommended for local drought contingency plans required of cities removed



from state recommendations any water use restrictions relative to swimming pools and hot tubs. The State Water Board just mandated water conservation measures for the 2022 drought and they do not include mention of swimming pools and hot tubs. The challenge for the industry relative to the drought is with local ordinances.

CITY ORDINANCES

There are 482 cities in the State of California. CPSA/PHTA employs a vendor to monitor the proposed ordinances and actions of the City Councils of these cities for issues relative to the industry. The two main issues the association monitors are any public water use restrictions that could affect the swimming pool and hot tub industry and proposed city REACH codes. The restrictions on water use are contained in the Urban Water Management Plans and the drought contingency plans that each city in the state is required to maintain. Proposed REACH codes are local ordinances that propose to, in some way, restrict or ban natural gas or require all-electric building codes for new or remodeled residential and/or commercial construction.

Although the State of California develops and implements tri-annual building codes for the state, local public entities have the authority to implement stricter codes. Thus far, over 40 cities have implemented some version of a REACH code to limit or prohibit the use of natural gas appliances, including swimming pool and spa heaters for new or remodeled residential and/or commercial buildings. Increasingly, pool builders and swimming pool equipment manufacturers and distributors are being adversely affected by these local codes.

CPSA has voiced opposition to REACH codes in fourteen cities in 2021-22. In some instances, the association has been successful in gaining exemptions for outdoor appliances or obtained an exemption for infeasibility which sets up the opportunity to claim an exemption for natural gas heaters for residential in-ground spas and commercial swimming pools and spas.

The good news is that most of the REACH codes have been adopted in cities where residential construction is built out. Over

130 cities have adopted a balanced energy portfolio supporting the option of natural gas. These are cities where residential construction is thriving. The bad news is that the Governor, state agencies, and the Legislature are focused on eliminating fossil fuels in the state. This raises the question of whether pool equipment manufacturers should explore grant monies from the state to develop heat pump water heaters sufficient to handle in-ground pools and spas, and commercial and competitive swimming pools and spas.

This last August and September, California faced severe drought conditions in over 80% of the state. Local municipalities had already started to implement conservation stages of their Urban Water Management Plans. However, the Governor, having just faced a recall election and in the process of implementing mandates relative to COVID, has not yet imposed mandatory water conservation limits on local public entities and water districts as did his predecessor in the prior drought. Prior to October, the state's main reservoirs were at around 20-25% capacity, which was approximately half of historic averages.

Fortunately, atmospheric river storms in October and record-setting storms in December have pushed the state back from a potential statewide water emergency. However, even with the fall storms, the state needs another three or four major storms to break the drought and those storms are not in the forecast. January has been a bust for additional rain and snow, pushing the state to the verge of a third-year drought.

Last year, in anticipation of another severely dry year, CPSA and PHTA moved to re-establish its Let's Pool Together Campaign to educate public decisionmakers, voters, city councils, and consumers about the facts of water use by swimming pools and hot tubs. PHTA committed some \$200,000 to hire a Public Relations firm to update CPSA's drought materials and develop a social media campaign to educate target groups on water use by new pools. Our new vendor refreshed that campaign, updated materials, and outlined a social media strategy during the fall.

A press release announcing the drought campaign and supporting materials has just been released.

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We want to spotlight our members!

CALL FOR CONTENT

Have you had to use the IPSSA Sick Route Coverage benefit? We are looking for members to send us testimonials on how using sick route helped them in their time of need. Please send your story to info@ipssan.com – As a thank you, we will select three members who submitted their story to receive an IPSSA hat. All testimonials must be received by 10/23 to be entered into the drawing.

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Have you logged on and updated your IPSSA.com Member profile listing? Enhance your exposure by uploading your company logo, linking your business website and social media pages, uploading some pictures of your work. If you need help there is a video tutorial on IPSSA.com Listed under Resources/IOU Training. If you need your log in credentials re-sent, please contact memberservices@ipssan.com



Let's Get Social: A Guide on Where to Start

By Jacqueline Edelman, Communications Manager at Fluidra

IF YOUR SERVICE BUSINESS isn't on social, you're missing out on opportunities to grow your business.

Let's face it, people are on social media all day, every day. If you want to connect with current customers or attract new customers, you need to meet them where they are... On social media.

Social media marketing has become a critical business function that can help customers find you for their pool service needs, determine their decision to use you as their pool servicer and provides a place where they can find answers to commonly asked questions. It's also an extremely cost-effective way of communicating with your customers in a more personalized manner. Plus, a strong social presence plays a big part in improving SEO and increasing your Google page ranking; and who doesn't turn to Google to find a service these days.

But with so many social channels out there, where should you start?

FACEBOOK

With 2.9 billion active monthly users, Facebook is the most used social platform and for that reason, the standard starting place for social media marketing. If you haven't already, setting up a business page should be your first step.

Facebook offers the most diverse audience with 44% of users aged 25-44 and 36% aged 45 and older; 70% of this audience also earns \$75 thousand or more — meaning you'll be able to reach all of your current and potential customers just on this one platform.

The unique structure of Facebook allows you to share everything from how-to videos to important company updates or notifications — giving you several ways to promote your

services, improve customer support and increase your revenue.

Its business pages let you list your basic contact information including hours of operation, phone number, email and website, which all help drive new leads your way. These pages also boost your SEO ranking, meaning when a potential customer is searching Google for a pool service company, yours will appear higher on the page.

INSTAGRAM

Instagram offers a more visual approach to marketing your business and services. With a focus on photos and video posts, it's a good platform to use to show off "green to clean" images that showcase your skills. With 2 billion users, Instagram does attract a younger audience than Facebook (the 18- to 24-year-old audience reigns supreme, with only 31% aged 25-34), but with more millennials buying homes, you may want to consider this platform if you service up-and-coming neighborhoods with young professionals and new parents.

Although Instagram was once a "mobile only" platform, it's recently enabled desktop posting, so now you can create content and communicate with followers on-the-go or from the office.

The only way around this would be to purchase a social media management tool where you could schedule posts from your computer to get pushed live at a given time. (If you go this route, you could sync all your social accounts and schedule out content for a whole month... One and done!)

WHAT ABOUT TWITTER AND TIKTOK?

While these platforms are still incredibly popular, they may not be the best place to

spend your time... And your time is valuable.

Twitter tends to excel with news updates and short notifications but doesn't do as well with creating brand awareness since its feed moves quickly throughout the day, giving your posts less chance to be seen.

TikTok is the newest platform, and just like every other before it, the first to take notice and take over were those under the age of 34. With the majority of users being a part of Gen Z, and more specifically ages 9-19, this likely is not where you'll find potential customers.

It's important to consider which platform is right for your business and will provide the most value, so you are not spreading yourself thin trying to be everywhere all at once. Afterall, the bulk of your business should be spent servicing pools. Once you know where to find your ideal audience, it's time to focus on how you will reach them.

SOCIAL STRATEGY

You need to develop a strategy for both organic (content that is free to post) and paid (either ads you create or content you boost). In order for paid social media campaigns to be successful, you should first focus on your organic content.

The key to a good organic marketing approach is to post content consistently. The worst thing you can do on social media is not post. Despite how often the algorithm changes, the one constant is this: Pages that don't post regularly won't be seen on people's feeds. Once users disengage with your page, it can be difficult (but not impossible) to come back.

When formulating your organic strategy, you should keep in mind when your audience is likely to be most interested in your content

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CALLING ALL IPSSA REGULAR MEMBERS

IPSSA is Recruiting for Volunteers to Serve on the IPSSA BORD Committees

THE COMMITTEES MEET FOUR TIMES a year through Virtual experience. With this format very little time is taken away from your business or family. You will be able to work with the IPSSA BORD to ensure your organization is doing all it can to help the members and the community it serves.

The committees are as follows:

• Education Committee

Provides advice to the BORD on the strategic directions, development of the educational activities of IPSSA and public awareness to the community. Oversees the IPSSA Education Fund.

• Marketing and Outreach Committee

Designs and implements strategies for promoting IPSSA by continuously strengthening its brand and message - Knowledge through Community

• Membership Committee Program

Promotes and facilitates the recruitment and continuity of IPSSA members

Please submit your email intent with your name, and committee you wish to serve. Those wishing to volunteer may select one-committee to serve. If interested, please submit your name right away. If you are not selected for the committee of choice, please know that committees change throughout the year and we will keep your name on file. If you are interested or would like more information about the committee purpose and how best you can serve, please feel free to contact me, Rose Smoot at 888-360-9505 or rose@ipssan.com ■

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Let's Get Social: A Guide on Where to Start

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and what type of content will be most beneficial at a given time of year. For instance, it may not make sense to post a video about how to properly test your pool water, or how to troubleshoot issues with an automatic cleaner in the middle of winter when pools in your area may be closed. Instead, you might want to take the opportunity to educate your audience about advanced heater technologies that help save energy or a pump that will run more quietly so that when summer comes — you might get calls about upgrading their pool pads.

Putting together a solid organic content strategy involves digging into user analytics, finding out what content resonates best and how often they want to see content. These metrics may change month-to-month, so you need to review them regularly.

With a paid social media strategy, you can target demographics on the platform that may not already be following you. You can narrow down the audience you want to reach by selecting location radius, age range, and user interests, like swimming. This ability to target your audience, provides greater reach and scale than traditional methods of advertising — and at a lower cost than almost all other marketing channels.

Paid content can be created two ways — intentional ads designed to promote your business (usually with some sort of a promotion), and boosted content, which involves taking an organic post that has performed well and putting money behind it to reach a larger audience.

Traditional Facebook / Instagram ads offer more customization and targeting than a boosted post. You can hone in on your intended audience and choose where you want the ad to appear: Facebook Feed side ads, Messenger ads, Instagram stories, instant

articles, and Audience Network. You can also select from different objectives such as store traffic, conversions, and lead generation.

Boosted posts are an easy way to promote your services, drive traffic to your website, and increase your page's engagement. When you find a post that users have engaged with often, you can simply click "Boost Post" and select from basic targeting options —

interests, age and gender — to narrow your audience. Then, you just set a budget and determine how long you want the campaign to run.

Generally, a mixture of paid and organic is the best approach to bring in new business and boost awareness of your services.

CONTENT CREATION

It's all about content in the end. What are you posting? How visually appealing is it? How are you enticing your audience to stop and engage? Content creation is the biggest component of social media marketing. If you have no content, you have nothing to post.

Good content uses striking imagery (think a pristine pool, or an incredible before and after photo), along with captivating copy. You should be capturing photos and video on-site so you can use this for your content. Take photos as soon as you arrive and before you leave to show off the quality of your work. Record yourself walking through the process of testing water so that your customers can

It's all about content in the end. What are you posting? How visually appealing is it? How are you enticing your audience to stop and engage? Content creation is the biggest component of social media marketing. If you have no content, you have nothing to post.

learn. When you give people a glimpse of what you do and how well you do it, they're more likely to think of you as their "go-to" pool service professional when they need help.

You should also try to have fun with it. Post fun videos that show who you are and make people want to hire you. Ask your audience to participate by posting photos of their favorite pool time activities.

Provide followers with special offers they can

only find in your profile bio. If your page has personality, people will be more likely to engage, which will ultimately help generate leads for you.

INTERACTION

Social media is, first and foremost, supposed to be social. Responding to users is necessary, especially when they have something negative to say. You'd be surprised how easy it can be to turn a customer around just by getting back to them in a timely manner. For best practices, you should respond within two days, however, if you can do so sooner... All the better.

THE SOCIAL MEDIA INVESTMENT

It takes a lot of time to manage a social media account properly and using best practices. You can outsource the work to an agency or freelancer, but that can cost you a decent amount. If you can have one person posting a few times a week, and responding to users each day, you'll

be amazed at the value it will add to your business. Depending on how many social channels you've set up, it can be a time suck to post on each channel. The best way around this would be to purchase a social media management tool where you can schedule posts ahead of time for all of your channels (If you go this route, you could schedule out content for a whole month... One and done!). But be aware, the results of a solid social media strategy can take time to appear.

An effective social media strategy also entails a bit of spending on your part. While there is no set number, companies typically spend anywhere from 15 to 25% of their marketing budget on social. Rest assured, although this can be time consuming with upfront costs, it will help you reach the most people with your content.

If you're hesitant to get started, can't seem to find enough time or can't afford a dedicated budget for social, you may want to consider taking advantage of resources that help manage your social media for you. Fluidra offers service professionals, like you, a FREE social media content platform that provides professionally crafted, customizable content from industry veterans. Using a cost-free service like this, you get the benefit of proven strategy and quality content posted regularly to your social media pages — all you have to do is respond to comments and / or messages. Go to: www.FluidraSocial.com to sign up.

What it all comes down to is this: Social media is the most effective way to reach customers. It's word-of-mouth advertising in the digital age—you can't afford not to take part in the conversations people have on social channels. Whether you put money behind your efforts, or not, the best way to grow your business is by being active on social media. ■

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CPSA Government Relations Report

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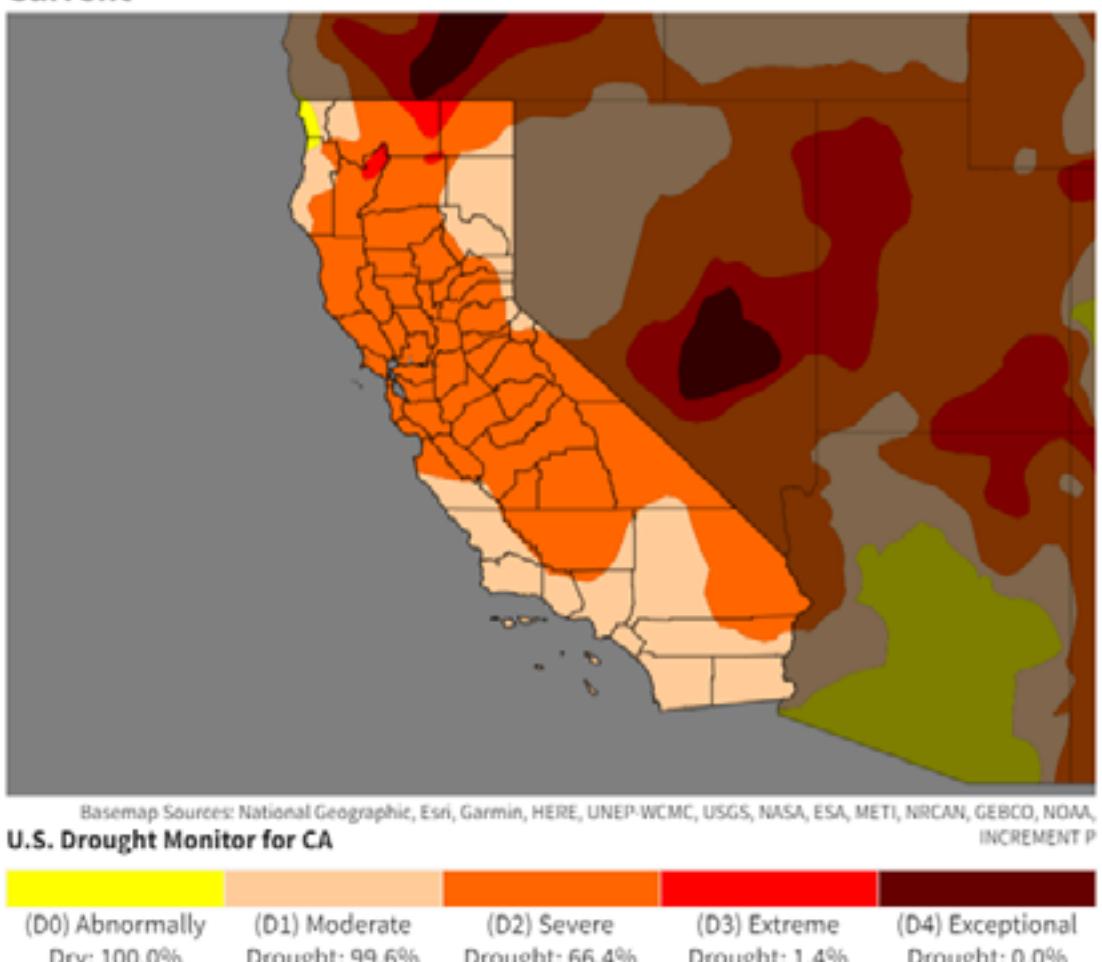
Fortunately, the facts are on our side. The challenge is to establish the drought campaign and educate our members so that the association can gain earlier notice of proposed water use restrictions proposed by cities, and provide our members with Speaker's kits and materials to develop a grassroots response. When local builders get involved with city councils, the industry almost always wins! Thus far in 2021-22, CPSA has weighed in opposition to implementation of stages of water conservation plans in 32 cities. In many of these instances, the water use restrictions relative to pools and hot tubs are in the later stages of the city's water contingency plans and are not being implemented. But the association voices its opposition to the mayor, city manager, and city council requesting they reconsider any water use restrictions on filling new swimming pools and spas because the facts demonstrate that such restrictions are symbolic in nature, do not result in significant water savings, and only result in adversely affecting local

pool builders, sub-contractors, suppliers, and homeowners.

However, to be more effective we must increase membership in CPSA to enable the association to deploy swimming pool professionals in communities throughout the state, receive earlier notice of proposed restrictions, and have the ability to get pool industry associates to testify before city councils in opposition to unwarranted water use restrictions that can put our members out of business.

In summary, CPSA and the industry face many challenges relative to state and local laws, regulations, and ordinances. Thus far, the association has met those challenges. However, CPSA needs more members providing more resources to commit to the issues facing this industry. If 2022 turns out to be another dry year, the drought will be the most important and prominent issue facing the industry. CPSA and the Let's Pool Together media/social media campaign during the last California drought saved the pool, spa, and hot tub industry from being shut down in the state. With

Current U.S. Drought Monitor Conditions for California:
Current



a different Governor, Legislature, and their respective goals in the water and energy usage, it is imperative we have more members in CPSA and/or more participation by pool industry professionals to help keep the industry alive.

CALIFORNIA BRACING FOR A THIRD YEAR OF DROUGHT

On the heels of a very wet and snowy fall that raised expectations that the two-year California Drought would finally be busted, state officials are now in expectation of a third year of severe drought conditions.

In December, the mountainous regions of the state were enjoying 160% of normal snowfall. Since that point in time, though, California has seen little or no additional rain or snow and, unfortunately, the forecast for February does not look any better. The state has gone from above-normal snowpack to below-normal conditions in just over a month. Fears are that, as occurred last year, if conditions remain the same, the snowpack will just be soaked up by dry ground conditions and never flow into the state's main reservoirs to provide water during the spring and summer months.

As of February 1, 2022, 2% of the state's streams were at or below their lowest level in history. The state's 26 major reservoirs averaged 20% to 30% below historical averages for this time of year. In October 2021, reservoir levels were at only about 50% of historical average, so the fall storms have had a significant effect.

According to the U.S. Drought monitor as of January 27, most of the state is suffering from severe drought conditions. Again, this is actually an improvement from early fall, when significant parts of the state were considered in an extreme or exceptional drought condition.

These numbers underscore the fact that the California drought is nowhere near ending. The state would need 3 to 4 major storms

before the end of April in order to be in the clear. Unfortunately, California is suffering from high pressure lingering above the state, pushing storms to the north. Weather forecasts currently predict the situation to stay the same for the state through at least the middle of February or beyond.

The state's drought is much worse in the northern part of the state where it rains than in the southern part of the state where the majority of the population resides. As such, there is not an overwhelming public perception that the state is in a severe drought and there is less buy-in for water conservation or significant water use restrictions. However, the State Water Board has already mandated basic water use restrictions and many cities are already in the process of implementing stages of their emergency water conservation plans. Without additional snow and rain in the next couple of months, the swimming pool and spa industry is bound to see cities hesitant to issue or restricting the issuance of building permits for new pools.

PHTA/CPSA's Let's Pool Together drought campaign has just been released in anticipation of these circumstances.

Educational materials on water use by swimming pools and spas, fact sheets, and speaker's kits are available on the CPSA website and ready to help arm pool industry professionals with the information needed to fight off such restrictions. CPSA is also monitoring local city ordinances and weighing in with cities that are in the process of implementing water use restrictions that may adversely affect local pool and spa industry professionals. ■

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5 Steps to Prevent Chaos in Pool Water

By Terry Arko

IT WAS THE LAST DAY OF THE Western Pool and Spa Show at 7:30 am. I was walking over to the convention center to teach my class on Basic Water Chemistry 101. I noticed someone coming towards me. I didn't think much about it, and everything seemed pretty normal. Until the guy started yelling at someone who wasn't there and flipping his body around in circles. Then he proceeded kicking walls and bushes and the sidewalk. My "Spidey-senses" immediately told

me that I needed to avoid this guy at all costs, and I made it quickly to the corner to cross the street. I murmured a few prayers for the guy and for myself. Then he seemed to return to normal walking by me as I waited for the light to change. When he was about a half block up the street he started yelling again. He turned toward an unsuspecting trash can and kicked it so hard that it flew half-way out into the boulevard with the contents scattering everywhere. I had two thoughts

about that guy as I walked across the street. One thought I had was that he was obviously very irrational and unpredictable. The second thought was that he was a lot like the water in many backyard swimming pools.

My best word to describe that guy was the word "chaos". It was obvious that there was a lot of instability lurking beneath the surface. And that is exactly the word I would use to describe water. The water in backyard swimming pools is as unruly,

chaotic, and unpredictable as a madman in an asylum. In fact it is the very nature of water itself to be outlandish and destructive in many ways. If water doesn't have enough food then it will literally eat through solid materials to get what it wants. The two most favorite foods for hungry water are calcium and magnesium two of the ingredients found in pool plaster. Hungry water could also be called "soft water". When water has had its fill of minerals it will decide to unload its contents on

whatever surface is available in the form of hard crystallized calcium carbonate. This overfilled water can best be described as "hard water". Hard water will leave its damaging contents on pool walls, floors and especially on heat exchangers. Water can do other unpredictable things like invisibly carry metals into the pool only to later have them revealed as stains upon the surface. Water is called a "universal solvent" and while that may sound like a benign title it really means the water is working twenty-four hours a day breaking down and destroying any surface capable of erosion. Plaster is one of those surfaces. The challenge of every pool professional is to efficiently manage one of the most reactive and unpredictable elements on earth. Your job is to control the potential chaos that can break out at any time. Here are five steps that can help to ensure your pools are more predictable and less unruly.

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1. KNOW YOUR WATER.

You should know the makeup of the water that will be going into the pool from the source. Every test done on the pool should also be done at least seasonally on the water coming out of the tap. The source water. You should know what is the chlorine content both free and combined. This is important because many water facilities now use a method of disinfection known as "chloramination". In short that means every time you add water to the pool you are also increasing the level of chloramines. If you don't oxidize the pool regularly then these chloramines from source water along with others in the water will overwhelm your free chlorine and make sanitizing the pool more difficult. This will lead to more chlorine being needed.

Test pH, total alkalinity, calcium hardness and total dissolved solids TDS. These are all important to know so you can adjust the pool water as needed when you add make up water or if you do a drain and refill. Two important readings from source water will be calcium hardness and TDS. When doing a fresh fill of a new pool the calcium hardness must be at a minimum 150 ppm. If it is not then you can expect some chaos in the form of etched plaster if you do nothing to increase the calcium level. If you think this could never be a problem consider this...the tap water in Seattle Washington has a calcium hardness level of 40 ppm.

Continued on page 10

.....
**Things to do
in April**

Filter Maintenance
Increase Filter Run Times
Check Conditioner Levels

5 Steps to Prevent Chaos in Pool Water

Continued from page 9

Use that water without testing and knowing the calcium hardness level and its bye, bye plaster.

Calcium levels can be increased by using calcium chloride according to directions. The next vital test of source water is TDS. This is important to know because when the TDS in the pool water becomes 1500 ppm over what the source water is you will lose 50% of the chlorine effectiveness.

You should also test for phosphates and nitrates in your source water. If the source is coming from wells you should test for metal also such as iron, copper, and manganese. Any level of these and you will want to add a good metal sequestering product to the pool immediately upon filling.

2. UNDERSTAND WHAT CHLORINE IS DOING IN YOUR POOL

There are two main test that should be done every week. One

is total chlorine, and the other is free chlorine. For swimming pools free chlorine is the one we focus on. So, why test total chlorine? Do we even know what total chlorine is? Simply put when you test for total chlorine you are getting the whole amount of any chlorine species in the pool. That means free chlorine and combined chlorine. Well, so what is combined chlorine? Is that helpful or harmful to the water? Another word for combined chlorine is a bit more nefarious, "chloramines" because they can cause a lot of chaos in the pool. Chloramines in swimming pools are largely created from the reaction of free chlorine combining with waste material in the water such as nitrogen compounds which come from perspiration, urine, body oils etc.. This leads to very poor disinfection, strong irritating chlorine odors, and eye and skin irritation to swimmers. So, it is not good enough to just know what your free chlorine level is and not know your total chlorine. You must test total chlorine and understand what your combined chlorine level is as well as the free chlorine. Because if the level of combined chlorine is higher than your free chlorine level you are going to have chaos in the pool water. According to PHTA the maximum allowable level of chloramines or combined chlorine is 0.4 ppm.

The ideal is no higher than 0.2 ppm. Regular oxidation such as proactive shocking, super chlorination, Ozone, UV or AOP are all ways to keep the formation of combined chlorine to a minimum and prevent chaotic scenarios.

To determine combined chlorine test your total and free chlorine. Subtract free chlorine from the total and the remainder is your combined chlorine level.

Total Chlorine – Free Chlorine = Combined Chlorine.

One other important point regarding chlorine is understanding the by-product from the type you are using and its effect on the water. The by-product of Trichlor is cyanuric acid CYA. While a good target for CYA in the pool is 30-50 ppm, excessive amounts of it will lead to chaos in the form of more chlorine needed and unexpected algae outbreaks. For every pound of trichlor used in 10,000 gallons there is 6 ppm of CYA left behind in the water. So, 50lbs. of trichlor used throughout a season will increase the CYA by 300 ppm. In order to keep a pool algae free with a CYA of 300 ppm you would need your free chlorine residual to be 22.5 ppm. The trash can just got kicked to the street big time here. Trichlor also increases the TDS 16 ppm for every pound in 10,000 gallons.

The by-product of cal-hypo is calcium and for every pound of 65% cal-hypo used in 10,000 gallons there will be an increase of calcium hardness by 8 ppm. So, if you go through 50lbs. of cal-hypo seasonally the calcium hardness increases by 400 ppm. Every pound of cal-hypo in 10,000 gallons will also increase TDS by 12 ppm.

Liquid chlorine does not contain CYA or calcium so it will not contribute an increase in either of those. Liquid does contribute to TDS in the form of sodium chloride. So, while liquid increases TDS it is important to note that it is the least detrimental form of TDS build up and according to *ANSI/APSP/ICC-11-2019 high TDS concentrations from sodium chloride will not cause decreased sanitizer efficiency or cloudy water.

When choosing a chlorine sanitizer it should be one that has the least potential for causing a chaotic situation down the road.

3. WATER BALANCE IS THE SECRET

This really is the secret to life and water chemistry. Balance. And while that may sound easy it can be a weekly challenge. There is a lot of confusion regarding how and where to keep water balance in pools. First of all there are standards. To quote Jordan Peterson from his book 12 Rules for Life, "because mediocrity has consequences both real and harsh, standards are necessary." PHTA provides published standards and those are

good. They provide minimum, maximum, and ideal ranges. You should always shoot for the ideal. Better yet are having targets that are more specific but still within the published standards. Here are some good targets for water balance.

- pH 7.5
- Total Alkalinity 90 ppm
- Calcium Hardness 350 ppm
Plaster pools, 250 ppm
Vinyl and Fiberglass pools
- CYA 50 ppm
- TDS Max-1500ppm above the source water.

One the best ways you can avoid water chaos is to shoot to be as close to these targets as possible. This is about getting all of your pools to a place where they are highly predictable in how you treat them week in and week out. In other words when you have this system down you know that there is much less chance that something unpredictable is going to occur and that's what you want.

"One the best ways you can avoid water chaos is to shoot to be as close to these targets as possible. This is about getting all of your pools to a place where they are highly predictable in how you treat them week in and week out. In other words when you have this system down you know that there is much less chance that something unpredictable is going to occur and that's what you want."

you are going to die pretty fast.

And let's consider what filtration really is. Do you think that if all the water in a pool passes through the filter one time that it is 100% filtered? The answer is no. This is what we call "turnover rate", and it actually takes four turnovers of the pool water to get 98% filtered water. Most residential pools may not even get one complete turnover in 8 hours and that is a big problem. How can you determine what the turnover rate of a pool is? Take the gallons of the pool and divide by the known flow rate of the pump in GPM, then divide by 60. Since turnover rate is measured in hours we use sixty minutes as the final determiner. Example: 20,000-gallon pool with a pump flow rate of 25 gpm divided by 60 minutes.

20,000/25/60 = 13.3 hours to get just one turnover.

Hydraulics is a complicated subject that should be studied by any professional taking care of pools. Understanding turnover rates and flow rates along with proper filter sizing is a must. Pools that are improperly built with substandard equipment that does not allow for proper turnover and flow will be more chaotic than those with good flow and proper sized equipment. When evaluating whether to take on a new account you should do a thorough inspection of the equipment. If it is undersized, old and is located far from the pool, you may not want to take that pool on, there could be chaos just from the standpoint of inefficient equipment.

With these 5 steps in place you can be better equipped to ensure that the pools you maintain are more predictable and rational. That means less chaos at the pool and in your life. That is a really good thing. ■

*American National Standard for Water Quality in Public Pools and Spas ANSI/APSP/ICC-11-2019-A7.4 Total Dissolved Solids page 22.

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TBD

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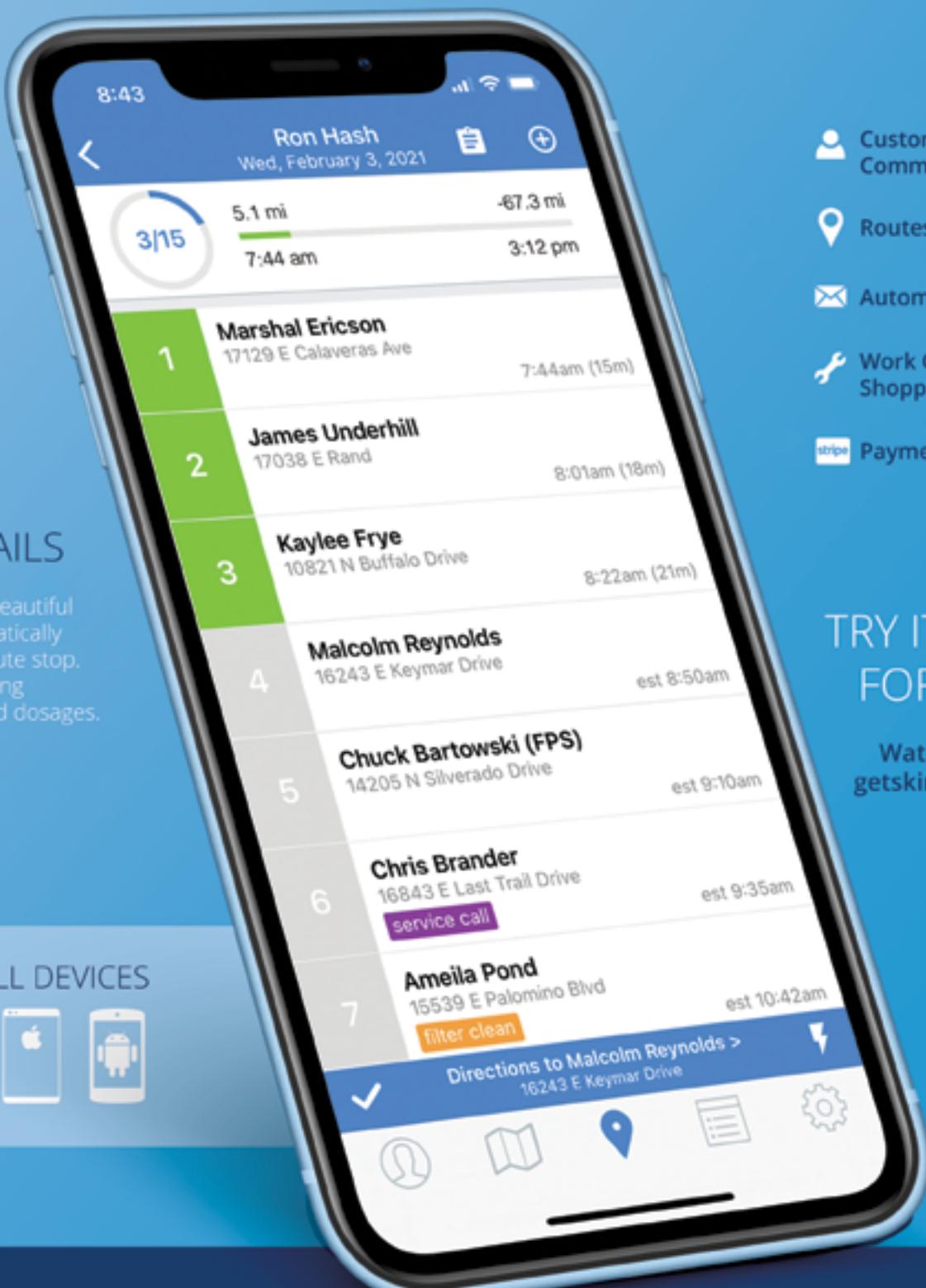
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— AS HEARD ON —



What's "That" on the Pool Surface

by Jim Gay, Haviland Pool & Spa

VERIFYING STAINING AND DISCOLORATION issues on swimming pools surfaces can be troublesome and difficult at best. Many approach solving the problem by throwing anything and everything they can think of to see if they get a reaction that will either lighten the discoloration or lift or dissolve the stain back into solution. Sometimes that approach works, and sometimes it doesn't.

What makes it even more challenging is they don't know the "why." Why did this happen? What caused it to happen? How can we prevent it in the future? It's the who, what, why, when, where, and how questions that need to be answered. In dealing with these issues, you must first approach the problem with an open mind. You cannot have any preconceived judgments about who is at fault. You let the chemistry at the time and the evidence presented direct you to a logical conclusion, much like a CSI investigation at a crime scene or a doctor diagnosing a medical condition.

What's "that" on the pool surface is more of a journey that will explore what causes major stains and discolorations on swimming pool surfaces. It will provide a very good understanding of the importance of the Saturation Index and how balanced water can prevent most staining and discoloration issues.

As we move through the steps of diagnosing and verifying what is on the pool surface, we will learn how to discard some information collected and retain other information for future use. Starting at the curb of the house and moving to the back yard, note any staining or discoloration issues from wells or irrigation systems on the sidewalk, walls of the house, or enclosures. As you pass the pool pump and filter, look over the pump, filter, heaters, salt cell, ozone, UV, and other items that might be used for reference to help verify possible causes for

the staining. This information may be useful in the future when trying to clean up staining or discoloration problems.

Look over the pool environment, not just the pool. Notice any issues with the deck. Staining, algae, and mold issues on the deck can be a sign of maintenance issues. Look at gutters and downspouts. Are they full of trash and leaves? How about the roof? Is it tile or shingle? Old or new? Covered with mold and algae? What does the pool surface look like? Is the surface older or newer? When was the finish installed?

These questions can lead to possible water balance or application issues. Water run-off issues can also be a problem. How does the water from rain and irrigation drain or stay away from the pool? Does irrigation from well water and sprinklers have overspray that goes into the pool?

The homeowner will appreciate a pool professional who can identify and thoroughly explain what has contributed to the discoloration and staining issues. After a successful diagnosis, you can provide an action plan to remove those issue areas and prevent the problem from returning.

The plan may include using specific chemicals to help remove metals from the water or filtering out metals in the water. Using better water chemistry will protect the pool finish from minerals and metal deposits. Balancing the water to the Langelier Saturation Index will help keep minerals and metals from contributing to the staining on the pool surface. Sometimes pool equipment replacement may be a part of the solution. Water erosion and corrosion can cause metals from the heater or pump to dissolve into the pool water. Chlorine can oxidize the copper from the heater or iron from the pump onto the pool's surface, forming copper or iron stains.



What else can you look at to determine staining and discoloration issues? Poor maintenance can prove to be an interesting culprit. Green, Black, Mustard, and Pink algae and tannins from decaying leaves can present problems when verifying staining and discoloration issues. These organic discolorations can be the cause of larger issues. Most of the time, organic staining will alter the surface of the pool or make the surface slippery or slimy.

Inorganic discolorations are typically not slippery or slimy but will alter the surface of the pool. Scale, for example, is not slippery and is not slimy, but it does alter the pool surface. Metals are not slippery or slimy and do not alter the surface of the pool. Metals typically cannot be brushed off, but algae problems can be brushed off the pool surface. Often verifying what type of metal stain can be confusing. The treatment a service company or dealer recommended today may not work tomorrow. Why? The answer may simply be that it's not the same stain or discoloration.

Since iron stains are, typically, a brown color and most people can identify iron. Misdiagnosis happens when iron is mistaken for iron scale, oxidized copper,

or tannins. Iron scale is basically iron staining from wells or metal pumps that have dissolved in the water and have attached to scale on the pool's surface.

On the other hand, copper can be various colors from blue-green, gray, brown, black, to purple. Copper cyanurate (purple haze) is copper combined with high cyanurate acid levels that form a purple color on the pool surface.

Hydration problems in plaster pool finishes are usually black to gray in color and cause the finish to look like a gray cloudy day on the bottom of the pool. This can occur when a new plaster finish pool is started incorrectly. When this happens, calcium hydroxide scale forms on the pool finish and traps moisture. The scale forms on the finish and does not allow the moisture from the plaster to hydrate.

Scale formation on the pool surface is also an issue. High pH, total alkalinity, or calcium are a few factors that can contribute to scale forming on the pool surface. Poor water chemistry or pool maintenance many times is the problem. With scale, you can have nodules, crazing, and wet-dry scale. Most of these issues are all about the esthetics of the pool. Many are not a failure of



ABOUT THE AUTHOR

Jim Gay is an industry veteran with over 45-years of experience in the pool industry and is the southeast regional sales manager for Haviland Enterprises. He worked with Haviland for more than three years and previously with Jack's Magic, BioLab, and BioGuard prior to joining Haviland. Gay is a regular speaker and instructor giving seminars at multiple different trade association shows. He can be reached at jimg@havilandusa.com.

the material but more a failure to maintain the pool properly.

Chemical issues often contribute to staining and discolorations. The issue is, most of the time, the problem is not fixed. We get rid of the staining or the discoloration, but we ignore the real problem - what caused the staining or discoloration? So, we fix the staining or discoloration, and six months later, it comes back. Why? What did the dealer or service company, builder, or applicator do to remove the source of the problem? Most times, the answer is nothing. So, the scaling or the staining issues come back. To truly fix the issue, you must investigate and verify the source of the problem. You must remove staining and discoloration and eliminate the source of the problem. That could mean a new heater if copper is the problem, a new pump if the cast iron housing caused the issue. It could mean cleaning gutters and removing trash and debris, or redirecting irrigation and sprinkler heads.

Most of the time, water balance is the issue. The homeowner or maintenance company is just not maintaining the water chemistry correctly in the pool. They fail to adjust the pH or total alkalinity down. They don't monitor the calcium hardness levels in the pool. By neglecting the chemistry, they destroy the finish of the pool. ■

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Enhancing Filter Efficiency

By Jamie Novak

HOW MANY OF US HAVE WATCHED
a parent slather their child with gobs of sunscreen only to let them run off 30 seconds later and jump right into the pool? As pool pros we watch in horror while that sunscreen slides into the water, knowing it will end up in the filter leaving a sticky mess behind. Whether sand, cartridge, or DE, large or small, all filters are impacted by high levels of bather and environmental waste.

GENERAL FILTER MAINTENANCE

To ensure proper operation, filter cleaning is required when the pressure is 10psi above start-up. This number is different for each and every pool and should be displayed on a quality pressure gauge. In addition, chemically cleaning the filter media to remove built-up oils and calcium at least once per season

will help maintain the original filtration and hydraulic efficiency, enhancing the efficiency of the overall pool or spa program. This kind of preventative maintenance will extend the performance and lifespan of the filter media. Proper filtration and circulation are key components of a well-run water care program.

But what if there was a way to treat this sticky mess in the water before it has an opportunity to plug up the filter media in the first place?

ENZYMES: INSPIRED BY NATURE

Enzymes are non-living protein molecules that act as catalysts to speed up the natural breakdown of oils and other non-living organic waste. As you may already know, we have enzymes in our stomachs that aid in the digestion of food. You'll also see enzymes used in a variety of products you encounter each day: anything from laundry detergents to pre-treat stains, to drain cleaners that help dislodge the sticky mess inside drainpipes. Simply put, enzymes are used everywhere. So, you might ask, what does any of this have to do with pool and spa water filtration? Everything!

When you incorporate a maintenance enzyme treatment into your pool or spa program, that sunscreen mess is broken down into CO₂ that drifts away in the breeze while the rest is

captured by the filter. It is no longer a sticky mess, making it easier to backwash or rinse away so filters keep working as designed, tested, and certified.

Without an enzyme in the water, the traditional methods of "dealing with" non-living organic waste are to shock the pool and chemically burn them up OR let them gradually collect in the filter, plugging it up in the process. In the meantime, this gunk contributes to cloudy water and sanitizer consumption. Water clarifiers can help clear up the water, to an extent, by coagulating the waste to make it big enough to be caught on the filter media. Depending on the type of waste and the filter's capability for debris removal, this can lead to dirty filters that need to be manually cleaned more often. It can also lead to an increased consumption of chlorine (if your approach to shocking is to elevate the chlorine level) or the need to add more of a non-chlorine shock product.

One thing many don't realize is that a dirty filter will increase chemical consumption. This is because chlorine is not smart—it doesn't know if it's in the pool or on the filter and just goes to work attacking whatever it encounters. By allowing a buildup of waste inside the filter, you are creating a condition that makes it more difficult for the chlorine to do its #1 job which is to keep the water safe from disease and bacteria.

Why not divide the workload with a product designed to break down non-living wastes like sunscreens, oils, hair products, pollen, and more? You can do this a couple different ways, including the use of ozone that also breaks down that sunscreen so chlorine doesn't have to do it alone, however, for this article we will focus on enzymes.

THE BENEFITS OF ENZYME MAINTENANCE

By using enzymes as a maintenance treatment (most applications are weekly) along with your sanitizer of choice, you are putting something in the water that will essentially clean up in the middle of the party. Let's go back to the original example of the child with sunscreen jumping right into the pool. If the pool was on an enzyme maintenance program, the enzymes would get to work breaking down the sunscreen right there in the water instead of waiting for it to make it to the filter. When you add enzymes to your maintenance program, you will see:

- Increased filter run cycles, which means less frequent filter cleanings
- Superior water clarity
- Reduction of scum lines (this is because the enzymes are working in the pool to break down non-living waste before it has a chance to build up on the tile line)



ABOUT THE AUTHOR

Jamie Novak is the Director of Branding & Communications for AquaStar Pool Products. With 17 years in the industry, Jamie previously worked in sales & marketing for Natural Chemistry (BioLab) and Zodiac. She has her MBA from Johns Hopkins Carey Business School with concentrations in leading organizations & marketing. A storyteller by nature, Jamie is passionate about branding and the customer experience.

- A more efficient pool or spa program all around

As we all navigate another challenging season filled with supply chain issues, we must think outside the box on how to improve efficiencies as well as the overall pool and spa ownership experience. Incorporating a quality enzyme product to help improve filter efficiency will save both you and pool owners time, effort, and money when it comes to water care. Think of it as your pool or spa's weekly vitamin, polishing the water and rounding out an efficient maintenance program. ■

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Chemical Balancing Pool Prep

By Rudy Stankowitz, Aquatic Facility Training and Consultants

POOL WATER BALANCE IS extremely important, and the LSI (Langlier Saturation Index) is the tool we have all come to rely upon. We know water needs to be saturated with both calcium and carbonate, and that the levels of each required vary with both temperature and pH. If the water is found to be corrosive at < 0.3 , it will pull calcium and carbonate from the pool walls and floor, etching the surface. On a scale of -0.3 to +0.5, when the water is scale forming at $> +0.5$, everything from a cloudy water condition to calcium carbonate deposits forms about the pool.

Yes, the numbers changed. The range for balanced water is -0.3 to +0.5 now.

Fiberglass and vinyl pools are not off the hook when looking at water balance. Many manufacturers are now using calcium carbonate in the production of their liners. The amount used can vary from manufacturer to manufacturer, but it has been found that corrosive water can pull calcium carbonate from vinyl when the content is greater than 7%. It is also a fact that cobalt staining is more prevalent in fiberglass pools where a corrosive saturation index persists.

We spend a lot of time in the industry making sure that pool professionals can calculate LSI. In the CPO classes that I teach there is a whole hour devoted to learning how to determine which factors, based upon what values, should be input into our mathematical equation to discover

where our pool-water falls upon this ninety-year-old scale that has been tweaked and twerked more times than Miley Cyrus to simplify a math formula for ease of use in the field.

The AFO classes I teach are no different in time devoted to the topic of water balance, except in this certification class the students are permitted to use a cardboard slide. This is very similar to the LSI wheel that sits in the back of your test kit. It beats doing the math, that's for sure. But still, the saturation index calculation portion of the exam is often a stressor for the students of either class.

We have apps for everything, and the Langlier Saturation Index is no different. I think they are all free to download. Some incorporate their own products into the solution, some do not. The ones that do – good for them. They created the program. I'd do the same. If the product is something related to water balance it's no harm, no foul.

Thirty years ago, when testing water, our big concern was simply getting the values we tested for into the acceptable ranges, preferably the ideal range. If the pH was between 7.4 and 7.6, the TA (Total Alkalinity) between 80 and 100 ppm, and the CH (Calcium Hardness) between 200 and 400 ppm, we were golden. Since then, the LSI slowly grew in popularity and replaced the 'ideal range' as the standard for water balance.

But are we doing a better job



“Are we doing a better job balancing water now, or did we just make it harder?”

balancing water now, or did we just make it harder?

When you consider all the math, the slide rules, and the downloadable apps, has pool water balance benefited? If you have an app on your phone (most do) you can calculate this one along with me. Let's look at how far off we were when it was only the ideal ranges we were looking at.

Here are my water test results at absolute ideal:

- pH at 7.5
- TA at 90 ppm
- CH at 300 ppm
- CyA at 0 ppm

If you wish to include a CyA (cyanuric acid) level, that's fine. Let's still shoot for absolute ideal for our Carbonate Alkalinity at

90 ppm after the contribution of CyA has been accounted for.

Input the numbers I gave you above, our absolute ideals for pH, TA, and CH. Now set your TDS at 400 to 1200 ppm which would be typical for a non-saltwater pool (1200 ppm is considered brackish water). Now play around with the water temperature entry. You should see that you are in balance on the LSI from as low as 40°F to as high as 95°F (depending on where exactly the TDS falls).

Now let's look at our saltwater pools. The same absolute ideal level for the three values that have an ideal range. This time the TDS we'll place between 3,000 and 4,000 ppm which is typical for a saltwater pool. Now, manipulate the temperature entry once again. You should see that you are in balance on the LSI from as low as 58°F to as high as 104°F.

With exception to extremely low water temperatures which pools open after winter rarely see, and of course, those areas where we are extremely hard right out of the tap, the ideal ranges alone had us in balance to the LSI all along and without the need for fancy gadgets,

slide rules, or difficult math.

It doesn't mean the Langlier Saturation Index is unnecessary, very much the opposite. In fact, my guess is the ideal ranges we had always used were taken at one point directly from the LSI (version for pools) and over the years the source forgot. So, to fix what wasn't broken, we made it hard again. ■



ABOUT THE AUTHOR

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

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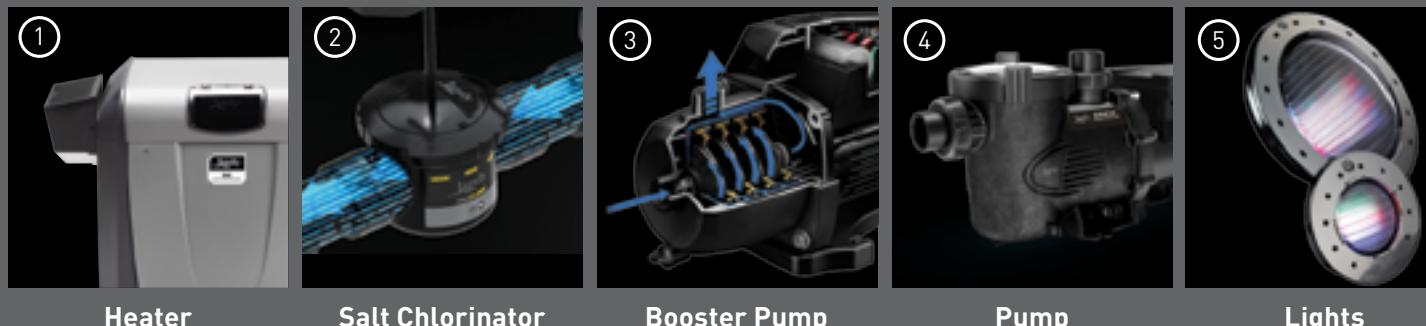
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SIMPLE Pool Opening

By Alicia Stephens, BioLab

WE KNOW THAT POOL SERVICE

professionals will continue to be extremely busy this season. So rather than wait for reactive calls when the water is cloudy or green, give your customers this SIMPLE system to get them started to help avoid problems between opening and service appointments.

STRIP OFF THE COVER

Over the course of the winter, pools have sat dormant for months with a cover that acted as a barrier to keep dirt and leaves from entering the pool water. A pool cover accumulates a collection of debris that customers need to remove before they attempt to pull it off. Trying to rush a pool opening and not taking the time to remove the buildup can lead to a huge deposit of debris into pool water.

7 STEPS FOR REMOVING A POOL COVER

1. Pump the dirty water off the pool cover with a submersible pump.
2. Brush dirt and leaves off before removing the cover.*
3. Hose off the remaining debris while the cover is in place.
4. Pull the clean cover off the pool and spread it out in the yard.
5. Inspect the cover for cleanliness and let it dry.
6. Roll the cover up and store it for the season.
7. Fill the pool to the proper level if necessary.

PRO Tip: Use Natural Chemistry®'s Clean and Perfectto clean a cover either when it is still on the pool or in the grass. The product's naturally based enzymes won't harm the lawn and are perfectly fine to go into pool water.

INVENTORY POOL SUPPLIES

This is a great time for your customers to look at the pool supplies they've accumulated over time. Taking an inventory of their chemicals will help to be more efficient when they head to your store. It's also time to see what condition nets, brushes, poles and vacuums are in to start the season.

MAINTENANCE TASKS TO PREVENT FUTURE ISSUES

The best time for annual maintenance is before any water begins to flow through the system. These tasks include:

1. Inspecting the skimmer baskets and replacing them if the plastic has become brittle or damaged.
2. Look at the pump for any damage or possible leaks. Inspect the pump basket at this time and check pump basket lid o-ring for wear.
3. Examine the filter thoroughly for any issues. Check the body for any cracks. Look very carefully at all the o-rings for wear and replace if necessary.
4. Make sure the filter pressure gauge is properly operating and in good



working order. The filter pressure gauge is a very important piece of equipment that is often overlooked.

PLUMBING READY FOR THE SEASON

Plumbing of a pool is often forgotten because it is not overly visible to the pool owner. Since the plumbing system is not in plain sight, it never really gets the full attention it deserves. Many pools will have hundreds of feet of plumbing that gradually build up with scum inside. Cleaning the plumbing before the pool is in full operation is a good practice for success.* Purgging the pipes of buildup should be done once the pool system is connected and circulating.

Pro Tip: Kick the season off right by cleaning the plumbing lines of non-living

gunk & grime that typically builds up over time. An enzyme product such as Natural Chemistry's Pool First Aid will help clean where you can't.

LEVEL CHECK AND CHEMICALLY BALANCE THE POOL WATER AS NEEDED

Getting the pool back into chemical balance after sitting dormant for the winter can take some time, but following a few steps can really make this the easiest of them all.

To begin with, let the pool circulate for at least 24 to 48 hours to allow pool water enough time to mix. Once properly circulated, a water sample can be taken and will be a good representative of the pool water.

“Even before balancing the pool, adding a springtime enzyme and phosphate removal product to speed up the breakdown of non-living waste while also reducing phosphate levels can be very helpful.”

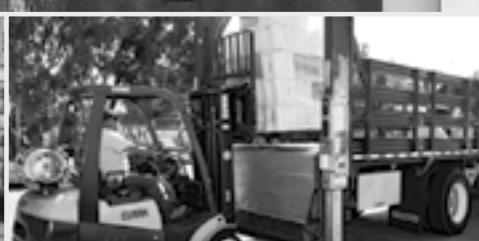
Even before balancing the pool, adding a springtime enzyme and phosphate removal product to speed up the breakdown of non-living organic waste (pollen and any non-living waste that may have been left over from the previous season) while also reducing phosphate levels can be very helpful. Pool Magic™ + Phosfree® Spring and Fall helps to reduce off-season scum rings and break down non-living waste that has built up through the off season. This leads to a faster turnaround time at opening.

ENJOY THE SUMMER

By taking the proper steps at opening, pool owners will avoid a lot of issue and pitfalls down the road. A pool opened with care is much easier to maintain for service professionals than to bring back a pool that has been experiencing problems. What may have been a small issue that could be addressed at opening could worsen and cause more time, effort and money needed to fix the problem. Set your pools up for success with the "SIMPLE" pool opening. ■

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ABOUT THE AUTHOR

Alicia Stephens is the education and training manager for Biolab Inc. In her 22 years with the company, she has focused primarily on education, training, and development, as well as technical support and new product research and integration. Currently, Stephens supports all education and training initiatives for the Biolab Pro Dealer division. She can be reached via email at alicia.stephens@biolabinc.com.



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:

My customer had her pool re-plastered and wants us to now begin routine weekly service. I inquired about the start-up procedure and she informed me that it was already handled by the plasterer. She explained to me that the plaster company did a 'one day start-up and she then brushed the pool for a week. I sent her a copy of the NPC Start-up Protocol and I told her that I couldn't start service until the required 28-day start-up period ended. She wants me to begin service immediately and has offered to sign a 'disclaimer'. Is that adequate to protect me from liability?

ANSWER:

We receive many plaster damage claims every year and they often involve newly plastered pools. Prudent service technicians should have control over the start-up procedure and use an industry recognized procedure to rebut any allegation that they negligently damaged the new plaster. Meticulous documentation of the procedures and chemical readings go a long way to proving that you aren't at fault for the claimed damage. In this case, you had no control over the start-up process and know nothing about the process. It's foreseeable that you'll be blamed for a multitude of plaster problems in the future.

Regarding the 'disclaimer' – what would be included in this form? Is your customer willing to assume liability for all plaster problems, even problems like copper staining and etching that might be related to water chemistry? For how long will this disclaimer apply? Is the plasterer willing to waive its claim against you if the customer sues the plasterer for a bad job?

Writing a disclaimer isn't simple and even a well-drafted form can be challenged. Only a court or arbitrator will determine if the form is legally binding and legal cost in fighting the customer's claim usually exceeds the amount of the plaster damage.

My best advice here is to be cautious given the risks involved. Pass on this job if you can. I think there is a good chance you will be blamed for the mistakes of others if the plaster doesn't meet the customer's expectations a year from now. ■



HUB INTERNATIONAL INSURANCE SERVICES
hubinternational.com
Ray.Arouesty@HubInternational.com

Letters to the Editor

LETTERS TO THE EDITOR MUST BE SIGNED in order to be published, and must be accompanied by an address, valid e-mail address, and a daytime phone number for verification purposes. (Your phone number will not be printed.) Unsigned letters will not be published unless a compelling reason for withholding your name is given. Letters to the editor containing erroneous or unverifiable information will be edited or rejected. No letter that makes personal attacks on someone's character will be published. The editorial staff reserves the right to edit for length or grammar or reject submitted material that does not meet these standards. Letters requiring a response will be held for publication until the response is received. Opinions expressed in published letters do not imply endorsement by IPSSA.



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Conquering Retirement Challenges for Women

By Deylon Wealth Management

WHEN IT COMES TO RETIREMENT, women may face unique obstacles that can make saving for retirement more challenging. Given that women typically live longer than men, retirement money for women may need to stretch even further.¹

Despite these challenges, a wise strategy can give women reasons to be hopeful.

GET CLEAR ON YOUR VISION. Do you want to spend your retired years traveling, or do you envision staying closer to home? Are you seeing yourself moving to a retirement community, or do you want to live as independently as you can? If you're married, sit down with your spouse to discuss your visions for retirement.

You can't see if you're on track for your goals if you haven't defined them. If you do find you're falling short of where you want to be, a financial professional can help you strategize about how you can either get to where you want to go or adjust your strategy to fit your situation.

GET CREATIVE WITH YOUR STRATEGY.

If you expect to or have taken time off from the workforce, you may want to increase your contributions to your retirement accounts while you are working. If you're staying home while your spouse works, you may be able to contribute to an individual retirement account.

Once you reach age 72, you must begin taking required minimum distributions from a Traditional Individual Retirement Account and other retirement plans in most circumstances. Withdrawals from Traditional IRAs are taxed as ordinary income and, if taken before age 59½, may be subject to a 10% federal income tax penalty. Traditional IRA contributions may be fully or partially deductible, depending on your adjusted gross income.

Look for sources of additional income. If you're caregiving for an elderly relative, there are ways to be paid for your time. According to AARP, the Veteran's Administration or Medicaid may be a potential source of income. Working with



a professional who has expertise in this field can help you navigate your options and potentially find a way to earn income for work that you're doing.²

KEEP THE CONVERSATION OPEN.

One of the best things you

can do is to make sure you are having regular conversations about finances and hearing from well-informed sources. There are more resources than ever at your disposal, and working with a trusted financial professional can help ensure that you always know

where things stand.

While women can face many challenges as they save for retirement, careful preparation and a creative approach can help you rise to the occasion and pursue the fulfillment of your goals. ■

Sources: 1. Transamerica.com, 2021 2. AARP.org, 2021



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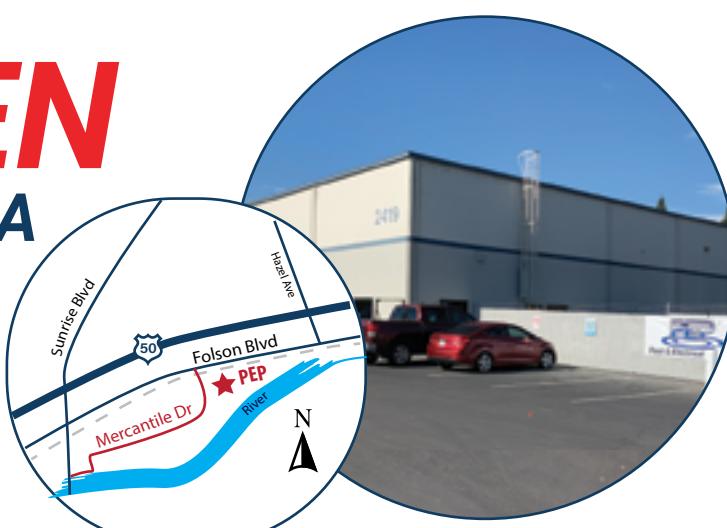
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IPSSA Code of Ethics

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

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

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

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



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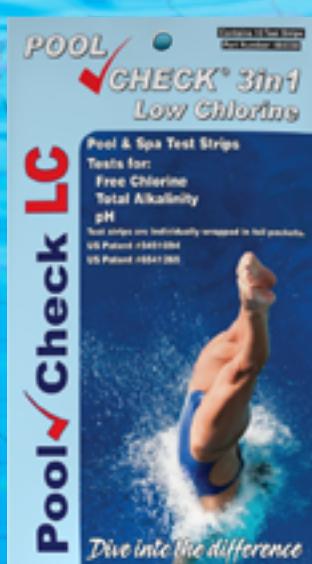
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Ramuc® Aquatic Coatings Announces Major Brand Refresh

RAMUC HAS SUCCESSFULLY BEEN in the pool coatings and maintenance business for over 70 years and has seen tremendous growth, particularly over the last 5 years. To position the brand for continued success and future growth, Ramuc has made significant investments over the last 12 months to refresh its brand.

Ramuc is now shipping inventory showcasing a new label, as well as updated and refreshed literature. We will also be launching a comprehensive, state-of-the-art website that professional applicators,

distributors and DIY'ers can all enjoy.

The new Ramuc labels have a fresh, clean, and modern look that better reflects how the company is positioned today. A combination of paint swooshes and rich blue color reinforce the long-standing strength, vibrance and quality of the brand while still maintaining a strong commercial feel. This new label was created to be adaptable as Ramuc continues to expand its product offering in the market and allows for stronger and more consistent brand recognition, while being able to maintain that branding across a

variety of product types.

The new Ramuc website features our refreshed look and is easy to navigate. It's the quickest resource for product data sheets, application guides, literature, and pack shots. Ramuc's new website will also feature a shorter URL – ramucpaint.com and provide direct links to various social media channels. For more information regarding the brand refresh, please email tmaellaro@mrtproducts.com. **Learn more at ramucpaint.com or 800-745-6756.** ■

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FICTION VS. FACT

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

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

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

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

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

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

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

4. Chapters must learn how to file insurance claims.

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

5. IPSSA National and Chapter dues include insurance fees.

FACT: Your membership dues

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

6. Members pay a reinstatement fee.

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

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

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

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

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

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

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

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

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

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



PENTAIR Rebate Program — Take Advantage

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

Pentair will reimburse IPSSA National one dollar (\$1.00) for each whole good that a member purchases throughout the year. The list of qualifying whole goods is the same that are listed in Pentair's PIP program, but basically pumps, filters, heaters, heatpumps, cleaners, automation systems, sanitizers and colored lights are included.

For IPSSA to receive payment each member must register individually on the Pentair IPSSA Incentive Program Registration Form [click here](#) and also available on the IPSSA member portal site under [Member Only Exclusive Offers](#). This will allow Pentair to monitor and collect electronically from participating distributors

purchase details, or direct from the member purchases for the rebate accumulation.

If a member does not register, their purchases will not qualify and cannot be added later.

The Pentair Incentive Program reflect purchases made between the dates of October 1st through September 30th during each rebate year.

This program does not affect any member purchases that may also currently be individually enrolled in the PIP program. If dealers have any questions regarding the program, please have them dial 800-693-0171 or send an email to rewards@pentair.com.

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



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water with less work. Cleanse Weekly works as a continuous cartridge filter cleaner and removes unwanted phosphate contamination. Simply add weekly, directly into the spa water! Perfect for every spa customer. **For more information visit naturalchemistry.com or call 800-753-1233.**



New Offering: OSHA 10 Course in General Industry for Aquatic Professionals

What is OSHA 10 in General Industry for Aquatic Professionals?

This OSHA 10-hour training program is specific to aquatic professionals and the swimming pool industry. It teaches basic safety and health

information to entry-level workers in general industry. The difference is that this is the first OSHA 10 training program that is geared to the pool industry. Each topic is discussed with examples that make it relevant to those in this industry. It is part of the OSHA Outreach Training Program, which explains serious workplace hazards, workers' rights, employer responsibilities and how to file an OSHA complaint. This program will help employees and employers to identify and reduce safety and health hazards in their workplaces. This training program can be applied to a single owner company or a very large company. Pool chemical and parts suppliers can also benefit from this training program. **For more information visit spacecoastpoolschool.com.**

DuraChlor Super Fall Out

DuraChlor's Super Fall Out is a fast acting, concentrated liquid flocculant for swimming pool water. This product drops small particles suspended in pool water to the bottom of the pool so they may be vacuumed to waste. Super Fall Out reduces total dissolved solids (TDS) in pool water and combines flocculants with water clarifiers in order to speed up the time between cloudy and clear water. Compatible with all sanitizers and safe to use for all pool types and surfaces. This product is ideal for service professionals looking to keep pool water clear all summer long. Made in USA. **For more information visit durachlorpool.com or call 800-333-0400.**



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Ramuc's SLIDE COAT coating is designed to restore old pool slides providing a tough, durable finish that is both chemical and abrasion resistant. SLIDE COAT is a high-gloss coating that will promote slippage, restoring old slides as well as sealing new backyard features. This fast cure product is designed to optimize leveling and wetting properties, creating a smooth surface. Ideal for concrete and fiberglass slides. UV resistant and VOC compliant. Self-priming. Ready for use in 24 hours with final cure in 7 days. **For more information visit ramucpaint.com or call 800-745-6756.**

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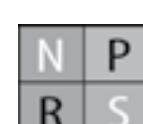
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Chapter Information and Meetings

REGION 1 Northern California

Ryan Ruminson, Director
530-401-7346 | ryanruminson@sbcglobal.net

Capital Valley (Sacramento)

First Wednesday, 7:00 p.m.
VFW 8990 Kruithof 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 Fuent Mexican Restaurant
642 1st Street, Brentwood
President: [Kirk Olsen](#)

El Dorado

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

Elk Grove

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

Gold Country

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

Modesto Central Valley

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

Sacramento City

Fourth Wednesday, 7:00 p.m.
Plaza Hofbrau
2500 Watt Avenue, Sacramento
President: [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, 5:30 p.m.
Rusty's Pizza
6675 Ming Ave., Bakersfield
President: [Trevor Smith](#), 661-472-5288

Central Coast

Second Wednesday, 6:00 p.m.
Nino's Grill, Templeton
President: [Matt Mazzo](#), 805-614-3114

Conejo

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

Conejo Valley

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

Fresno

Fourth Tuesday, 7:00 p.m.
Roundtable Pizza
First & Bullard, Fresno
President: TBD

Santa Barbara

Second Monday, 6:30 p.m.
Rusty's Pizza Parlor
232 W. Carrillo (downtown), Santa Barbara
President: [Joe Burch](#), 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: [Robert L. Betts](#), 626-757-6707

Foothill

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

San Fernando Valley

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

San Fernando Valley Metro

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

San Gabriel Valley

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

Santa Clarita Valley

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

REGION 4 South L.A. County, California

Adam Morley, Director
310-493-3565 | adam@paradisepools.biz

Central Los Angeles

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

East Long Beach

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

South Bay

Second Wednesday, 7:00 p.m.
American Legion Hall
412 S. Camino Real, Redondo Beach
President: [Rick Morris](#), 310-755-5279

West Side

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

Whittier

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

REGION 5 Orange County, California

Michael Denham, Director
714-891-6180 | denhampools@gmail.com

Anaheim

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

Central Orange County

Last Tuesday, 7:00 p.m.
Coco's Restaurant
14971 Holt Avenue, Tustin
President: [Mark Harrison](#), 949-874-8234

Dana Point

Second Tuesday, 6:00 p.m.
Coco's Restaurant
Crown Valley at I-5, Dana Point
President: [Cliff Gross](#), 949-587-9773

Mission Viejo

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

Orange Coast

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

Orange County Pool Professionals

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

Southwest

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

Surf City

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

Tustin/Irvine

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

Yorba Linda

First Wednesday, 6:45 p.m.

(Please verify meeting time with president)
Lampost Pizza
21480 Yorba Linda Blvd #D, Yorba Linda
President: [David Hartson](#), 714-306-4864

REGION 6 Inland Empire, California

John Dixon, Director
951-316-1675
waterwhisperer1@verizon.net

Corona

Second Tuesday, 7:00 p.m.
Marie Callenders
160 E. Rincon St (at Main St), Corona
President: TBD

Hemet

Third Wednesday, 6:00 p.m.

Megabite's Pizza
1153 S. State Street, Hemet
President: [Kenneth Campbell](#),
951-733-4330

Menifee Valley

First Wednesday 7:00 p.m.
My Buddies Pizza
2503 E. Lakeshore Drive #A Lake, Elsinore
President: [Renee Marier](#), 951-285-9672

Ontario/Rancho Cucamonga

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

Palm Desert

Third Thursday, 6:00 p.m./7:00 p.m.
(Please verify meeting time with president)
Sloan's, 81539 US Hwy 111, Indio
President: [Gary Kauber](#), 760-702-5865

Palm Springs

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

Redlands

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

Riverside

First Tuesday, 6:00 p.m.
Cask N Clever
1333 University Ave., Riverside
President: [Scott Zahn](#)
951-966-0592

Temecula/Murrieta

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

Michael Harris, Director
619-395-6700
office@barrowpoolservice.com

Carlsbad

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

Escondido

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

North County Coastal

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

Associate Members

TITANIUM PARTNERS



Arrow Insurance Service*
arrowinsuranceservice.com
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 General information and certificate requests:
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 Insurance billing information: 844-574-1134
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 Lori Brumagin: lori.brumagin@bio-dex.com
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 Rick Sawin: RICKSawin@HASApool.com
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 Matt Wyant: mwyant@easycarewater.com
 Jose Valdovinos: jvaldovinos@easycarewater.com
 Rosemarie Arenas: rarenas@easycarewater.com
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 Steve Gutai: 800-822-7933 X 3323



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haywardnet.com
 909-594-1600
 Fred Manno: fmanno@haywardnet.com
 John Rodriguez: jrodriguez@haywardnet.com
 Bob Seward: bseward@haywardnet.com
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 Jay Bertschy: jay@ncbrands.com
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 Cheryl Maclennan: cmaclennan@poolcoversinc.com
 Claire King: caking@poolcoversinc.com
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 Sheila Shaffer: Sheila@awspoolsupply.com
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