

# THE IPSSAN



January 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.

## Special Edition

# Remembering Bob

By Terry Arko

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

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

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

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

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

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# HEY RAY!

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

## QUESTION:

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

## ANSWER:

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



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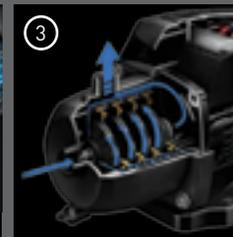
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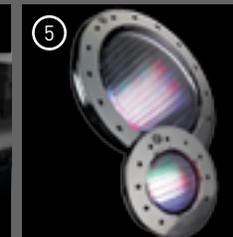
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Lights

# Remembering Bob

Continued from front page

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

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

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

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

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

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

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

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

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

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# Why 2022 is the Year of the Borate

By John Bokor

## A NEW YEAR HAS BEGUN.

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

## BORATES HELP POOLS WITH SALT CHLORINE GENERATORS

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

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

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

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

## CORROSION PREVENTION

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

## CALCIUM SCALE PREVENTION AND PH CONTROL

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

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

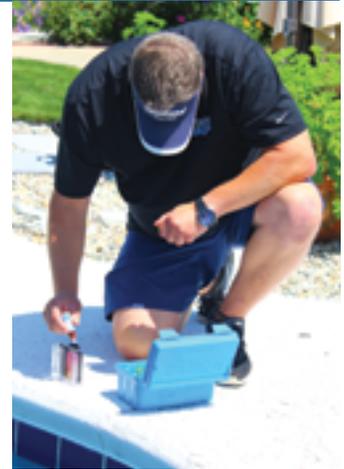


conversion cells can easily last a decade. Even customers who ensure their pool water is balanced only get five to six years out of an equivalent cell without borates. The salt cell lasts longer when borates are used because they bond with the calcium in the water, allowing it to remain cleaner and producing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

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

## ADDITIONAL BENEFITS OF BORATES

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



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

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

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

**BETTER BALANCE WITH BORATES**

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

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

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

**PLASTER POOL START-UPS**

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

**VINYL LINER PROTECTION**

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

**FIBERGLASS POOL SURFACE BOOST**

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

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

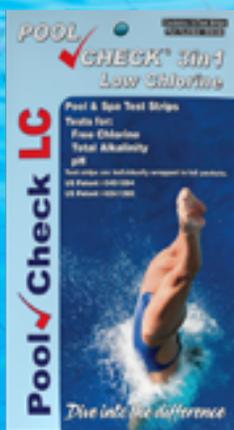
**ABOUT THE AUTHOR**

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

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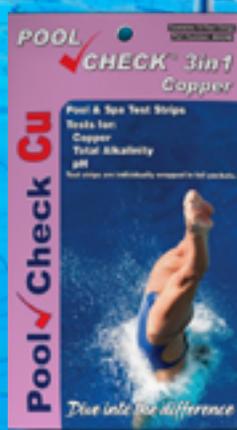
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# Get involved with other National Organizations, apply to serve as a liaison to the following organizations

By Rose Smoot, CAE, Executive Director

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

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

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

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

### World Aquatic Health

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

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

### 4. Recreational Water Quality

**Council:** Attend meetings virtually and one in person.

RWQC 2022 Goals:

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

### 5. National Plasterer's

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



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

## HOW TO APPLY

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

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

## LIAISON TERMS AND RESPONSIBILITIES

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

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# “Off the Deep End”

## Pool Bob's Hydro-eclectic Musings



### COLD FEET AND TOES

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

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

### COLD CUTS

When threatened by a lion,

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

concerns, that provide a guide to creating solutions that may include chapter membership motions, discussion and votes. IPSSA, regions, chapters and members change. Expect to extend diplomacy, mindful thinking, kindness, patience and understanding, both ways. Pool and spa routine care, with measured chemistry adjustments, equipment monitoring, and scheduled maintenance is similar to problem discovery, troubleshooting, solving and prevention necessary for healthy IPSSA chapters.

### ICE COLD POOL

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

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

### CATCHING COLD

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#### ABOUT THE AUTHOR

Robert (Pool Bob) Blade operates Aloha Pool and Spa and is a 20+ year member of the Monterey Coast IPSSA Chapter, Past President, Region 10 Secretary and PIE Show museum curator.



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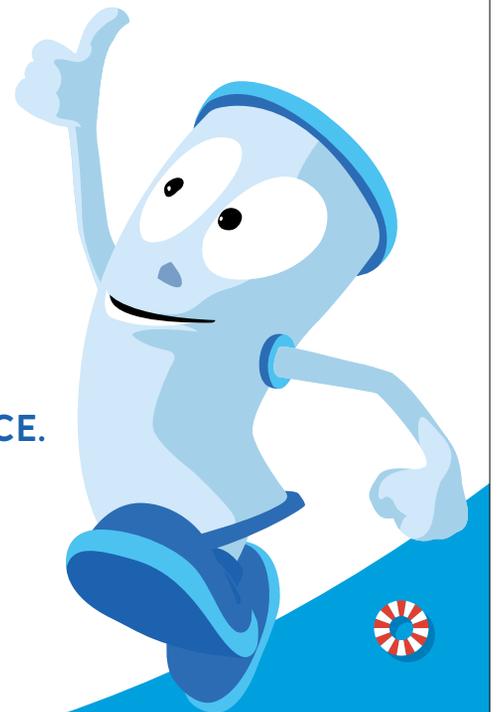


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# Modernizing Older Pools to Increase Your Earning Potential

By Fluidra North America

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

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

## ENERGY-SAVING POOL PUMP

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

## HEATING WITHOUT HIGH COSTS

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

## LIGHTING THE FUTURE

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

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

## AUTOMATED POOL CONTROL

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

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

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

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

## BACKYARD ENHANCEMENTS

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

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



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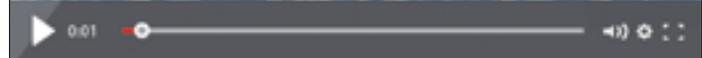


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# Health Inspections: Is Your Pool Ready?

By The Aquatic Council, LLC

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

## GET ON THE SAME TEAM

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

## ASK THE EXPERT

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

## CHECK IN PROACTIVELY

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

## DO YOUR HOMEWORK

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

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

## CLEAN UP YOUR ACT

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

## GATHER YOUR CERTS

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

## INSPECT, REPLENISH, REPLACE

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

## SELF-INSPECT

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



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

## BE QUICK TO CALL

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

## PROMPT REPORTING

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

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

By Nicole Wisniewski

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

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

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

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

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

and motivation speaker.

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

## 1. KNOW YOUR CUSTOMER

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

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

## 2. GET PERSONAL

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

## 3. EMPOWER YOUR EMPLOYEES

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

entire company," said Zappos' founder Tony Hsieh.

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

## 4. SEEK EMPLOYEE FEEDBACK

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

## 5. TRACK CHANGES IN CUSTOMER SERVICE AND EXPECTATIONS

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

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

## 6. STAY IN TOUCH

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

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

## 7. RESPOND TO CUSTOMER INQUIRIES AND COMPLAINTS

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

**Continued on page 21**

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# Give Your Customers Premium Options

By Steve Barnes

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

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

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

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

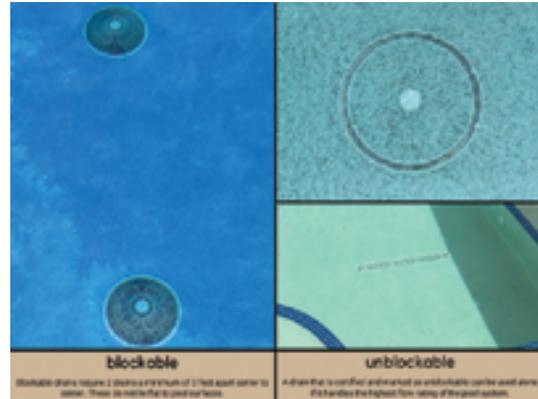
who promote unseen quality and performance know they are doing the buyer (and any subsequent property owners) a huge favor in the process.

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

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

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

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



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

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

## **OFFER POOL OWNERS A CHOICE!**

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

## **ABOUT THE AUTHOR**

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

# 10 Customer Service Tips

Continued from page 18

and complaints than it is to ignore them.

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

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

## 8. DON'T MAKE YOUR CUSTOMERS WAIT

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

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

## 9. OFFER SINCERE APOLOGIES

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

for a better service experience, American Express reveals.

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

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

## 10. BE POSITIVE

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

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

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

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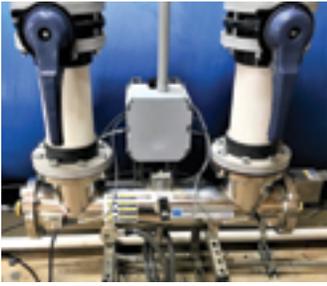
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The advertisement shows a computer monitor displaying a software interface, a smartphone, and a tablet, all set against a background of a pool and sky.

# The AOP Hydroxyl Radical •OH

By Rudy Stankowitz, Aquatic Facility Training and Consultants



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

## THE FUTURE OF SWIMMING POOL DISINFECTION

Advanced oxidation process is defined as those which involve

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

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

## ADVANCED OXIDATION PROCESS

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

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



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

## THE AOP HYDROXYL RADICAL •OH

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

# YOUR SERVICE DISTRIBUTION PARTNER...

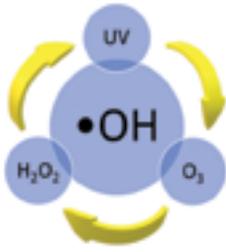
## NOT YOUR COMPETITOR!

### WHY CHOOSE US?

VALUE-ADDED SERVICES:

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

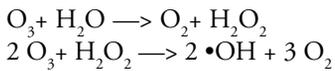
### MOVING BUSINESS FORWARD DOESN'T MEAN YOU HAVE TO GET THERE ALONE!



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

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

#### OZONE/UV



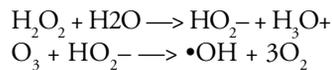
UV has enough energy to begin the decomposition of Ozone (UV photolysis), which, when in water which results in hydroxyl radical formation and the formation of hydrogen peroxide. Moreover, the O<sub>3</sub>/UV method is by far the best means of generating hydroxyl radicals but struggles to produce large quantities due to the low solubility of O<sub>3</sub> in water. However, this method basically fell from grace due to cost in comparison to ‘Peroxone’ or UV/H<sub>2</sub>O<sub>2</sub>. But, with recent advances in technology, we may again see the Ozone/UV systems also take their place back on the playing field.

Depicted in this still life, are items associated with the sterile delivery of proper health care. Pictured here, was a bottle of the disinfectant, hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>), and two glass apothecary jars, one containing sterile Q-tips, and the other containing cotton balls. Two

loose cotton balls were set on the counter in front of the bottle of H<sub>2</sub>O<sub>2</sub> – CDC/ Amanda Mills.

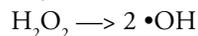
**Warning:** Use of AOP, or Ozone or UV in a pool treated with Bromine, or Chlorine treated pools with Sodium Bromide added as an algae treatment is not recommended. This method will result in the production of the carcinogen BROMATE (BrO<sub>3</sub><sup>-</sup>).

#### OZONE/HYDROGEN PEROXIDE



This is the iron horse of hydroxyl radical (•OH) generation in advanced oxidation. Sometimes called ‘Peroxone,’ the H<sub>2</sub>O<sub>2</sub> injection/O<sub>3</sub> method is the most popular and most widely accepted by regulatory agencies. Extensive field testing has provided a proven track record. Consequently, the peroxide/ozone method is much more cost-effective in hydroxyl radical (•OH) generation than the less popular O<sub>3</sub>/UV systems.

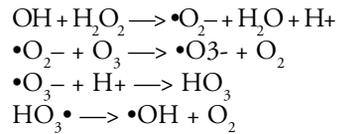
#### UV/HYDROGEN PEROXIDE



UV light dissociation of H<sub>2</sub>O<sub>2</sub> is probably the most used method of hydroxyl radical generation at the moment. This is due primarily to UV (ultraviolet light) growing popularity in remediation fecal-related waterborne protozoa such as cryptosporidium and giardia. A huge benefit is the ability of the H<sub>2</sub>O<sub>2</sub>/UV process to generate large amounts of hydroxyl radicals. On the other hand, this requires a heck of a lot more hydrogen

peroxide than the ‘peroxone’ process described above.

#### HYDROGEN PEROXIDE/OZONE/UV



We already know Ozone/UV systems that the UV photolysis of ozone leads to the formation of H<sub>2</sub>O<sub>2</sub> and •OH. By adding additional peroxide, we can augment our hydroxyl radical generation. However, the process is cost-prohibitive in comparison to both H<sub>2</sub>O<sub>2</sub>/ozone and H<sub>2</sub>O<sub>2</sub>/UV.



#### THE POPEYE ANALOGY

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

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



#### ABOUT THE AUTHOR

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

## Resource Corner

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

## Things to do in January

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

## NEW ASSOCIATE MEMBER SHOWCASE



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

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

**Learn more at [evosus.com/lou](http://evosus.com/lou).**



## Women in the Pool Service Industry

# Katrina Pederson

BARE FEET POOL & SPA CARE, WALNUT CREEK, CA

By Michelle Harvey

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

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

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

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

From the beginning, she quickly realized how lucrative



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

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

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

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

## Letters to the Editor

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

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# The Lighter Side of Pool Service

## Effectively communicating your marketing message

By Mark Feldstein, CFO/Marketing Director

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

10, 9, 8...

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

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

7, 6, 5...

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

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

4, 3, 2...

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

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

1.

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

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

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

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

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

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

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

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

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

“Nothing wrong with including your differentiators in your email.

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

the phone number. Seems like another lost opportunity.”

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

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

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

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

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

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

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

**Continued on page 28**

THE INDEPENDENT POOL AND SPA  
SERVICE ASSOCIATION PRESENTS

# WEEKEND OF INSPIRATION CONFERENCE

"TACTICS, TOOLS AND IDEAS WORTH SHARING"

**FEBRUARY 4-6, 2022**

**KONA KAI RESORT  
SAN DIEGO, CA**

## SCHEDULE OF EVENTS:

(ACTUAL TIMES SUBJECT TO CHANGE)

### FRIDAY, FEBRUARY 5

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

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

### SATURDAY, FEBRUARY 6

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

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

#### **8:00 - 11:00 : Leadership Seminar**

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

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

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

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



Use your phone to take a picture of the QR code or go to [www.ipssa.com](http://www.ipssa.com) to register for this event

[info@ipssa.com](mailto:info@ipssa.com)  
888-360-9505



The deadline to register is  
January 14, 2022

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

*All other chapter officers are encouraged and welcome to attend.*

### THANK YOU TO OUR EVENT SPONSORS:

Title Sponsor:  SKIMMER

Education Session  
Lunch Sponsor:



Breakfast with the  
BORD Sponsor:



Presenting  
Sponsors:



Breakout Session  
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# The Lighter Side of Pool Service

Continued from page 26

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

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

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

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

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

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

“Good point,” I said, “What else?”

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

“What are your suggestions?” I asked.

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

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

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

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

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

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

“Customer service?”

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

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



## Self Aligning Pump Union

Now Available!

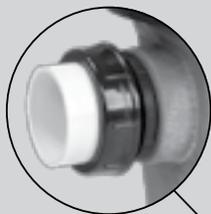
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## IPSSA Code of Ethics

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

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

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

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



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## VISIT US AT ONE OF THE UPCOMING SHOWS

**Desert Pool & Spa Show**  
January 15, 2022 • Phoenix, AZ

**Southwest Pool & Spa Show**  
January 21-22, 2022 • San Antonio, TX

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

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



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



# FICTION vs. FACT

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

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

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

**FACT:** A new member has up to one year to pass the IPSSA Water Chemistry Exam or may provide a certificate of training from one of the following courses: IPSSA Water Chemistry Exam, Professional Pool & Spa Operator (PPSO), Pool Chemistry Certified Residential (PCCR), Certified Pool Operator (CPO), LA County Health Department License, Florida Registered/Certified Pool and Spa Exam. Each Chapter can accept alternate certification or still require IPSSA Water Chemistry to be passed. All proof of alternate certification must be sent to IPSSA National by the Chapter President, not the Member.

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

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

## 4. Chapters must learn how to file insurance claims.

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

## 5. IPSSA National and Chapter dues include insurance fees.

**FACT:** Your membership dues (formerly known as fees) do not include insurance or any service fees.

## 6. Members pay a reinstatement fee.

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

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

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

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

**FACT:** Chapters may not expend any Chapter funds for general gifts for chapter members (including their families, employees, and designates); distribution of excess revenues of the Chapter; payment of business expenses of Chapter members (including most insurance) unless approved in advance and in writing by the IPSSA Board of Regional Directors.

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

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

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

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

## IPSSA & Industry Events

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

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

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

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

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

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



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

14TH ANNUAL




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



**WHERE THE POOL PEOPLE GO**

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The Independent Pool and Spa Service Association, Inc. exists for the mutual professional benefit and growth of its members and for the continued improvement of the Pool and Spa Service Industry

# New Products



VOTED "BEST IN SHOW" AT THE INTERNATIONAL POOL | SPA | PATIO EXPO

## Chlorine Genie™ by Ultimate Water

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



## Hayward's new Universal HC Series

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

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

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

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

**HOTT**  
HANDS ON TABLE TOP  
**SHOW**  
— SINCE 1991 —

**January 19, 2022**

**THE PHOENIX CLUB**

1340 S. SANDERSON AVE, ANAHEIM  
HOTTSHOW.ORG

**FREE TRI-TIP DINNER, T-SHIRT & RAFFLE ENTRY  
FOR ALL POOL PROFESSIONALS IN ATTENDANCE**

**1:15-2:45 PM ZODIAC CLASS**

Variable Speed Pumps & JX1 ASME Heaters

**1:15-2:45 PM PENTAIR CLASS**

Alternative Sanitizers, UV and Salt Systems  
Application and Troubleshooting

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

**3PM DOORS OPEN**

**\$500 EARLY RAFFLE DRAWING**

**7:00 PM \$1,000 RAFFLE DRAWING**

FOR MORE INFORMATION, EMAIL [INFO.HOTTSHOW@GMAIL.COM](mailto:INFO.HOTTSHOW@GMAIL.COM)



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**Geoff Matthews**

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[www.healthcoverage365.com](http://www.healthcoverage365.com) - 888.401.8111

# Chapter Information and Meetings

## REGION 1 Northern California

### Dave Hawes, Director

925-828-7665 | david@hhpools.com

### Capital Valley (Sacramento)

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

### Delta (Stockton)

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

### East Bay

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

### East Contra Costa

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

### El Dorado

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

### Elk Grove

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

### Gold Country

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

### Modesto Central Valley

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

### Sacramento City

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

### Tracy

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

### West Placer

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

## REGION 2 Central California

### Beau Braisher, Director

661-332-4952 | braisherpools@gmail.com

### Bakersfield

First Tuesday, 5:30 p.m.  
Rusty's Pizza

6675 Ming Ave., Bakersfield  
President: [Trevor Smith](#), 661-472-5288

### Central Coast

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

### Conejo

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

### Conejo Valley

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

### Fresno

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

### Santa Barbara

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

### Ventura

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

### Visalia

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

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

### Terry Snow, Director

909-982-9962 | tjs.pools@verizon.net

### Antelope

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

### Diamond Bar

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

### Foothill

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

### San Fernando Valley

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

### San Fernando Valley Metro

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

### San Gabriel Valley

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

### Santa Clarita Valley

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

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

### Adam Morley, Director

310-493-3565 | adam@paradisepools.biz

### Central Los Angeles

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

### East Long Beach

Second Tuesday, 6:30 p.m.  
Ecco's Pizza  
2123 N Bellflower Blvd., Long Beach  
President: [Matt Mann](#), 562-420-9061

### South Bay

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

### West Side

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

### Whittier

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

## REGION 5 Orange County, California

### Michael Denham, Director

714-891-6180 | denhampools@gmail.com

### Anaheim

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

### Central Orange County

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

### Dana Point

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

### Mission Viejo

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

### Orange Coast

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

### Orange County Pool Professionals

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

### Southwest

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

### Surf City

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

### Tustin/Irvine

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

### Yorba Linda

First Wednesday, 6:45 p.m.  
(Please verify meeting time with president)  
Lampost Pizza  
21480 Yorba Linda Blvd #D, Yorba Linda  
President: [David Hartson](#), 714-306-4864

## REGION 6 Inland Empire, California

### John Dixon, Director

951-316-1675  
[waterwhisperer1@verizon.net](mailto:waterwhisperer1@verizon.net)

### Corona

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

### Hemet

Third Wednesday, 6:00 p.m.  
Megabite's Pizza  
1153 S. State Street, Hemet  
President: [Kenneth Campbell](#),  
951-733-4330

### Menifee Valley

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

### Ontario/Rancho Cucamonga

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

### Palm Desert

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

### Palm Springs

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

### Redlands

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

## Riverside

First Tuesday, 6:00 p.m.  
Cask N Clever  
1333 University Ave., Riverside  
President: [Landon Rodriguez](#),  
951-288-8996

## Temecula/Murrietta

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

## REGION 7 San Diego County, California

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

## Carlsbad

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

## Escondido

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

## North County Coastal

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

## Rancho Del Mar

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

## San Diego

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

## San Diego East County

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

## San Diego Metro

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

## REGION 8 Arizona and Nevada

**Bill Goosen, Director**  
602-531-0035 | [goosse-man@cox.net](mailto:goosse-man@cox.net)

## East Valley (Phoenix)

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

## North Phoenix

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

## Southeast Valley

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

## Tucson

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

## West Valley

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

## Western Las Vegas

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

## REGION 9 Texas South

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

## Austin

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

## Clearlake

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

## Corpus Christi

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

## Hill Country

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

## Houston

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

## North Austin

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

## North Houston

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

## San Antonio

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

## West Houston

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

## REGION 10 Bay Area South, California

**Gary Heath, Director**  
510-223-7537  
[gary@thepooldoctors.com](mailto:gary@thepooldoctors.com)

## Fremont

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

## Marin and Sonoma County

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

## Mid-Peninsula

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

## Monterey Coast

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

## Santa Clara Valley

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

## Silicon Valley

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

## Tri-Valley

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

## REGION 11 Florida and Georgia

[ipssafl.com](#)  
**Todd Starner, Director**  
941-915-2135  
[tstarner@tampabayrr.com](mailto:tstarner@tampabayrr.com)

## Gold Coast (Ft. Lauderdale area)

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

## North Georgia

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

## Osceola (Orlando/Kissimmee)

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

## Port Charlotte

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

## Sarasota (Sarasota and Manatee Counties)

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

## Treasure Coast

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

## REGION 12 Texas North

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

## Dallas

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

## Fort Worth

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

## Mid-Cities DFW

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

## Tarrant County

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

## Waxahachie

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



## ASSOCIATION INFORMATION

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

## FINANCE TEAM

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

Accounting  
888-360-9505 x1  
[accounting@ipssa.com](mailto:accounting@ipssa.com)

## MEMBERSHIP

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

## INSURANCE BILLING

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

# Associate Members

## TITANIUM PARTNERS



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



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



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

## PLATINUM PARTNERS



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



**Easycare Products**  
[easycarewater.com](http://easycarewater.com)  
 559-299-7660  
 Matt Wyant: [mwyant@easycarewater.com](mailto:mwyant@easycarewater.com)  
 Jose Valdovinos:  
[jvaldovinos@easycarewater.com](mailto:jvaldovinos@easycarewater.com)  
 Rosemarie Arenas:  
[arenas@easycarewater.com](mailto:arenas@easycarewater.com)  
 Manufacturer of water treatment chemicals



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



**Hayward Pool Products Inc.\***  
[haywardnet.com](http://haywardnet.com)  
 909-594-1600  
 Fred Manno: [fmanno@haywardnet.com](mailto:fmanno@haywardnet.com)  
 John Rodriguez: [jrodriguez@haywardnet.com](mailto:jrodriguez@haywardnet.com)  
 Bob Seward: [bseward@haywardnet.com](mailto:bseward@haywardnet.com)  
 Manufacturer of swimming pool equipment.



**Leslie's Swimming Pool Supplies**  
[lesliespool.com](http://lesliespool.com)  
 800-537-5437  
[commercial@lesl.com](mailto:commercial@lesl.com)  
 Supplier of all pool and spa equipment, parts, chemicals and maintenance items



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

## GOLD PARTNERS



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



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



**Pool & Electrical Products Inc.**  
[poelectrical.com](http://poelectrical.com)  
 Aidee Pacheco: 951-432-3261  
 Wholesale distributor stocking all major brands and hard-to-find items.



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



**SCP/Superior/NPT\***  
[poolcorp.com](http://poolcorp.com)  
 James Davis, SoCal Division Sales Manager  
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