

# THE IPSSAN



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

## COMMUNITY EDUCATION SUPPORT

IPSSA: Knowledge  
Through Community

### Associate Management Team

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## Save Yourself Time and Frustration with Software Solutions for Scheduling, Servicing and Invoicing

By Fluidra

AS POOL SERVICE PROFESSIONALS, you know that the more pools you visit, the more revenue you bring into your business. But there are many things that may slow you down or take away from the time you could spend servicing pools. In most cases, it's administrative tasks that are eating up your valuable time. And although those tasks are necessary, it's as simple as this: time spent away from pools is money lost.

For this reason, it's critical that pool service businesses find ways to work more efficiently and on-the-go, as in many cases your office is often mobile. Specialized software solutions, like Fluidra's iON Pool Care, which is developed specifically for pool professionals, provide an indispensable resource that enables you to better manage your business so you can see more pools (and thus more profits too).

These software solutions help manage the day-to-day operations, such as scheduling service routes and recording on-site services, as well as administrative tasks like invoicing and credit card processing. Rather than using multiple software systems to accomplish these tasks, an all-in-one platform helps reduce inefficiencies that may be impeding your productivity and profit growth.

### SCHEDULING SERVICE ROUTES

Scheduling a service route may not always be as straightforward as it seems; there are a number of factors that should be considered in order to make service routes more productive while also providing the flexibility to adjust to changes. Service routes need to be optimized for the day's schedule while also allowing for easy accommodations to be made as necessary, such as when taking on a new customer, modifying routes temporarily when someone calls out sick or making permanent alterations due to the addition of employees or a growing customer base.

By using a good software program, you can easily arrange schedules according to service routes to make the most of each technician's time. The best software solutions will allow you to simplify scheduling, alter those schedules on the fly and provide optimized driving directions to prevent

anyone from getting lost.

Another major concern is the ability to quickly respond to emergencies—if a customer's pump gives out or their plumbing bursts you need to address these issues fast!

Your scheduling software should be able to help you identify who can readily respond without throwing anyone completely off their route, providing a quick response for customers, who will greatly appreciate it.

For this reason, you should find a program that allows you to track where technicians are in the field at any given moment, so you know who is nearby and best suited to respond.

### ON-SITE SERVICE VISITS

Different customers require different tasks. Which means you need some sort of record to refer to with every visit. Ideally, you could pull up their service history right on your smartphone—making it easier to service each pool.

In this age of information, the best software systems on the market allow you to do just that. Gone are the days of pen and paper—it's all digital now. These platforms let you track parts and note chemical usage as well as leave helpful information like gate codes and entry instructions.

Some software programs even take it a step further, letting you capture images for documentation, check on warranty claims and automatically generate estimates and invoices based on work that is needed or completed in real time.

### COMMUNICATION IS KEY

Communication between technicians in the field and the office are important. Rather than calling in an estimate when there's an issue, a good software solution will make communicating the details as easy



as hitting "send."

Likewise, communications between you and your customers are essential. Instead of leaving a service log hanging on the door, you could simply email customers the information with a tap of a finger, alert customers when you arrive and when you leave via SMS messaging and include before and after pictures in their service log. Plus, if you want to notify customers about price changes or promotions, these platforms have features that allow you to email your entire client list or a targeted customer group.

The better software programs out there can even give you and your technicians the ability to provide an estimate on the spot, so equipment issues get resolved faster.

### GET PAID QUICK

The days of manually editing and mailing invoices are long behind us—or at least they should be. If you're spending hours sitting behind a desk working on billing, you're wasting your time. The perfect software program will compile all the information and generate an invoice for you so you can spend your time where it's needed—growing your business. Many of these software solutions integrate with QuickBooks, making it easy for you to quickly connect the two and get started.

Now imagine having the ability to produce invoices in minutes and get paid instantly. Seems too good to be true, but software platforms are capturing transactions in real time, ensuring that the program has all it needs to swiftly dole out invoices to each customer with just one click; then get paid immediately with the PaySimple® Merchant Services integration tool.

Essentially, these software programs are a time saving solution for the necessary administrative tasks you need to operate your service business. With one of the software platforms, you can keep your books balanced without having to chase down payments which is counterproductive and frankly, a pain in the... You know what.

Ultimately, there's no reason to make things difficult on yourself when there's plenty of options out there to make the way you run your business more efficient. It's about working smarter, not harder.

So, before you set out to start your summer service routes, look into investing in a time-saving business software solution to make your every-day operations run smoother and take control of every aspect of your business using one program from either a computer or mobile device—it doesn't get much easier than that. ■

### Inside this issue

- 6 Prepare for the 2023 Recession
- 9 Pool Filter Maintenance
- 10 Tax Shock
- 14 How to Get Rid of Pollen
- 25 New Products
- 26 Chapter Information
- 27 Associate Members

# BIO-DEX

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## We want to spotlight our members!

### CALL FOR CONTENT

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

### IPSSA MEMBER PORTAL

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

# May 2, 2022 BORD Meeting Highlights

By Rose Smoot, CAE, Executive Director



**FINANCIAL UPDATE** as of March 31, 2022. IPSSA performance compared to last year has decreased by \$96,961. Last year at this time there was a net gain of \$29,773 compared to a net loss of \$67,188. The main factor for the loss is the Weekend of Inspiration (WIC) expenses. As you might recall there was no event in 2021. Revenue: Total revenue of \$181,334 tracking with budget at 25% for the first quarter. Expenses of \$233,709 tracking at 43% which was 18% percent more than budget for the first quarter.

### EXECUTIVE COMMITTEE UPDATES

Chapter Fines for nonattendance at the Weekend of Inspiration. Two chapters requested waiver.

- Region 2 Central Coast request for fine waived for nonattendance at the Weekend of Inspiration. MSC: Approve Central Coast request to waive the fine for nonattendance at the Weekend of Inspiration.
- Austin chapter showed up late on Saturday, February 5. Region 9 Director, Beaubouef asked the BORD to waive the fine for Austin Chapter. MSC: Approve Austin request to waive the fine for nonattendance at the Weekend of Inspiration.
- BORD is to reach out to those that did not attend and seek information as to why they did not attend Weekend of

Inspiration. All chapters have until June 5 to submit any request to waive fine.

### EDUCATION UPDATE

Region 12 Director Gardner informed the BORD that all four IPSSA exams have been uploaded to the exam site. Exams are Basic Water Chemistry, INT Water Chemistry, Equipment and Pool Chlor. ED COM to discuss contests to entice members to take the exams. Exam winners announced at Weekend of Inspiration 2024.

Gardner informed the BORD that HASA owns the copyrights to Bob Lowry's IPSSA books. Gardner is working with HASA on obtaining the rights.

### FIRST WEBINAR OF THE YEAR

Treasury Management webinar facilitated by Frank McDonald was held on April 14 with 10 in attendance. Webinar is available for viewing in the member portal under resources.

### OLD BUSINESS UPDATE

EX COM to review standing rules and develop a template for chapter participation. No due date established at BORD meeting. The BORD meeting on November 3 - 6 will be held in South Lake Tahoe, CA. BORD decided to change the date of August 6 BORD meeting to Monday, August 8, 2022. ■

THE NEXT IPSSA BORD MEETING WILL BE HELD VIRTUALLY ON AUGUST 8, 2022

## CALLING ALL IPSSA REGULAR MEMBERS

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

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

The committees are as follows:

- **Education Committee**  
Provides advice to the BORD on the strategic directions, development of the educational activities of IPSSA and public awareness to the community. Oversees the IPSSA Education Fund.
- **Marketing and Outreach Committee**  
Designs and implements strategies for promoting IPSSA by continuously strengthening its brand and message - Knowledge through Community
- **Membership Committee Program**  
Promotes and facilitates the recruitment and continuity of IPSSA members

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

## A Message from IPSSA President, Todd Starnier

**I'M BACK!** Some of you may remember me as your 2014-2015 National BORD President. Some of you may not have a clue as to who the heck I am. And that is OK. Let me introduce myself. I am currently also the Region 11 Director (Florida). I started in IPSSA in 2008 and was the first sitting Regional Director for Region 11. I am a proud "one-poler" and have been in business for myself since 1994. This time as the National BORD President, I ran on a platform of Membership. My goal is "5000 by 25". In other words, my goal is for IPSSA to have 5000 members by 2025. We at the BORD level are initiating programs through our Knowledge Through Community. Over the next few months, we will be introducing new member benefits and new educational opportunities, but we can not do this alone. We need your help as Chapter officers and Chapter members to make this great association grow. Just think of this, if each IPSSA member brought a friend in the industry or another pool service business owner into IPSSA, we could hit 5000 by the end of this year. It is so easy, it's hard. But it is really that simple. For those of you that did not attend the Weekend of Inspiration conference (WIC), my message to your Chapter Presidents was to think outside of the box. It is your Chapter, your decisions, so create a membership plan that is unique to you. We at the BORD and Rose and her Executive Team are here to help. Feel free to reach out to us for ideas or suggestions. Please look for more articles from me in the coming months. Stay safe, have fun, wear your sunscreen and thank you for your support! And of course, GO BOLTS!!



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# 5 Ways to Prepare Your Business for the 2023 Recession

By Rudy Stankowitz, Aquatic Facility Training and Consultants



## 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



**I THOUGHT I HAD MADE** the biggest mistake when the bottom fell out of the market back in 2008. My service company was still within its first year, and my customer base was nowhere near where I wanted. It was like a punch to the stomach. It took a good minute to regain my composure as the recession became a reality. I wanted to share what helped me through it with you before the 2023 recession becomes your reality.

Sadly, what goes up must come down, and the boom in home improvement has been absoolutely skyrocketing at an unprecedented rate. A record-breaking 94,000 new in-ground residential pools were installed in 2020 (according to permit data from January through September of 2020), according to Janay Rickwalder, Pool & Hot Tub Alliance. This is a 21% increase over the prior year. Stats for 2021 are not yet available.

## PREPARE YOUR BUSINESS FOR A 2023 RECESSION

I know we are crazy busy right now without much time to think about what to have for dinner, much less an economic event that may not occur for a year or two, if at all. But inflation has soared by 8.5% over the past 12 months, and the massive spike in energy prices should serve as a ginormous warning beacon.

**“The recent flattening of the yield curve and volatility in capital markets are emerging risks; thus, we are more cautious on the largest banks”**

ANALYSTS AT RESEARCH FIRM KBW

## GET PAID IN ADVANCE

Firm up your cash flow by changing the way you get paid. If you are currently taking payment after the fact, begin the shift to accepting payment in advance at the end of the month for that month. Be prepared for backlash. I can guarantee your clientele will not like the change, and it doesn't matter. It would be best if you protect your business. If you start now, you can ease the pain by billing a week earlier each month for the next four months.

This avoids the need to request a double payment.

Read a similar article: [Recession Proof Pool Pro](#)

## EGGS IN A BASKET

Now more than ever, you want smaller customers versus a handful of large accounts. You've heard the adage of putting all your eggs in one basket, and OK – don't do that. If you are already in that boat, you should grow the number of small customers you have en masse. Losing a handful of backyard swimming pools is not nearly as devastating as losing a customer that accounts for 15% of your business. Those backyard pools are also easier to replace, even during a recession.

## DIVERSIFY NOW

It's time to prepare for diversifying your offerings. It would help if you did the groundwork for your recession-era business. Identify those real estate companies and banks in your areas that handle REO (real estate owned) properties and foreclosures. For as many people who had disposable income over the pandemic boom, many took out a loan or second mortgage to put that new swimming pool into the ground. Start building a relationship with the decision-makers at these facilities.

Swimming pools at foreclosed properties were my bread and butter back in 2008 and through 2013/14. A large part of my growth was due to these vacant pools. Many people with money stockpiled away will be looking to take advantage of the misfortune of others, and realtors know a home with a green pool is not an easy sell.

## INCREASE YOUR ADVERTISING BUDGET

One of the biggest mistakes a company makes is reducing the amount of money devoted

to advertising during a recession. Or worse, eliminating the marketing budget. This is likely how your competition will handle the economic downfall. This is precisely why your best move would be to do the opposite. By increasing the amount of money you spend on advertising, the public will think that your

company is the only game in town. You will be the name they know. Your company will be the company the individuals that are interested in a service calls.

Okay, I've heard the 'I haven't spent a dime on advertising, and I have more business than I can handle' mantra. Understand that when the economy is excellent, like it has been since 2014, that experience is not unique. However, when things head south, if you stick to your guns on that, your experience will not be unique then either. Without the benefits of a strong ad campaign, your business will likely flounder.

## IT STARTS WITH A GREEN TO CLEAN.

Five days is the norm for the amount of time you have to make a pool that had been untouched for years swimmable. So, you have to be prepared to move. If you are not skilled at green to clean – learn now. If you do not own the proper equipment for a green to clean – purchase it now. Once the pool is clear, the realtor or bank will require weekly service at that property until the house sells. During a recession, this could easily be months to years. Once the house does sell, it is not abnormal for the realtor to introduce you to the new homeowner as the expert that knows the pool at their new home.

This one is special. I conducted three Green-2-Cleans on this pool between 2008 (when the recession hit) and 2013. That was one time for every time this home went into foreclosure.



## BUILD YOUR CREDIT

Start building your credit now. Put yourself in a better position with as much time in advance as humanly possible. So, in other words, start now. It's a good time because the banks aren't getting hit hard and heavy yet, but don't wait too long. Check out Heather Linton on the Talking Pools Podcasts as she talks about building credit for your business. ■

## Upcoming IPSSA and Industry Events

**IPSSA BORD MEETING (VIRTUAL)**  
August 8  
5:00pm-8:00m

**WORLD AQUATIC HEALTH CONFERENCE**  
October 12-14, 2022  
Omni Houston Hotel  
Houston, TX

**IPSSA BORD MEETING**  
November 5, 2022  
Lake Tahoe Vacation Resort,  
South Lake Tahoe, CA

**PSP/DECK EXPO**  
November 15-17, 2022  
Las Vegas Convention Center  
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## IPSSA's Path to Professionalism Member Spotlight

IPSSA's first and foremost priority is to assist its members with growth and professional development through IPSSA's community, education, and support.

Each month we will be highlighting a member through our IPSSA's Path to Professionalism Member Spotlight. For our first spotlight, please meet Bob Vincent of IPSSA Region 1 – East Bay Chapter!

“**Professionalism starts when you decide to take a career path versus a job. Continuing each day to rise above the average with a clean appearance, education, competence, care at the job site, with clients and fellowship. IPSSA has helped build valuable contacts, provided educational experiences, and grown friendships who I can count on if, or when, I need expertise beyond my own.**”



**BOB VINCENT**  
Blue Dolphin Pool Service and Repairs,  
Region 1 - East Bay IPSSA Chapter



## 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.

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# How Enzymes Can Help with Pool Filter Maintenance

By Alicia Stephens, NC Brands

**SERVICE PROFESSIONALS KNOW** one of the most important pieces to successful pool maintenance is how efficiently the filter works. Keeping filters functioning properly is imperative to clean and clear pool water. In addition to periodic rinsing and physical cleaning, savvy service techs are proactively adding enzymes to pool water to help oxidize contaminants before they even make it to the filter. Enzymes will increase filter efficiency as well as provide a proactive step in the pool's filter maintenance.

## FILTER EFFICIENCY BASICS

Performing routine maintenance such as backwashing and rinsing is one of the best ways to improve filter efficiency, and this applies whether a pool uses D.E. grids, cartridge filters, or sand. When filters get dirty, chlorine residuals can be harder to maintain as chlorine is impacted by all the waste built up on the filter media. Removing dirt and other build-up from the filter media allows the sanitized water to pass through the filter without being used up as quickly in the process. Clean filter media also function more effectively, keeping dirt and debris from getting back into the pool and making water cloudy. Overall, less dirt and debris in the water means chlorine has less work to do, making it easier to maintain the ideal chlorine residual.

Additionally, service techs know and understand the need to keep water flowing freely through the filter to obtain highest pool water quality. Getting the very best circulation requires that pool pumps are working optimally because 'flow' plays a significant role in ensuring the filter works at its peak efficiency. One element of filtration that is often overlooked is the speed at which water flows through the filters. While faster flow rates lead to more turnover in a pool, filtration can be less effective in some cases as water is pushed through the filter too quickly. Alternatively, slower flow can lead to better overall filtration, but if enough water isn't passing through the filter on a daily basis, filtration will also suffer. A mix of faster and slower pump speeds will lead to the most efficient filtration for a pool. This

is one of the reasons of many reasons that have made variable speed pool pumps so popular.

Be sure that new hires are also aware of the importance of keeping an eye on the filter pressure and that they understand that if the filter pressure rises, it means the filter is getting dirty and it is time to clean the filter media.

The goal is to keep filters as clean as possible between service visits. Service techs need pool water to stay clean and clear and want to avoid emergency service calls when clients call with cloudy water complaints. This is where enzymes can give service techs an extra additive to help keep those filters clean.

“**Incorporating a weekly enzyme is one of the best ways to keep filters working optimally. Removing contaminants like grease, sunblock and other non-living contaminants using an enzyme-based product will help break down these non-living contaminants before they get into the filter.**”

## ENZYMES HELP FILTER EFFICIENCY

Incorporating a weekly enzyme is one of the best ways to keep filters working optimally. Removing contaminants like grease, sunblock and other non-living contaminants using an enzyme-based product will help break down these non-living contaminants before they get into the filter. Enzymes work as a continuous filter cleaner, breaking down the unwanted non-living contaminants before they have



a chance to build up on the filter. This not only reduces filter maintenance for service techs but it also helps keep pool water crystal clear between service visits.

When servicing pools, service pros that add enzyme products to the water as part of their maintenance regimen will also find that these enzymes also make it easier to maintain the ideal sanitizer residual. Less contamination in the water will lead to less sanitizer being needed to maintain the pool. Many service pros are using blended products that combine a natural enzyme with a phosphate remover. In these products, the enzymes break down the oils, body secretions, and tanning lotions. When enzymes do the work, the sanitizer isn't being used up to remove these oils from the water. The phosphate remover included in the product also helps improve water quality, which further reduces the need for sanitizer. These blended enzyme products keep filters cleaner while also helping keep pool water chemistry balanced, so they can be a real help to service techs.

## THE IMPORTANCE OF CLEAN FILTER MEDIA & PLUMBING

The age and condition of the filter media can have a big impact on the ability to remove dirt and debris from the water. As said previously, removing contaminants physically means chlorine and shock products do not get used up to break them down, making these products much more efficient.

Sand filter media should be replaced every five to seven years, ensuring sand

particles still have the sharp edges necessary to catch and remove contaminants. Pools using cartridge filters should have a spare set available to rotate when they are rinsed or cleaned as it is important to replace them with dry filters every time. Each set of cartridges should be replaced every two years to make sure the pore size in the fabric is not stretched out and unable to catch dirt and debris. Finally, DE filter media should be replenished with every backwash so it can be consistently fresh and ready to filter.

Keeping the plumbing lines clean is also an important part of keeping filters clean and pool water clear. A broad-spectrum enzyme product with surfactants can dislodge and displace buildup in pipes, thereby removing it into the body of the pool where it can be properly treated with a heavy chlorine-based shock. Additionally, running chlorinated water through a dirty plumbing system can cause sanitizer to be used up prematurely as it will break-down any non-living buildup inside the lines before it gets to the pool to sanitize the swimming water. Using a pipe-purge type enzyme is another great tool to help service pros ensure pool filters can operate efficiently.

## CONCLUSION

Service professionals should take the time to ensure their customers have the filters that are working at their most efficient levels. Increasing filter efficiency makes for easier pool water maintenance, which ultimately makes homeowners more satisfied with their investment. With the huge increase in the number of new pool owners that have emerged over the course of the past two years, service pros need to use every tool at their disposal to keep filters clean between service visits to ensure every new pool owner has clean, clear pool water all season long. Cleaning filters, staying on top of water flow/ circulation and using a blended enzyme product will help techs simplify filter maintenance this summer. ■

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## ABOUT THE AUTHOR

Alicia Stephens is the education and training manager for Biolab Inc. In her 20+ years with the company, she has focused primarily on education, training, and development, as well as technical support and new product research and integration. Currently, Stephens supports all education and training initiatives for the Biolab Pro Dealer division. She can be reached via email at alicia.stephens@biolabinc.com.

# Tax Shock: How pool businesses can decrease next year's tax burden

By Chelsea Kowalski

**TAX SEASON CAN BE ONE OF THE MOST** ominous times of the year for business owners. Even the most organized tax filers can be caught off guard when the proverbial smoke clears and they're left with large and looming payouts. Pool companies looking to decrease their tax burden can start planning and adjusting now to make next year's tax filing less stressful.

Brian Quint, recently retired senior vice president for Aqua Quip in Seattle, says investing now for the next year can help businesses maximize deductions. Quint, who has worked over four decades in the industry, first advises to evaluate what

expenses can be prepaid before yearend, such as advertising, subscriptions, dues, software licenses, maintenance agreements, travel and utility bills. Paying ahead of time for these expenses can reduce tax liability. He also suggests businesses plan to purchase or invest in capital projects like store remodels, vehicle purchases and other needed repairs or upgrades to any facilities. "Be very mindful of any opportunities to fully expense or take advantage of accelerated depreciation on capital expenses," he says.

Sean DiMercurio, a certified public accountant at DiMercurio Advisors in Orlando, writes in a recent article from

NerdWallet: "If you're eating, sleeping, drinking or thinking about your business, chances are what you're doing is tax-deductible." According to DiMercurio, even a cup of coffee can be tax deductible under the right circumstances, and it can add up to big tax savings. NerdWallet advises businesses to be serious about bookkeeping by using accounting software and keeping receipts.

A Forbes article covering tax prep also emphasizes diligence in bookkeeping and receipt-organizing. "Filing taxes is a stressful process for even the most organized business owner. Please don't try and file your taxes from

a shoebox full of receipts," Forbes advises. "Break up your accounting and bookkeeping throughout the year. This can be easily done with software like QuickBooks. For a more complicated business with many invoices and expenses, consider hiring a bookkeeper." The article also points out that procrastinating until tax time usually results in businesses taking a financial hit. "Missed tax deductions increase your taxable income and are essentially like throwing money away," Forbes explains.

Running a tight bookkeeping ship will be essential for businesses that want to tap into Quint's other suggestions. "If you are the landlord, consider adjusting your rent payments," Quint says. "At minimum, make sure you are paying market lease rates. If you have accounts receivable, make sure you have reserved or written off any questionable or delinquent accounts. Make sure your inventory value is correct." Quint advises those who have adjustments or write-offs to take them by year end to reconcile inventory and reduce net income. "With product costs increasing so quickly, confirm appropriate costs are assigned to your current inventory," Quint says. Salary or payment adjustments for all employees is another area of consideration. "All non-owner bonuses, commissions and incentives that are paid to employees by March 15 can be rolled back into the previous year, thus reducing year-end taxable profit," Quint says. "Also consider nonprofits or charities that you can support or sponsor."

David Ayoub, a CPA in Syracuse, New York, discusses the benefits of charitable donations in a recent TurboTax article. Ayoub suggests maximizing these contributions by donating appreciable stocks instead of money. "Your business can deduct the current worth of the stock at the time of contributing, as opposed to what the stock was originally purchased (for)," Ayoub says. "For example, if you donate one share of a stock that you bought a year ago for \$50 per share and that stock is now worth \$100 per share, you can deduct \$100 at tax time. This gives you a deduction of the \$50 you paid for the share, plus the additional \$50 that the share appreciated." Evaluating performance management is a final tax-saving avenue Quint says businesses should keep in mind for the rest of the year. "Look at your organization and see what areas of the business are underperforming or need help," he says. "Many business owners are engaging efficiency or management consultants to help improve performance or processes in their businesses. This is an expense that can be deducted, thus reducing tax liability." ■

Article originally published in May/June 2022 Issue of *Pool Pro Magazine*.

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# Adapt & Prosper in an Uncertain Market: Is a Service Plus Chems Model Right for You?

By Bryce Serrine, Owner, Beyond Pool Cleaning in Scottsdale, Arizona & Skimmer Ambassador



OVER THE LAST FEW YEARS, pool professionals have been dealing with a spiraling shortage of chemicals due to a chlorine plant burning down in August of 2020. The shortage of chlorine tablets caused runs on shocks and other sanitizers causing prices to

skyrocket and availability to drop. Some pool professionals raised prices to combat the pricing surges, whereas others asked customers to purchase their own chlorine. However, neither of these approaches felt like they fit my model as it would require a

huge one-time surge in the price for some of our elderly clients who live on smaller monthly budgets or could create issues at rentals and homes with small children by forcing the chlorine to be available to our technicians. I recently spoke with a good

friend and business owner, Michael Rodarte of Empire Pool Company. He has been a huge proponent of the “plus chems” model, service that charges for all chemicals as line items that are separate from the flat-rate service fee. This method prevents blanket price increases that disproportionately affect your customers who don’t use their pools often versus those who have weekly pool parties. Now each customer is being billed for what they actually use and they can directly impact their bill by following the advice you’ve given them for years (e.g. run times, fresh water, filter cleans). This results in happier, more loyal customers and keeps our margins stable despite the jump in chem prices.

Of course, you also have to consider the admin side of the workload. Tracking down the pricing and quantity of each chemical seemed like an unbelievable nuisance. However, the program we already used for daily service, Skimmer, also integrates with QuickBooks. In the past with the recurring billing being the same, we simply used the systems QuickBooks had to offer. Now with all of the new intricacies, we decided to complete that integration. The first billing took about an hour for 450 invoices, each being

“This method prevents blanket price increases that disproportionately affect your customers who don’t use their pools often versus those who have weekly pool parties.”

checked and rechecked, but resulting in a stunning 20% more revenue. The second billing was only about 20 minutes with an even bigger boost to the revenue as the summer heat descended. Now the billing takes just a few minutes each month and the additional revenue has turned summer from our biggest loser to a profit center. Now I’ve joined Michael in telling everyone that they need to change to the plus chemicals model. Skimmer tells me that only about 13% of their customers currently make use of this feature. Make your business much more profitable and fair by leveraging a reputable pool service app and moving to a service plus chems model! ■

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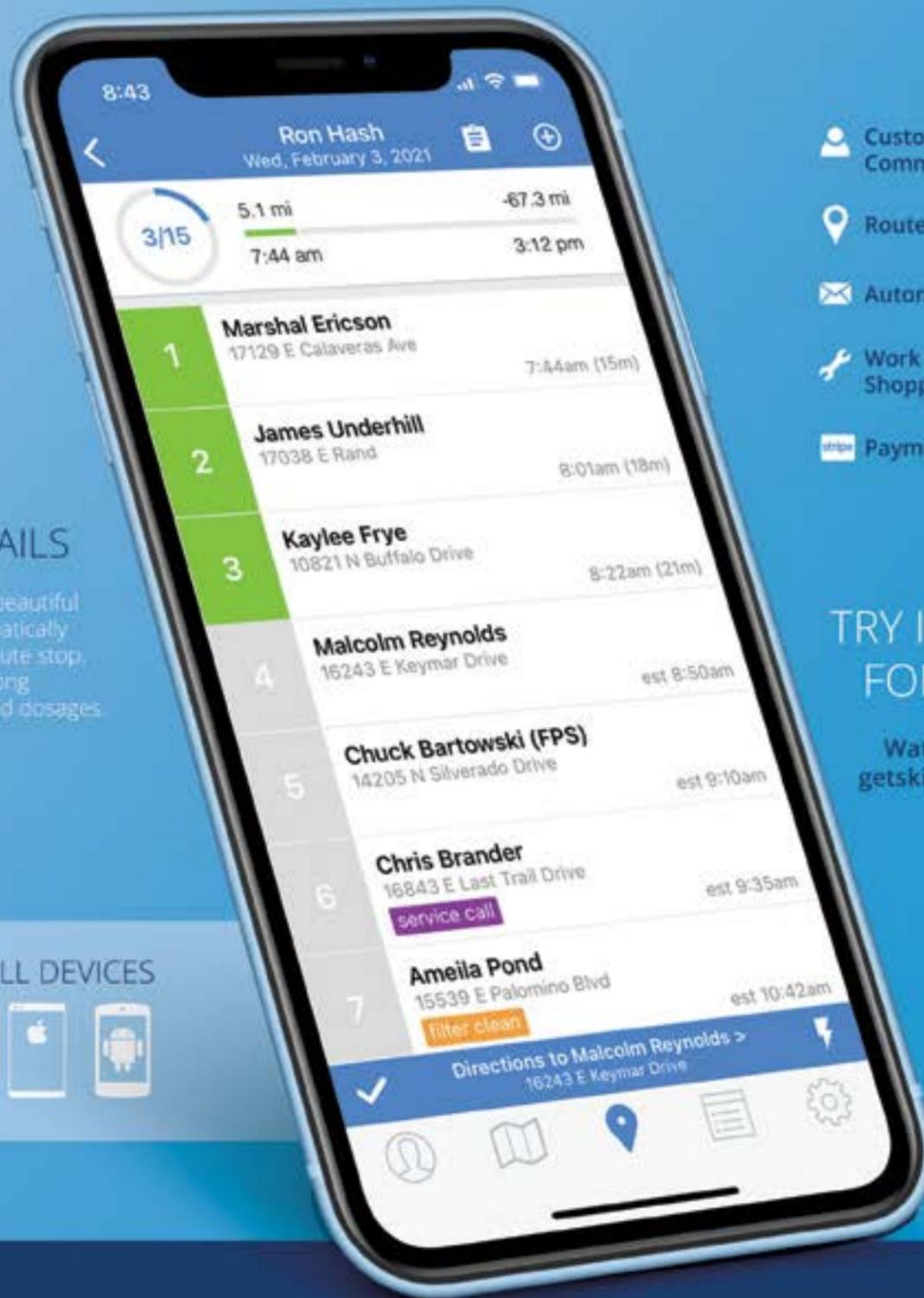
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# How to Get Rid of Pollen in your Pool (and other Small Debris)

By Orenda Technologies

## OVERVIEW

Pollen floats on the surface of the water during springtime, and it is not something chlorine can easily oxidize and remove. It is also notoriously difficult to filter out in skimmer pools because pollen floats on the surface and may not get pulled down into skimmers. This procedure outlines how to address pollen (and other small debris, like ash) the Orenda way.

Remember that water quality depends on three things: circulation, filtration, and chemistry. This procedure presumes your pool has decent circulation and filtration, otherwise this process may not be as effective as it should be.

You may need:

- A sprayer bottle
- A measuring cup
- A net and pole
- CE-Clarifier
- CV-600 or CV-700
- PR-10,000

## POLLEN

Pollen is an organic material that is not easy for chlorine to address. And because it floats at the pool's surface, it often does not get filtered out, but instead sticks to

tile lines and inside skimmers. The key to removing pollen is getting it physically out, or changing the surface tension of the water to get it pulled into the filter. CE-Clarifier is the top choice for this, assuming your pool has been purged with CV-600 or CV-700 enzymes already. The enzyme residual is key to addressing pollen, while CE-Clarifier grabs it and helps it get filtered out.

## FIRST VISIT

1. Brush pollen off the tile line into the pool.
2. Spray/broadcast the initial dose of CE-Clarifier (4 fl.oz./10,000 gallons) across the surface of the pool.
  - CE-Clarifier should push debris toward the perimeter of the pool.
  - Ideally, the pool has already been purged with CV-600 or CV-700 enzymes this season. If not, we strongly recommend beginning with an enzyme purge to create a residual that can better handle pollen. This process is much easier with enzymes already in your water.
3. Use a net to remove as much physical



debris as you can.

- Pollen, ash, and other small debris are small enough to go through a normal net. Consider using a net with a finer screening ability to capture pollen and remove it from the pool.

4. Clean out the skimmer baskets.

## NEXT VISIT

1. On your next visit, if necessary, add the weekly dose of CE-Clarifier (1 fl.oz./10,000 gallons) or the weekly dose of CV-600/700 enzymes (2-5 fl.oz./10,000 gallons), then repeat step 2 above. Vacuum the floor, as some particles may drop to the floor and need to be vacuumed.
2. Check filter pressure. Backwash and/or clean filter if needed.

## NOTES

The CE-Clarifier is designed to attract particles (like pollen) to it, and create larger, heavier groups of particles for easier filtration. The enzymes in CE-Clarifier will help reduce surface tension for more rapid clearing of small debris. With enough time, the pollen should be able to be filtered out.

## ASH

If you have wildfires in your region, the soot and smoke in the air can leave ash in your pool. As a rule of thumb, if you can smell smoke or see a haze in the sky, it's getting into your swimming pool too. Ash and soot are primarily carbon, but also contain nitrogen and phosphorus, with several other elements too. As a result, wildfires near swimming pools lead to an abundance of algae's favorite nutrients (eutrophication) in swimming pools. It's best to address ash directly, rather than hoping chlorine can handle it—because it cannot.

1. Use a net to remove as much physical debris as you can. Pollen, ash, and other small debris are likely to go through the net and not be captured, and that is to be expected. Just remove what you can.
2. Clean out the skimmer baskets.
3. Once physical debris is out of the pool, purge with CV-600 or CV-700 (32 fl.oz./10,000 gallons) and PR-10,000 (8-16 oz./10,000 gallons), if your pool has not already been purged and maintained with enzymes this season.
  - If your pool has been maintained using enzymes already this season, your pool should be prepared to handle ash. Just increase the weekly maintenance dose as needed during wildfire season.
4. Spray/broadcast CE-Clarifier (1 fl.oz./10,000 gallons) across the surface of the pool to accelerate particle filtration.

## OTHER SMALL DEBRIS

Just like pollen and ash, other small debris is also difficult for chlorine to manage. Pollen, ash, and other small debris can float on the surface of the water and tend to mix with non-living organics and oils that float to the surface too. This leads to dirty scum lines on the tile and an ugly appearance to the water. Most dirt and debris will eventually sink. But again, if the pool is loaded with organics, the rising oils can stick to the falling debris, and hold it in suspension. This leads to cloudy water. A prime example of oils and debris staying suspended is when using PR-10,000 without enzymes in the water. It takes much longer for the cloudiness to clear. When in doubt, start with enzymes and CE-Clarifier to get the particles to the filter faster. ■

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# Blood-borne Pathogen Workplace Hazards & The Pool Professional

By Lauren Broom, Space Coast Pool School

## WHAT ARE BLOOD-BORNE PATHOGENS AND THEIR RISK TO POOL PROFESSIONALS?

Blood-borne pathogens is not a topic that most pool professionals think about when it comes to maintaining a safe and healthy workplace. Often, pool professionals are not able to identify what could be threats to them due to blood-borne pathogen exposure. Most people associate blood-borne pathogen exposure to employment in the medical industry. It is true, there is less chance of exposure to pool professionals. But, occupational exposures can place pool professionals at risk. Pool professionals should still be aware of this potential hazard within their workplace and know how to respond to it.

Blood-borne pathogens are pathogenic microorganisms present in human blood that can lead to various diseases. The following are examples of the main blood-borne pathogens: Hepatitis B, Hepatitis C, and HIV. There is no evidence that these organisms are spread from blood spill or contamination in pool water. The risk comes from exposures to blood or other potentially infectious materials (OPIM). The most likely OPIM that pool professionals would be potentially exposed to would be human body fluids like semen, urine, feces, or vomit.

## WHAT ARE EXAMPLES OF POOL INDUSTRY BLOOD-BORNE PATHOGEN EXPOSURES?

Exposures can occur through direct contact, indirect contact, or respiratory transmission. The pool area is a very unique workplace and there are many causes of possible exposure. Trips and falls by employees or even pool users can result in blood on any pool surface. Commonly, broken glass from bottles or other items may be located in the pool, on the pool deck or even in a skimmer basket. Employees may cut themselves on this broken glass while attempting to clean it up. Once in a while, a pool professional may even come across used needles, female sanitary napkins, tampons, diapers or even condoms in the pool or on the deck area. These items pose threats if contaminated with a blood-borne pathogen, thus pool professionals shall handle with care and protect themselves from these exposures. Human feces, urine and vomit that

may be contaminated with blood may be another exposure source for pool professionals within their workplace. Routes of exposure can occur through an employee's mucous membranes like nose, mouth and eyes. The routes of exposures can occur from a needle stick or from breaks in the skin like paper cuts, larger cuts or even dermatitis.

## WHAT CAN POOL INDUSTRY EMPLOYERS DO TO PROTECT THEIR EMPLOYEES?

### Written control exposure plan & Personal Protective Equipment (PPE)

Employers need to develop and maintain a written exposure control plan. The plan should be reviewed annually or when changes occur within the business that it may affect the plan. The plan shall be accessible to all employees. The plan shall contain the possible employee exposures within their unique workplace and the appropriate response to the dangerous conditions. The plan is written after the employer has conducted a hazard assessment. Once these hazards are properly identified, the employer shall provide Personal Protective Equipment (PPE) and make it available to their employees. Employees shall use the provided PPE properly and follow how to utilize it per their employer provided exposure control plan.

### Blood-borne Pathogen & Bodily Fluid Spill Kit

The spill kit should contain:

- Dust pan & brush
- Biohazard bag & sharps container
- Gloves
- Safety glasses
- Hand sanitizer
- Disinfectant

### Employer Provided Training

Employer provided training should train employees on identifying possible blood-borne pathogen exposures within their workplace. The training should be provided to any employee that may have an occupational exposure to blood or other OPIM. The training shall have no cost to the employees and occur during work hours. The training shall be conducted upon initial assignment of an employee, annual refresher for all employees and occur if there is a new or modified work tasks. Engineering controls and work practice controls shall be part of the curriculum. Engineering controls can be physical or mechanical systems that an employer provides to eliminate hazards at their source. An example of an engineering control for pool professionals would be the use of tong to remove broken glass in a skimmer basket. The tongs remove the possible threat that the broken glass may have to the employee. Work practice controls include proper work procedures such as how to properly dispose of needles in a sharps container if found in the pool area. Handwashing is another work practice control. Hand washing should

Left: Female sanitary napkin in pool; Right: Glass in skimmer basket



occur after any potential exposure or hazard cleanup. Employers should review proper hand washing procedures with their employees. Workplace exposures can also be reduced if the employer reviews proper use of PPE with their employees.

## Blood & Body Fluid Clean Up Process on Pool Surfaces

1. Block off area to patrons until all fluids or blood is cleaned up properly
2. Wear rubber gloves or other appropriate PPE for clean up
3. Follow exposure plan procedures for your facility
4. Remove excess contaminant material with paper towels or other disposable wipes
5. If there is glass/feces with blood/used needles/pads in work areas, use appropriate PPE for cleanup
6. Place sharp objects that could break a bag into a Biohazard red sharps container
7. Place any non-sharp material into a biohazard red bag
8. Gently add disinfectant(EPA registered hard surface disinfectant OR dilute sodium hypochlorite(1 part sodium hypochlorite, 10 parts water
9. Wipe up solution. Deposit used towels, gloves, rags, and paper towels into red biohazard bag properly
10. All non-disposable materials like mops and brushes should be soaked in bleach solution and hung up to air dry
11. Cleanse all non-porous surfaces with disinfectant & rinse with hot water
12. Wash your hands. If cannot wash hands then spill kit should contain hand sanitizer

## What should an employee do if they are exposed?

Employer training should provide the proper method for any employee to report an exposure immediately to their supervisor. Employees should be directed to a healthcare professional for treatment.

The pool industry has a responsibility to identify this OSHA hazard in their workplace and make certain that they maintain safe and healthy workplaces for their employees. Space Coast Pool School, with their Authorized OSHA in General Industry Trainer can provide this kind of training to your staff on this OSHA topic amongst many other topics. ■



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## Water Safety All Year Long

By Steve Barnes, Director of Science & Compliance, AquaStar Pool Products

### Drain Safety Checklist

Inspect pools and spas to ensure that drain covers/SOFAs are:

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- Not damaged or compromised in any way
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**EACH MAY OUR** industry places a much-needed spotlight on water safety and best practices during the official Water Safety Month. It's important, however, to continue with these habits all year long. At AquaStar we like to say Every Pool, Every Time™ to remind ourselves of just that. With this sentiment in mind, we wanted to share a simple checklist for technicians to use in the field when it comes to drain cover water safety. We cannot stress enough the importance of considering drain cover replacement when a single speed pump is upgraded to a variable-speed pump (which will be happening a lot given recent changes to DOE requirements). Another question that comes up often about VGBA is what is the difference between public pool requirements and residential pool requirements? The simple answer is that the requirements are the same for new construction and remodels, however, federal enforcement is possible only with public pools.

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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 am considering hiring my first employee. What do I need to do to make sure I'm covered?

**ANSWER:**

There are at least three steps you need to have your new employee covered on the IPSSA Group Insurance Plan. It is very important to follow these steps because general liability claims from uncovered employees are not covered. Begin by adding the employee as an IPSSA Employee member. Call your chapter president or the IPSSA Executive Office at (888) 360-9505 and add the worker as an Employee Member. Next, call the IPSSA member insurance office at (844) 574-1134 and add the employee onto the insurance program. Make sure to add the employee as soon as possible, but in no case more than 30 days after the date of hire. The appropriate charges will be added to your monthly invoice.

You will also need to arrange for workers compensation, depending on your state. Workers' Compensation premiums are based on payroll, so have that information available when you call your insurance broker or the state office. There are serious legal and financial consequences for employers failing to carry workers compensation. California law regarding the classification of employees changed in the last few years, so don't assume that you can classify your worker as an independent contractor.

You will need to address the issue of commercial automobile liability insurance if your employee regardless of whether the employee is driving your truck, or his own. An employer is legally liable for the negligent acts of employees, including damage and injuries from vehicle accidents and you may not have insurance for the worker's truck accident unless you make changes to your own insurance policy.

You should consider purchasing an Employment Practice Liability Insurance policy (EPLI), in addition to general liability, workers compensation and commercial automobile insurance. EPLI policies provide coverage for employment-related claims such as wrongful termination, workplace discrimination and harassment.

Finally, don't forget to contact your accountant regarding the proper tax withholding and reporting requirements.

The paperwork involving your first employee can certainly seem overwhelming, especially if this is your first employee. A trusted insurance broker, accountant and business attorney, however, can make the process easier. ■



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### Letters to the Editor

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# 3 New Branches to Celebrate our 30<sup>th</sup> Anniversary!



## 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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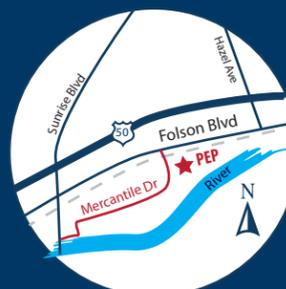
#### PEP El Centro

353 E Ross Ave  
El Centro, CA 92243  
(442) 297-5980



#### PEP Chandler

2900 S Gilbert Rd Ste 1  
Chandler, AZ 85286  
(480) 801-9111



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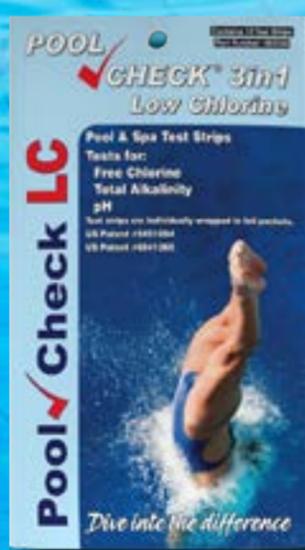
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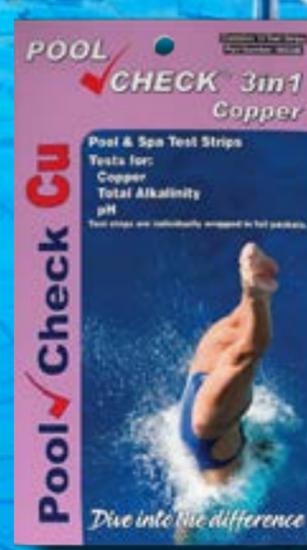
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Pictured above: Jim Ciccone (Chapter Treasurer), John Dixon (Region 6 Director), Jack Bigpond (chapter member), and Bob Seward of Hayward Pool Products



.....  
**IPSSA members from our Temecula/Murrieta chapter attended the 75th Annual Murrieta Fire and Rescue BBQ on Saturday, April 23rd. Their IPSSA booth was sponsored by Hayward Pool Products and included a creative balloon artist for the kiddos along with Josh the Otter.**



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# FICTION VS. FACT

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

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

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

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

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

## PENTAIR Rebate Program — Take Advantage

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

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

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

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

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

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

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

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



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

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## Hayward Earns 2022 ENERGY STAR® Partner of the Year Award

HAYWARD HOLDINGS, INC. (NYSE: HAYW) (“Hayward”), a global designer, manufacturer and marketer of a broad portfolio of pool equipment and technology, today announced the company has received the 2022 ENERGY STAR Partner of the Year Award—the highest level of recognition for corporate energy management programs given by the United States Environmental Protection Agency (EPA).

The ENERGY STAR Partner of the Year Award recognizes businesses that perform at a superior level of energy management, demonstrating best practices as well as industry leadership, product innovation and an overall commitment to environmental protection through energy efficiency and ENERGY STAR.

“At Hayward, we’re committed to building better pool solutions—and a steadfast focus on energy efficiency is a major part of how we do that,” said Matt Kimball, Vice President of Marketing at Hayward. “We are exceedingly proud to have earned the ENERGY STAR Partner of the Year Award for 2022, and we look forward to continued innovation.”

Hayward’s pool equipment portfolio contains the broadest range of ENERGY STAR certified pool pumps, including their industry-leading line of ultra-high efficiency pumps: the #1 rated pumps in energy efficiency\*. Omni® SmartPad™ pool and spa automation products—which allows pool owners to set schedules and adjust their pool equipment remotely via their smart device—provide another energy-saving standout.

“I salute the 2022 ENERGY STAR award winners,” said Anne Idsal, EPA Principal Deputy Assistant Administrator for Air and Radiation. “These leaders demonstrate how energy efficiency drives economic competitiveness in tandem with environmental protection.”

The ENERGY STAR recognition builds on Hayward’s ongoing research and development initiatives in water conservation, automation and alternative sanitization options which help make pools more environmentally friendly.

**For more information about Hayward products and ENERGY STAR certified products, visit [hayward.com/energystar](http://hayward.com/energystar).**

*\*Based on TriStar® VS 900 among in-ground pool pump ratings, per U.S. Department of Energy efficiency metrics as of April 1, 2022. Visit [hayward.com/regulations](http://hayward.com/regulations) for details.*



## AquaStar Pool Products-Field Team Expansion Continues

AQUASTAR POOL PRODUCTS, INC. ANNOUNCES a new partnership with Devin Cahn Associates (DCA), one of the country’s largest and most established external rep agencies.

“With the launch of our new pumps and cartridge filters plus additional product releases coming soon, our team knew it was time to expand sales support nationwide,” says AquaStar President Olaf Mjelde. “We considered a lot of very strong rep firms for this partnership and ultimately selected Devin Cahn Associates to take on the AquaStar line.”

Devin Cahn Associates has over 25 employees throughout the United States, instantly increasing AquaStar’s capacity to serve the North American market. The company’s 5 Regional Managers will report to Mandy Snow, AquaStar’s National Sales Manager, and work alongside internal AquaStar sales team members.

Chief Operating Officer Todd Pieri adds “The DCA team brings many years of sales experience and customer relations to this partnership. There are many synergies between our company cultures, philosophies, and ways of conducting business. For these reasons and more, we feel that DCA will be a great fit to represent our rapidly expanding portfolio of products in the pool and spa industry.”

DCA’s representation of AquaStar products is effective immediately. Email [marketing@aquastarpoolproducts.com](mailto:marketing@aquastarpoolproducts.com) to be put in contact with your local representative today! **For more information contact Jamie Novak, Director of Branding & Communications, at [jamic@aquastarpoolproducts.com](mailto:jamic@aquastarpoolproducts.com) or 443-823-2770.**



## Chlorine Genie partners with Blake Sales

CHLORINE GENIE, THE FLAGSHIP PRODUCT of Ultimate Water, is pleased to partner with Blake Sales Associates to represent and support the expansion of the Chlorine Genie in the Western United States.

Blake Sales Associates will be responsible for sales of the Chlorine Genie, a patented technology that uses an electrolytic cell submerged in salty, brine-softened water to produce chlorine using reverse osmosis and a water descaling system built right into the unit—making it an incredibly simple solution to setup and maintain. The only inputs to the system are salt and water.

“The Chlorine Genie product is coming into the market at the perfect time, especially as the market works to solve supply chain chlorine shortages and is generally looking at reducing its dependence on traditional sanitation methods,” says John Grucky, President of Blake Sales Associates. Thomas Vessiere, National Sales Director at Ultimate Water noted “...it is terrific to have John and his professional sales team help ensure the Chlorine Genie solution quickly makes its way into both the residential and commercial market throughout the Western United States.” Pool builders and service companies wishing to incorporate the Chlorine Genie can contact 800-970-7616 or email [sales@ultimatepoolwater.com](mailto:sales@ultimatepoolwater.com). **Blake Sales Associates can be reached at 760-941-9100 or at [www.blakesales.net](http://www.blakesales.net).**

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# New Products



## PRO Series® Dual-Action Algaecide™

PRO SERIES® Dual-Action Algaecide™ is a highly effective fast acting swimming pool algae destroyer. This product kills all types of pool algae: black algae, green algae, and mustard algae. Formulated to complement most swimming pool sanitizers, this product is effective and non-staining when used as directed. When used as directed you will see results in 24 hours. PRO SERIES® Dual-Action Algaecide™ is non-foaming and can be used in pools with attached spas or jetted returns. **For more information visit [www.proseriespool.com](http://www.proseriespool.com) or call 800 753 1233**



## New SpaPure Salt Start

New SpaPure Salt Start is a super-fast dissolving salt that uses an exclusive formula to keep spa water in balance longer. Using technology to help buffer spa water, this product naturally reduces the common corrosion found when using traditional salt in spas. As a result, the product keeps spa surfaces and equipment free from scale. The product also has natural water softeners in its formula so users have a more enjoyable soaking experience. Available in 5lb bucket. Made in USA. **For more information visit [www.spapureusa.com](http://www.spapureusa.com).**

## SKIMMER Skimmer Affiliate Program Update

Skimmer is pool service software that makes it easier to run your pool business. Now you can finally ditch that old paper-based system and run your business the modern way.

For IPSSA members, Skimmer is offering **50% off Skimmer subscription fees** for their first initial two months of service and has recently increased the **referral commission to IPSSA to \$150 per referral!**

Click [here](#) to sign up for this special promo today!



## NC Brands offers free test kits!

NC Brands, maker of Natural Chemistry and SeaKlear branded water treatment products, is pleased to offer its dealers a unique FREE TEST KIT—designed to test for phosphates in pool water. NC Brands understands the importance of knowing the phosphate level in pool water before choosing a NC Brands phosphate remover or determining the best course of action for water treatment. NC Brands' custom test kit comes complete with a color chart, test tube vial and 100 tests for quick, accurate test results. Any qualifying dealers who purchase either Natural Chemistry or SeaKlear phosphate removers are eligible for the free test kit program. **Simply go to their website to fill out the online order form [here](#).**



## BHG Sales new filter pouch

BHG Sales presents a new filter pouch that fits in the pool skimmer basket reduces CYA at the rate of approximately 10 ppm per week (depending on pool conditions). The filter removes cyanuric acid without changing the water chemistry. It works in any water temperature and requires minimal water flow rate of 4-6 gpm. When the pool reaches the desired level of CYA, simply toss the bag in the garbage.

During treatment, the manufacturer recommends running the pump 24 hours per day until desired levels are met, as well as shutting the automatic chlorinator off (supplement with liquid chlorine if needed).

Made in the USA, this filter comes in two sizes: 1.0 lb for maintenance and/or smaller pools and 1.5 lbs for extremely high levels of CYA and/or larger pools. Both sizes are sold and shipping in master packs of 12. Patent pending.

Cyanuric acid can quickly reach problematic levels, binding to free chlorine and reducing the efficiency of your pool chemicals. Traditionally, the only effective solution was to drain your pool, but that is no longer necessary. You can now reduce problematic cyanuric acid without draining your pool, thereby saving money and conserving water.

**For more information visit [BHG Sales](#) and [GreenStory Global Pool and Spa](#).**



## The NEW Jandy® VersaTemp™ Heat/Chill Pump Provides Energy-Efficient Operation Without the Excess Noise

The Jandy VersaTemp Heat / Chill Pump offers easier installation and servicing along with increased efficiency and simple maintenance for pool owners.

Featuring a smaller footprint than comparable models, what sets VersaTemp apart is its SoundShield™ technology. Comprised of a swept-wing blade design that decreases wind turbulence as the internal fan spins and a decibel dampening acoustic blanket surrounding the compressor to help muffle the typically loud reverberation—VersaTemp is impressively quiet, giving pool owners a more enjoyable backyard experience.

An eco-friendly way of heating the pool, VersaTemp draws heat from the air into the pool water, and for overly hot days when pool owners might want to cool off, it pulls heat from the pool—providing the best of both worlds without the need for a gas hookup. Its ability to both heat and cool makes it an ideal solution for year-round use (for outside air temperatures not exceeding 45°F). Engineered with heat reversing technology that activates when internal sensors detect if/when ice forms on the outside coil while transferring heat into the pool or spa, VersaTemp automatically redirects heat to melt the ice quickly—allowing it to seamlessly continue heating pool water.

VersaTemp is compatible with pool automation systems, but when used in conjunction with any AquaLink® system, an auto-heat feature maintains temperature 24 hours a day. It can also be controlled using the iAquaLink® app, so regardless for on-the-go control, anytime, anywhere.



## Waterway's new Sand Filter Multi-Port Valve

“Introducing the all new Sand Filter Multi-Port Valve, serving as a direct replacement for Hayward® sand filter valves. It utilizes a lift and lock, 7 position, multi-port system with 1 1/2 inch FIP ports and includes a stainless steel pressure gauge. The heavy duty, 360 degree screw

clamp ensures an easy set-up, installation and operation. Waterway's new Sand Filter Multi-Port Valve is the smart choice for your sand filter replacement needs.”

# Chapter Information and Meetings

**REGION 1** Northern California  
**Ryan Ruminson, Director**  
530-401-7346 | [ryanruminson@sbcglobal.net](mailto:ryanruminson@sbcglobal.net)

**Capital Valley (Sacramento)**  
First Wednesday, 7:00 p.m.  
VFW 8990 Kruthof 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: [Alex Tobiasz](#), 916-759-8028

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

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

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

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

**REGION 2** Central California  
**Beau Braisher, Director**  
661-332-4952 | [braisherpools@gmail.com](mailto: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: [Vernon Daley](#), 559-960-2427

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

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

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

**REGION 3** Northern L.A. County, California  
**Eric Nielson, Director**  
818-710-1628 | [willowcreekpools@gmail.com](mailto:willowcreekpools@gmail.com)

**Antelope**  
Second Monday, 6:00 p.m.

SCP Antelope Valley  
4514 Runway Drive, Lancaster  
President: [Steven Polovina](#),  
661-236-6095

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

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

**San Fernando Valley**  
Third Wednesday via Zoom  
President: [Ivan Vance](#), 818-376-8541

**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](mailto:adam@paradisepools.biz)

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

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

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

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

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

**REGION 5** Orange County, California  
**Michael Denham, Director**  
714-891-6180 | [mike@barrowpoolservice.com](mailto:mike@barrowpoolservice.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: [Jeff Steinker](#), 949-586-4860

**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: [Ernie Machado](#), 951-264-7464

**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: [Scott Zahn](#)  
951-966-0592

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

**REGION 7** San Diego County, California  
[waterwatcher.org](http://waterwatcher.org)  
**Michael Harris, Director**  
619-395-6700  
[office@barrowpoolservice.com](mailto:office@barrowpoolservice.com)

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

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

**North County Coastal**  
Third Tuesday, 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: [Ken Dirkse](#), 858-271-7665

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

**Tucson**  
Third Wednesday, 6:30 p.m.  
Superior Pool Products  
4055 S. Runway Street Tuscon, 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: [David Nielsen](#), 623-850-2924

**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](http://ipssatexas.com)  
**Rick Beaubouef, Director**  
512-266-6592 | [rick.easypools@gmail.com](mailto:rick.easypools@gmail.com)

**Austin**  
First Tuesday, 6:30 p.m.  
Red Robin  
5601 Brodie Lane, Sunset Valley  
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](http://ipssafl.com)  
**Todd Starner, Director**  
941-915-2135 | [tstarner@tampabay.rr.com](mailto:tstarner@tampabay.rr.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 Cattlemen Rd. North of Fruitville Rd.,  
Sarasota, FL  
President: [Marvin McMahan](#), 941-356-7751

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

**REGION 12** Texas North  
[ipssatexas.com](http://ipssatexas.com)  
**Casey Gardner, 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  
Ray Arouesty: 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  
623-582-2400  
Lori Brumagin: lori.brumagin@bio-dex.com  
Paul Matthews: pmatthews@bio-dex.com  
Manufacturer of professional strength pool and spa chemicals



**HASA**  
hasapool.com  
661-259-5848  
Rick Sawin: RickSawin@HASApool.com  
Randy Johnson: RJohnson@HASApool.com  
Liquid swimming pool chemicals, dry chemicals, pool and spa specialty chemicals

## PLATINUM PARTNERS



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



**EasyCare Products**  
easycarewater.com  
559-299-7660  
Matt Wyant: mwyant@easycarewater.com  
Jose Valdivinos: jvaldivinos@easycarewater.com  
Rosemarie Arenas: rarenas@easycarewater.com  
Manufacturer of water treatment chemicals



**Fluidra USA**  
fluidrausa.com  
Zodiac, Jandy Pro Series, Polaris, Nature 2, iAquaLink, Cover Pools, Carefaker, Grand Effects and Blueriot Products  
Steve Gutai: 800-822-7933 X 3323



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



**Leslie's Swimming Pool Supplies**  
lesliespool.com  
800-537-5437  
commercial@lesl.com  
Supplier of all pool and spa equipment, parts, chemicals and maintenance items



**Skimmer**  
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  
800-861-9712  
Mike McBride: mmcbride@sensafe.com  
George Bailey: gbailey@sensafe.com  
Manufacturer of water quality test strips and meters for the pool and spa service industry



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



**Pool & Electrical Products Inc.**  
poolelectrical.com  
Aidee Pacheco: 951-432-3261  
Wholesale distributor stocking all major brands and hard-to-find items.



**PoolRX Worldwide**  
poolrx.com  
949-502-5851

Fred Schweer: fred@poolrx.com  
Pete Ashby: pete@poolrx.com  
Manufacturer of algacide



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



**Spring Board Pool Brokers**  
www.sbpoolroutes.com  
1-888-998-7665



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



**Waterway Inc.**  
waterwayplastics.com  
805-981-0262  
Mike Tuttobene: miket@waterwayplastics.com  
Good quality, good services, outstanding manufacturer of pool and spa equipment, valves, fitting and custom OEM spa parts

## SILVER PARTNERS



**Alan Smith Pools**  
alansmithpools.com  
Alan Smith: alan@alansmithpools.com  
714-628-9494  
Pool Plastering and Re-Surfacing



**Alpha West Marketing**  
www.alphawest.com  
Paul Matthews: pmatthews@alphawest.com  
818-519-6195  
The Alpha West Marketing Group is committed to establishing strong professional relationships that provide the highest possible level of customer service. Our commitment is based on solid product knowledge, long-term customer relationships, and a team effort that focuses on sales and marketing results.



**AquaStar Pool Products**  
aquastarpoolproducts.com  
Todd Pieri: toddp@aquastarpoolproducts.com  
877-768-2717  
AquaStar is a global leader in safety, dependability, and innovation in swimming pool technology. AquaStar products are designed, manufactured and assembled in the USA to assure the highest level of quality.



**Endless Pools**  
endlesspools.com/become-a-dealer  
888-992-7946  
fastlane@endlesspools.com  
Since 1988, Endless Pools has been the leaders in aquatic fitness selling the most versatile, high-value pools and swim spas.



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



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



**LOU - powered by Evosus**  
lou@evosus.com  
360-735-9510 x1  
Dan McManus, CEO: dmcmanus@evosus.com  
360-244-4136  
LOU is cloud business software for retail and service companies who manage inventory across multiple stock sites. The Evosus team built LOU based on 20 years of best practices from 500 pool & hot tub businesses across the U.S.



**NC Brands L.P.**  
ncbrands.com  
203-295-2300  
Jay Bertschy: jay@ncbrands.com  
Chemical manufacturer



**Pool Covers Inc.**  
poolcoversinc.com  
800-662-7665  
Cheryl MacLennan: cmaclennan@poolcoversinc.com  
Claire King: cking@poolcoversinc.com  
Sales, service and installation of safety swimming pool covers and safety spa covers



**Purity Pool Inc.**  
puritypool.com  
Rich Gross/Julie Gross: julie@puritypool.com  
800-257-1961 ext. 1  
Purity Pool is the industry leader in professional leaf rakes and other tools for service professionals. Purity Pool focuses on making the longest-lasting and easiest to use products, prioritizing durability and efficiency over cutting corners.



**USA Benefits Group**  
usabglive.com  
Direct: 619-571-3393  
Geoff Matthews, Area Manager: GMatthews@usabg.com  
USA Benefits Group services the swimming pool industry by offering Health Insurance, Critical Illness, Accident Plans, GAP Plans, Dental Plans, Rx Drug Plans, Life Insurance, Medicare Supplements, Annuities and many other insurance products.

## ASSOCIATE MEMBERS

**Alphawater Systems**  
awspoolsupply.com  
562-408-6447  
Sheila Shaffer: Sheila@awspoolsupply.com  
Proud supplier of wholesale pool supplies to the pool professional

**AquaBond®**  
aquabond.com  
310-991-0679  
Cindy Lacombe: clacombe@aquabond.com  
AquaBond® is the nation's premier supplier of professional-grade adhesives, sealants, crack repair systems and tools for swimming pool, spa, fountain and water feature repair and maintenance.

**Aqua Creations**  
aquacreations.com  
805-672-1695  
Rich Dietz: rich@aquacreations.com  
Swimming pool contracting company specializing in the formulation and installation of fiberglass resurfacing

**BHG Sales**  
bhgsales.com  
714-982-8856  
Ben Gargle: bgargle@bhgsales.com  
Quality Products for the Pool Industry

**Blake Sales Associates\***  
blakesales.net  
800-748-5756  
John Grucky: john.grucky@blakesales.net  
Products which we represent

**CAMEREYE**  
camereye.ai  
Michele Baker: 619-518-3361  
CamerEye™ is the first Artificial Intelligence Smart Fence and safety ecosystem to provide faster distress detection and help save lives.

**CDC Pools Inc.**  
cdcspools.com  
John Jones: chase@cdcspools.com  
480-798-6113  
Pool and Spa Remodeling

**CMP**  
c-m-p.com  
770-632-7112  
Rich Simpson: rsimpson@c-m-p.com  
Manufacture pool, spa & bath components/global supplier

**Compass Minerals**  
compassminerals.com  
913-344-9100  
Lauren Fallon: fallonl@compassminerals.com  
Manufacturer of Sure Soft® Pool Salt. Designed specifically for use with electrolytic chlorine generators. Contains high purity, extra fine crystals that dissolve rapidly

**County Leak Services / The Pool Center**  
countyleakservices.com  
714-632-0134  
Bill Campbell: bob.campbell@countyleakservices.com  
Swimming pool and spa Leak locating, repairs, remodel

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

**Fiber Clear, Inc.**  
fiberclearpoolandspafiltration.com  
Mark Dunlop: 612-670-1234  
Producer of cellulose filtration media for all pool/spa filters, DE (replacement), Sand & Cartridge (Filter Aid). Fiber Clear products are safe, biodegradable, sustainably sourced, and provide superior filtration.

**Freedom Solar Energy**  
freedomsolarenergy.net  
760-806-3733  
Kristal Needham: kristal@freedomsolarenergy.net  
Solar Pool Heating System Installation and Service. Solar electric, Solar hot water heating, battery integration and security installations

**Horizon Spa & Pool Parts**  
horizonparts.com  
520-295-9750  
Bruce Johnson: bruce@horizonparts.com  
Wholesale distributor of pool parts, spa parts, business education

**Intermatic**  
intermatic.com  
815-675-7000  
Allen Ustianowski: austianowski@intermatic.com  
Time controls, remote controls, pool/spa automation, freeze protection, pool/spa transformers, chlorinators

**Jack's Magic**  
jacksmagic.com  
727-536-4500  
Nadia Beane: nadia@jacksmagic.com  
Jack Beane: jack@jacksmagic.com  
Manufacturer of pool stain removal chemicals

**Kent Westfall Pool Inspections**  
442-256-1623  
Kent Westfall, Owner/Pool Inspector:  
kwproinspections@gmail.com

**LaMotte Company**  
lamotte.com  
800-344-3100  
Rich DeMoss: rdemoss@lamotte.com  
Robin Myers: rmyers@lamotte.com  
Manufacturer of water testing products

**MicroGlass Developed by Oxium, LLC**  
www.oxiumllc.com  
Loren Granstrom: loren@oxiumllc.com  
MicroGlass renews old plaster and protects new plaster with one simple application.

**National Plasterers Council**  
nationalplastererscouncil.com  
847-416-7272  
mail@npconline.org

**Orenda Technologies**  
orendatech.com  
Harold N. Evans: info@orendatech.com  
Formulation, manufacture, marketing and sales of specialty chemical water treatment products.

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

**Pool & Hot Tub Alliance**  
www.phta.org  
Seth Ewing: phta@phta.org  
Member Services: 703-838-0083  
The Pool & Hot Tub Alliance protects and advances the common interests of the industry by providing education, advocacy, standards development, research, and market growth to increase our members' professionalism, knowledge and profitability.

**Pool & Spa Apprenticeship and Training Committee (PSATC)**  
poolapprenticeship.com  
Jennifer Farwell: atc@poolapprenticeship.com  
PSATC is the premier provider of work-based lifelong learning to meet an employer's need for skilled journeymen in the Pool and Spa Service Industry.

**Pool Water Products\***  
poolwaterproducts.com  
James Bledsoe: jbledsoe@poolwater.com  
Richard Holtzworth: 949-756-1666  
Wholesale distributor of swimming pool and spa chemicals and accessories, equipment and parts, electrical and plumbing supplies

**RAMUC Pool Paint**  
ramucpoolpaint.com  
800-745-6756  
kharrington@poolpaint.com  
Ramuc Pool Paint is a leading manufacturer of swimming pool and deck coatings.

**Regal Beloit America Inc. / Century**  
centuryelectricmotor.com  
937-669-6287  
Mandy Pressel: mandy.pressel@regalbeloit.com  
From the innovative leader in pool pump motors, Century® by Regal® offers a full line of high quality pool and spa replacement pump motors

**Space Coast Pool School**  
spacecoastpoolschool.com  
321-726-8509  
Lauren Broom: spacecoastpoolschool@yahoo.com  
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For more information about our associate members, please visit their web sites. If company representatives are available to speak at chapter meetings, their topics and geographic availability is indicated.