

THE IPSSAN



September 2022
Volume MMXXII, Issue 9

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
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Associate Management Team

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

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

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Duties: Associate member relations, IPSSAN content, IPSSAN advertisements, social media posts, website updates

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FRANK MCDONALD Finance Director

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Helping Clients Enjoy Their Pool Longer This Fall & Next Spring

By Alicia Stephens

IT IS COMMON PRACTICE in many cities around the northern part of the U.S. to close pools according to specific calendar dates. Pools typically open by Memorial Day and close by Labor Day. The practice of closing pools by September is a long-standing tradition. However, with so many new installations over the past two years, many of which are not completed until later in the summer, new pool owners understandably want to extend their swimming season into the fall. Additionally, many northern cities are experiencing warmer than normal temperatures during the fall, making the pool an attractive amenity for children and adults on weekends and even after school is back in session.

To extend the swim season while keeping pool water clean and clear, service techs should be looking to make chemical adjustments, add enzymes to keep filters clean, offer liquid solar covers, and proactively monitor the side-effects associated with colder water and cooler temperatures that occur in the fall.

CHEMICAL ADJUSTMENTS

Pool professionals should consider adding chemicals in cases where an extended summer has stretched into November. This would include testing the pool's water balance and chlorine levels and adjusting as needed, as well as adding an algaecide. Weekly algaecide addition is a key contributor to keeping a pool clean and clear, even as the water cools down. If a 90-day algaecide has been used over the course of the summer, a second dose will be necessary to keep the pool open longer.

In addition to adding an algaecide, treating for phosphates in the fall can be especially beneficial before closing the pool once it gets cold. Lowering phosphate levels in the water prior to closing will reduce the amount of time and effort needed to treat the pool when reopening it in the spring. In fact, near-zero levels of phosphates lead to less accumulation of calcium phosphate scale, as well as an increase in water clarity and overall water quality. Phosphate removers are specialty chemicals capable of reducing orthophosphates in pool water by using minerals that react quickly with orthophosphate to produce an insoluble phosphate compound which can be removed by the filter.

ENZYMES HELP FILTER EFFICIENCY

Keeping pools open longer in the fall also means ensuring the filtration system is operating efficiently before closing the pool. When filters work longer, they get dirtier. Therefore, removing impurities like grease, sunblock, and other non-living contaminants by using an enzyme-based product is one of the best ways to break down these non-living contaminants before they get into the filter.

In fact, incorporating a weekly enzyme is one of the best ways of keeping a pool's filtration system working optimally. 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 maintenance for service techs, but it also helps keep pool water crystal clear between service visits. Further, once the pool is closed for the season, service pros can deep clean the filters before reinstalling them the following spring.

In addition to helping the filter run for efficiently and effectively, enzymes are a key element to preventing the buildup that often deposits at the waterline of the pool over the course of winter. The combination of enzymes and surfactants found in most enzyme products work together to keep non-living organic contaminants from depositing at the waterline and causing unsightly buildup. Enzyme help make it possible to open the pool in the spring with clear water and no surface buildup. This is less work for the pool professional and a happy customer.

COLDER WATER AND LSI

Once again, as pools remain open longer in the fall, the cooler temperatures will likely also cool the pool water. Most residential pools operate between 25.6 and 27.8 C (78 and 82 F) during the summer. However, when pools stay open later into the season, the cooler temperatures can make the water more corrosive which affect equipment—especially the heater.

Prolonged exposure of corrosive water to the pool's surfaces may cause etching and metal staining to become more prominent. To combat this, service professionals should include a metal chelating product or sequestrant in the pool's



maintenance routine during the fall—or with unheated pools in general. Techs can also apply filter aids, such as charged cellulose, following a chelating product to help better guide problem-causing metal to the filter, where it will be removed. Remember, the water could be in range for pH and total alkalinity but still lean on the corrosive side because of colder temperatures.

LIQUID POOL COVERS

Liquid pool cover products are quickly becoming popular as they provide a way for service professionals to help their clients extend their swim season. Liquid covers reduce water evaporation and conserve heat while still allowing the pool to remain open for swimming.

Recommending an easy-to-use liquid cover solution is one of the simplest methods for pool owners to save water, money, and energy. It is important for professionals to remind clients how, when the temperature outside is cooler than their pool water temperature (which is likely in the fall months), invariably steam will begin to rise off the surface of the water. When this happens, it is not just pool water evaporating into the atmosphere—it is also heat and, therefore, money the homeowner will need to spend to rebalance their water chemistry after adding more water to top off the pool.

In fact, pool owners, new and old, may not realize how expensive heat loss and evaporation can be. Preventing evaporation is one of the most cost-effective ways a homeowner can reduce unnecessary top-offs, chemistry adjustments, and heat loss.

Most industry professionals will agree, pool owners are willing to try these products

after learning about the benefits they offer in terms of preventing water and heat loss. Some pool professionals even include the liquid cover with the sale of a heater to ensure customer satisfaction, because heating a pool—especially during the fall—can be expensive.

Pool professionals can also consider including a liquid cover product as part of their start-up packages and explain to their customers the benefits of incorporating it into their weekly pool maintenance routine.

EXTENDING BEFORE CLOSING

As pool professionals adjust to weather changes and the ever-increasing demand from customers who want to keep pools open longer, the idea of winterizing by a specific date on the calendar is no longer the norm.

Professionals need to be sure they can provide solutions to ensure their clients maximize the use of their pool. Using specialty chemicals like phosphate removers, enzymes, and filter cleaners, as well as offering products like liquid pool covers, provide service techs with the tools needed to ensure consumers stay in their pool longer. ■

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.

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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 – 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, as well as uploading some pictures of your work. If you need your log in credentials re-sent, please contact memberservices@ipssa.com

IPSSA BORD Meeting Highlights: August 8, 2022

By Rose Smoot, CAE, Executive Director



FINANCIAL UPDATE AS OF JUNE 30, 2022

Revenue trend: Total revenue of \$337,142 tracking more than budget at 61% and 36% more than last year as of June 30. Main reason for increase when compared to last year and budget is the Weekend of Inspiration and Associate Member rebate.

Expenses of \$339,890 tracking at 58% of budget and 78% increase from last year. Net revenue as of June 30, 2022 was (\$38,843), mainly due to Weekend of Inspiration expenses.

EXECUTIVE UPDATE

BORD instructed Rose Smoot to seek legal counsel in regard to IPSSA's chapters and shows, mainly the Texas Newsletter, HOTT show, SW and Desert Show. BORD wants to ensure that those activities do not jeopardize IPSSA's nonprofit status.

BORD MEETINGS

Starnar discussed changing the date of the in person meeting from end of January to end of April 2023. BORD was in favor of having a in person meeting every six to seven months for consistency. Next BORD/ Annual meeting will take place **January 30, 2023** in a virtual format. In person meeting is **April 29, 2023**.

EDUCATION UPDATE

Education chair and IPSSA National's Vice President, Casey Gardner reported that all of IPSSA's four exams are available through online

portal and can be accessed at <https://www.ipssa.com/ipssa-exams-and-accepted-certifications.html>

Gardner informed the BORD that HASA owns the rights to the Bob Lowry chemical/repair books that IPSSA had commissioned years ago. HASA is looking into the copyrights for IPSSA as well as having a digital copy of the books.

FINANCE UPDATE

IPSSA National budget process begins September for the 2023. All committee chairs and IPSSA's ED, Rose Smoot are responsible for allocating revenue and expenditures.

MARKETING & OUTREACH UPDATE

Guest speaker Adam Katchmarchi of National Drowning Prevention Alliance provided a presentation about their organization and what they do to support water safety and drowning prevention. IPSSA and NDPA are looking strengthen the relation in 2023.

Podcast: IPSSA National will sponsor a six-month commercial for Talking Pools Tuesday's podcast.

NEW BUSINESS UPDATE

San Diego Chapter sick route policy approved by IPSSA BORD. Michael Harris asked the BORD to consider updating the sick route policy to align with today's climate. Gardner asked that the executive committee review the request at their next meeting. ■



A Message from IPSSA President, Todd Starnar

HELLO IPSSA NATION. I hope this finds you all safe and doing well. A few weeks back I found myself just not feeling it. At first, I blamed it on the steamy hot August days in Florida. Then I blamed it on the stress of the ever-changing pool industry, but when I couldn't get out of my funk, I knew I needed to do something. That something came as in invitation to go back to where IPSSA started for me years ago...San Antonio, Texas! I was invited by Rick Beaubouef and Casey Gardner, Directors of Region 9 and 12, to attend their joint region meetings. It was nice to see old

friends from my beginnings, like Phil, Tina and Flash. It was also nice to meet so many new people.

So, there I am sitting at the big joint region meeting listening to the passion coming from the Chapters' Presidents and Representatives, and then George Martinez spoke. George reminded me of why I love doing this (being on the IPSSA BORD) and why this Association matters so much to me. George didn't know it, but he does now how he helped me find my focus again. So, thank you George.

I also want to send a big shout out to all of you that are sending in your Facebook posts. It is nice to see what your chapters are doing for your members as well as your community. Keep sending them in. For those that haven't sent a post in yet, go check out the IPSSA Facebook page and see what other chapters and your BORD are doing. You can also email editor@ipssa.com to have photos of your chapter meetings and events shared on the IPSSA social media pages and the IPSSAN.

I want to remind you all the upcoming webinar on Tuesday, September 13th with Mark Feldstein. Mark is going to talk about the importance of marketing your business. My local Sarasota Chapter is planning to join it live during our regular monthly meeting. You must pre-register to receive the Zoom link in a separate email so do not delay and **register TODAY**.

I am also happy to announce a couple of new Member Benefit Partners: CPO Classes with Rudy Stankowitz and Windfall Business Discounts. We are also proud to have Skimmer as an Official Partner that has created in app program capable of managing IPSSA's Tech-4-Tech Sick Route Coverage. These are just three new Partners that are now a part of a distinguished list of industry partners that we have at IPSSA. Personally, I want to welcome the new three partners and thank them and all our Industry Partners and Associate Members for their support of IPSSA.

That is all for now. Stay safe, have fun, and wear sunscreen. Thank you for your support.

Todd Starnar
IPSSA National BORD President

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 ■

IPSSA's Find a Pool Service Professional Search Function



DID YOU KNOW THAT POTENTIAL CUSTOMERS can search for a pool service directly from the IPSSA website? These results populate an IPSSA member near them. Log into your member portal to add your company logo, website link and social media links to enhance the search results for your company. If you need help logging into your member portal, send an email to memberservices@ipssa.com to reset your password.

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The Generosity of the Pool Industry: The Story of Grandmother Kitty Smith's Swimming Pool

Initially reported on May 24, 2022 by Bob Segall of WTHR News 13 Indianapolis

Photos: WTHR



LAST NOVEMBER, Kitty Smith discovered her swimming pool had collapsed and her homeowner's insurance wouldn't cover the cost of the repairs and replacement. Some local pool companies heard about the situation and stepped up to help this grandmother get her pool back.

Led by Mike Shadoan and Michael Shebek of Automatic Pool Covers along with Pablo and Jen Crone of Crone Customs pool, over 20 different pool contractors and manufacturers in Indianapolis donated the materials and labor to rebuild Kitty's pool so that the Kitty could get her pool back at no cost to her. Once the group agreed on the scope of

the project, by January the project began. And the group finished the work just in time for beginning of summer. They delivered a brand new, inground vinyl liner pool complete with heating, lights and a new automatic pool cover. Not to mention new decks, fencing, electrical, plumbing. The total estimated cost of the project: \$110,000 with no expense to Kitty.

As word of this project spread, so did additional donations. In fact, a local pool company has volunteered to take care of maintenance for the pool all summer long!

"It started with eight companies that agreed to donate time and materials to build Kitty's pool, but then people started

calling and emailing asking 'how can I help, what do you need,'" explained Shadoan.

"Workers from over 20 different companies donated countless hours to ensure that Kitty and her grandchildren could have a pool for the 2022 summer."

"From when I first saw pool, to what it was transformed into by this summer, it's amazing to me," says Shadoan. "It was so heartwarming to see so many folks in the pool industry come together to create this pool for this grandmother. We in the pool industry know that swimming pools make memories and create joy for families," says Shadoan. "And this particular situation reminded me that the pool industry is

filled with hard working, generous people who want to help others to make the best summer memories."

Several of the original companies that came together to make this project happen went over to Kitty's pool to have a party and watch the grandkids play this summer. "It was so satisfying to see the look in Kitty's eyes and to see her grand kids playing in the pool," said Shadoan. "It was all because of the generosity of the pool industry who came together as a team, even competitors," said Shadoan. It makes me proud to be a part of this industry."

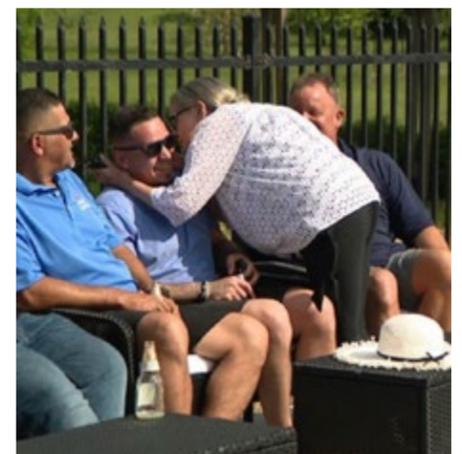
"I'll never, never, never in this world be able to thank all of you," she told them. "I will love you all forever. You made a dream come true."

YOUR SERVICE DISTRIBUTION PARTNER... NOT YOUR COMPETITOR!



"I'll never, never, never in this world be able to thank all of you," she told them. "I will love you all forever. You made a dream come true."

Photo: WTHR



19 companies in all donated to this project, including four IPSSA Associate Members: PoolCorp, Hayward, Pentair and Heritage Pool Supply Group (PEP). ■

This story was reported and televised by local Indianapolis station WHTR. [View here.](#)

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Things to do in September

- Clean Salt Systems and Other Specialty Units
- Filter Maintenance
- Heater Maintenance
- Explore social media marketing for your business

Off the Deep End

Pool Bob's Hydro-Eclectic Musings

OLD SCHOOL CPR

In the days of old, if a sailor fell overboard and was fished out by fellow shipmates, CPR was provided somewhat differently than today. The waterlogged sailor was placed, face down, on a tipped over wooden barrel, then, rocked back and forth, to clear flooded lungs. The expression, "They've got you over a barrel", means you are helpless and at

their mercy. This lifesaving method must have worked often enough. Who knows, maybe someday we will be required to have wooden barrels provided next to the life ring, reach pole, and signs at the all the commercial pools.

BY THE BOOK CLEANING

According to the state's public pool safety code, "Hoses shall be

provided for regular flushing and cleaning. The whole pool area shall be kept clean, sanitary and free of litter and vermin." The definition of vermin, according to the Oxford American Dictionary is: vermin (vur-min) n. pl. 1. small annoying and often harmful animals or insects, such as cockroaches, rats, mice, or lice. 2. people who are unpleasant or harmful to society. Does this mean, when we are servicing the commercial pools and we find bathers using too much suntan oil or lotion, (which will plug the filter and harm the water quality) then we are legally authorized to blast those "harmful to society people" with the garden hose?

AGE OF AQUARIUS

The Casa de Oleo Apartment's pool waterline tile is always very dirty from bather lotions and suntan oils and the filters are quickly plugged. The other day, before going through the gate, I could already see the tile was almost black and the oily water surface looked like the Exxon Valdez just sailed through it. It was going to take another full bottle of tile cleaner or even engine degreaser to clean it up. Just as I was about to start cleaning the tile, there on the pool deck was the sun worshiper slopping on a quart of 30 weight oil. Then, holding out the suntan lotion, she said, "Hi, I'm Barbie. Could you put some lotion on my back? I'm



“My sign? Uh, ‘No Lifeguard on Duty’, I guess.”

an Aquarius. What's your sign?" At first, I wanted to bark some choice cuss words about the oil slick on the pool. Then I figured that would possibly lead to more trouble or maybe even the loss of this otherwise good account, which of course, willingly paid the premium rates, extra charges and promptly. Maybe I could explain the oil problem reasonably and get a cooperative response. How should I say it best and what is my sign, anyway? I think I'm a Neptune because I work with

water or am I a Polaris, like the North Star? I don't know. I was never into that astronomy stuff. So I just said, "My sign? Uh, 'No Lifeguard on Duty', I guess. Now look, Miss, about this suntan lotion mess on the pool tile..." Just then the pool gate opened and slammed shut as her 6-foot-18-inch 350 pound boyfriend approached like a charging rhino and said, in fluent Neanderthal, "What him say to you, baby?" "Uh, no problem, never mind," I said walking away. "You folks have a nice day." Then, I started mentally working on a price to install a new chemical feed pump, in order to continuously feed oil eating enzymes, from a 50-gallon drum, into the pool

Continued on page 8

Off the Deep End

Continued from page 7

return line. And I also calculated the significant additional monthly increase in product sales. A clean pool is a happy pool.

A ROPE TRICK

A ¾" blue and white pool floor slope break line safety rope goes into a pool supply warehouse and asks for a few 5" x 9" floats. The counterintelligence agent says, "we only sell to swimming pool builders and pool service companies - not to plumbers, carpenters, painters, doctors or even a rope, so get lost." Not discouraged, the rope goes into

another pool supply warehouse, but this time the rope ties one end in a knot and unravels the loose strands. The counter help sees the rope approaching, and says, "Hey, we only sell to pool companies. Are you a rope?" To which the rope replies, "I'm a frayed knot!" Keep impelling IPSSA! ■

ABOUT THE AUTHOR

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



ASSOCIATE MEMBER COMPANY NEWS



Skimmer and IPSSA Announce Partnership to Transform the Pool & Spa Industry

SKIMMER, THE GLOBAL LEADER in Pool Service Software, has partnered with the Independent Pool and Spa Service Association (IPSSA), a professional organization dedicated to improving the pool and spa industry through community involvement, education, and support of its members.

IPSSA was established in 1961 as a way for pool service technicians to help each other in times of illness or disability. The organization now has 89 chapters that meet regularly across Arizona, California, Florida, Georgia, Nevada, and Texas.

IPSSA Secretary Justin Stuard, Nick Belury, and President Mark Mastropietro show off Skimmer at a recent IPSSA Austin chapter meeting.

"We are excited to strengthen our relationship with Skimmer and promote the platform to help our members run their businesses more efficiently," said Todd Starnier, IPSSA National President.

Skimmer, under the agreement, will provide IPSSA members with preferred pricing and customized training. "IPSSA's commitment to improving the pool industry and serving their local communities aligns well with our own values at Skimmer. This partnership is a win for everyone involved, including the pool and spa owners that we serve," said Jack Nelson, Skimmer CEO. IPSSA members can find out more [here](#). ■

ABOUT SKIMMER

Skimmer's category-defining [Pool Service Software](#) Platform has helped thousands of pool service and repair businesses engage efficiently and professionally. The SaaS platform provides pool service and repair businesses access to features that simplify work orders, route optimization, pool tech management, billing and invoicing, customer communication, and payments. Everything you need to run your pool service business, all in one app.™ For press inquiries, email press@getskimmer.com. Learn more at getskimmer.com.

Upcoming IPSSA and Industry Events

POOL INDUSTRY EXPO (PIE SHOW)
October 6-8, 2022
5:00pm-8:00pm
Monterey Conference Center
Monterey, CA

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
Las Vegas, NV

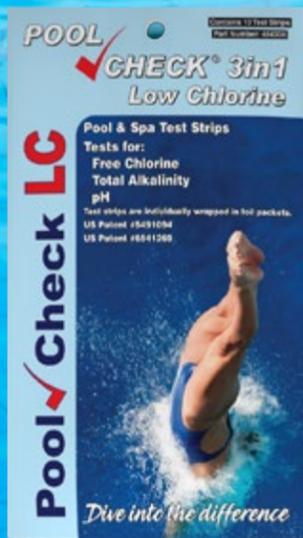
IPSSA BORD AND ANNUAL MEETING
January 30, 2023
Virtual

IPSSA BORD MEETING
April 29, 2023
Location TBD

USING ALTERNATIVE POOL SANITIZERS?



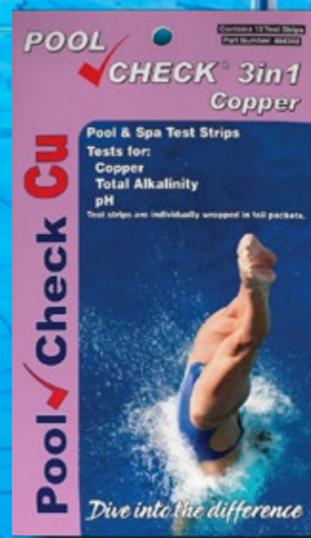
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Are You On Social?

By Rudy Stankowitz, Aquatic Facility Training and Consultants

ARE YOU? A FACEBOOK page for your business that you rarely post a picture or a comment on doesn't count. The page should serve as more than a billboard. This is FREE advertising; you should not treat it as an afterthought. Post exciting updates, post pictures, and content often, and encourage your existing clientele to like your page. You have the power to get information in front of your customer two, three, or four times a day as it pops up in their news feeds. Guess what? These people have friends with pools, and this could be an incredible extension of word of mouth as they invite people to like your page because of the great advice you share.

WHO'S THE MASTER?

It's all about solidifying your role as the expert in your community. Join one of those word-of-mouth groups as your company. You

can't SPAM them to death; they'll toss you out. However, you can search the group for recent swimming pool-related questions and bestow your wisdom of backyard H2O upon them.

FB groups are easy to start. You could easily set up one strictly for the swimming pool owners of *your community* that you admin, and this is a captive audience (especially if you're the only pool pro in the group).

DID YOU SEE MY BLOG?

Like an active Facebook page, a blog on your website will repeatedly give your clientele a reason to visit your website. Without it, they are probably one and done, and it's nothing more than that billboard we spoke of. They are never to return after the initial visit unless they lose your phone number or misplace your email. This doesn't need to be elaborate—a different place to post updates. But include



information (like an ad) in the paragraphs you write that links to additional services you offer. Customer acquisition is fantastic, but you also want to focus on greater product inclusion among your existing clientele. BTW – also FREE advertising because your website already exists (I hope it exists). Just make sure you encourage them to follow the RSS feed – this way, they'll receive your posts in their inbox

as they hit and be drawn back to your site.

SEO

I thought I'd bring up a commonly overlooked opportunity regarding websites and additional services. A service company will often list its service and product offerings on the landing page or other for services offered. As mentioned above, we need to include these, but not

in a list. Every service, I don't care if it's a paragraph or two on the benefits of brushing a pool, should have its page. This makes search engines happy and, more importantly, makes them like you. Just don't give your pages stupid titles. Let's make them easy to find.

Call it what it is. If the page is about brushing, let's call it 'Here's why you should brush your pool.' Calling it 'Nylon bristle to plaster with vertical downward force' isn't going to help anyone find you. At least not anyone that you want to see you. Give each service you offer its page, give it the spotlight, and boost your SEO.

“Give each service you offer its page, give it the spotlight, and boost your SEO.”

ADVERTORIAL

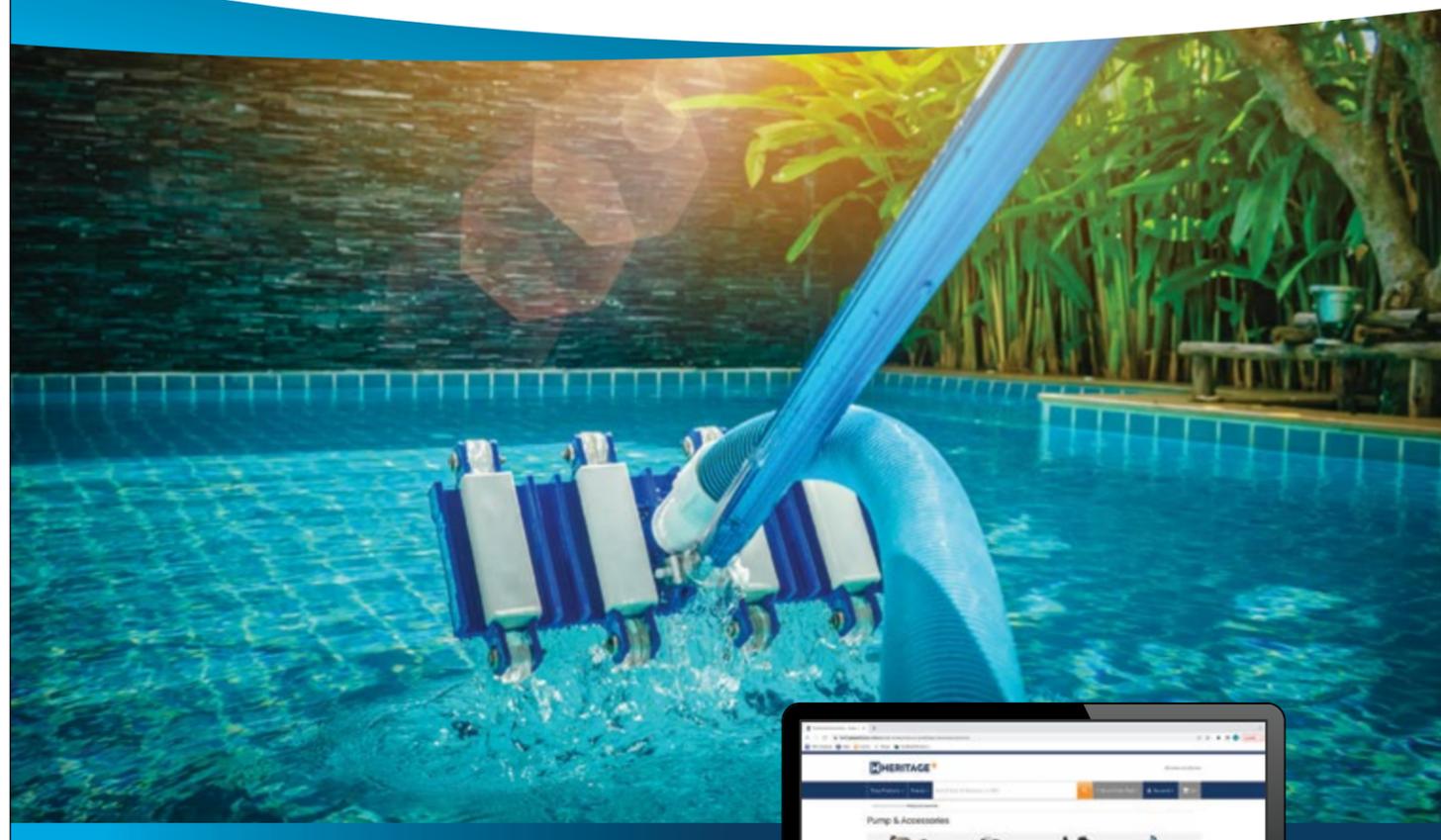
This is a great way to ensure pole position in the competition. An advertorial is a radio ad broadcast in the guise of an interview with the person the radio station sees as the local expert. It can be about anything pertinent to your community. I used to run one that worked well (feel free to steal it if it applies).

I ran a service in Northcentral, Florida, when I had my company. I'm far enough north that I could be guaranteed temps would drop enough that we would see a hard freeze several times over the winter. This is not a part of the country where people winterize their pools, so a weather event like this is a concern. We all know that the radio broadcasts the weather, so I made arrangements to have my advertorial weather activated. My ads would only run on days when the threat of a hard freeze had been announced.

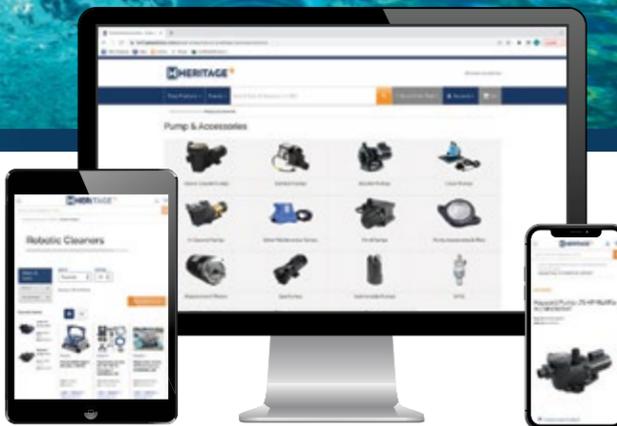
I don't remember the exact wording, but it went like this, 'There's a hard freeze in the forecast tonight, so remember to cover your plants and bring in your pets but don't forget your swimming pool. We have local pool expert Rudy Stankowitz here with us to tell you what steps to take to prevent freeze damage to your backyard'

Continued on page 11

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Are You On Social?

Continued from page 10

oasis...’ and then my instruction would play.

BTW – Ads only play when they run. No hard freeze meant no cost which meant no risk.

WHY SHOULD I HIRE YOU?

Whatever makes you different should be part of the focus of every customer encounter, whether it is social media, website, or elevator pitch. Your marketable point of difference.

This is what makes your digital touchpoints help a potential customer decide to hire you over everyone else. That’s all people look for when they go to your website, at your mailer, or call on the phone. They want to know why they should hire you. So, make it easy on them – put that reason front and center.

I’m not talking about the steps in pool cleaning. When you service a pool, I expect you to

brush, vacuum, and net leaves. Don’t tell me you are the best or that you know what you’re doing. Everyone says that, whether it’s true or not. I want to know about the extra. Tell me about the added value. Yes, you do all the pool service things that pool service companies do, but that is redundant.

Let me ask you this – do you also blow the leaves (example) off the pool deck? If you do,

that should be a part of every contact, virtual or otherwise. There should be pics of everything you usually do but include photos of your people poolside with a leaf blower in hand. Heck, that may be worth folks paying a

“Whatever makes you different should be part of the focus of every customer encounter, whether it is social media, website, or elevator pitch. Your marketable point of difference.”

little extra, and people don’t mind spending more when they believe they are getting their money’s worth.

RECESSION
If we do head into a recession

like I believe we will shortly historically advertising is one of the first areas in which a company will cut back. The companies that find success during uncertain economic times are the companies that invest more into their marketing efforts. ■



ABOUT THE AUTHOR

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

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				<p>Indigo/White Unit</p> <p>Item # 331055 400 - 1000 gallons \$1.30 OFF</p>	
Single Units (Pool)				Commercial (Pool)	
<p>Blue/White Unit</p> <p>Item # 331001 7.5K - 20K gallons \$4.00 OFF</p>	<p>Black/White Unit</p> <p>Item # 331066 20K - 30K gallons \$5.00 OFF</p>	<p>Blue/White Booster</p> <p>Item # 332001 7.5K - 20K gallons \$2.00 OFF</p>	<p>Black/White Booster</p> <p>Item # 332066 20K - 30K gallons \$3.00 OFF</p>	<p>PoolRx+ Commercial Unit</p> <p>Item # 101080 (Alloy-Cylinder Only. Requires Granular Minerals, Part # 332003) Ideal for 150K - 500K gallons \$15.00 OFF</p>	
				<p>Blue/White Granular Minerals Bucket</p> <p>Item # 332003 Treats up to 300K gallons \$34.00 OFF</p>	

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Let the Web Work for You: Use SEO to Promote Your Business

By Karen Schraeder, Fluidra

IF YOU'RE LOOKING TO start a new business or trying to expand an existing one, do what 64% of small businesses have successfully done to promote themselves online. As we know, promoting your business online can be a challenge—luckily, SEO is an online tool anyone can learn to optimize their website.

But how do you use SEO to promote your service business online? By simply understanding the basics of SEO and how to

use it, you can spend less time promoting yourself and more time servicing pools.

WHAT IS SEO?

Do you have a website, social media channel or have you recently searched something on Google? Then you've probably heard of SEO, or at least seen it in action when you're scrolling online. Search engine optimization, or SEO, is the process of optimizing websites so

search engines can determine what websites appear first, second, third on a page and so on.

In other words, when you type something into a search engine like Google or Bing, a list of websites will populate as search results. These search results are ranked based on relevance and the higher your website is on the results the better. These search results are also based on a user's intent. For example, if a user searches, "swimming pool filter," a

search engine will determine that the user is looking for a pool filter to purchase or information about pool filters, and it will display the results accordingly. The order of ranked search results determines the amount of people visiting your site and is what makes SEO so crucial to the success of a business.

WHY IS IT IMPORTANT?

When searching online, how often do you click to the second page

of search results or even scroll down that far before clicking a link? According to a 2014 study conducted by SEO software company, Moz, more than 70% of users won't click past the first page of results. More likely than not—the sites appearing on the first page are implementing an SEO strategy.

So why should you care? Quite simply, being ranked higher means your business is listed close to the top of the page (just beneath businesses that pay to be listed first), which ensures you'll get more visibility from potential customers.

The sites that appear high up on the list of search results use high-quality, organic content to increase their ranking and earn them a spot at the top. These results are considered organic content (compared to the 2-4 ad listings above them).

Fortunately, organic content is perceived to be more trustworthy over its paid counterpart and therefore, preferred by most, including your potential customers. Ranking organically establishes credibility and name recognition across multiple search results, generating more visits to your site.

So how exactly do you optimize your website? You use a combination of keywords, phrases and links.

IMPLEMENTING KEYWORDS

When it comes to SEO, keywords are the driving force in getting people to find you online and click on your website link. A keyword is the specific word(s) or phrase that people will type when searching online. These keywords are what make it possible for people to find your site. Consider the audience you want to target (people in need of a pool service) and what they would typically search online such as, "pool cleaning" or "swimming pool service,"—this will help you determine the most relevant keywords to apply on your site.

To help you, there are numerous free or low-cost online keyword research tools, such as Wordstream and Semrush, that you can use to gather data on average monthly search volume, high and low traffic keywords and related words you may want to use when writing the copy for your website.

Keep in mind that targeting higher volume keywords will put you in competition with bigger companies that have most likely been targeting those keywords for much longer — meaning they've established an authority for those keywords. Although these higher-searched keywords cast a wider net, if you only target these, you might still find yourself on the second or third page of search results since you're likely the small fish in that pond. For example, "pool service" may be a popular online search, but it's broad and doesn't target a specific area or audience so your business is unlikely to rank high in search results. Meanwhile, low volume keywords and phrases such as, "fiberglass pool cleaning service," target less people but may be more specific to your market. These keywords are typically less competitive with bigger

Continued on page 13

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Use SEO to Promote Your Business

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companies too. To get the most out of keyword optimization, it's best to target a mix of high and low volume search terms so you reach the widest demographics.

Once you've determined the keywords you want to use, start implementing them throughout your website. Applying keywords to your content is crucial to your ranking and is not a step you want to skip. Use keywords in your page headlines and throughout your web copy. Adding a blog is a terrific way to address more specific keywords or phrases like "how do I fix a green pool," or "what if my pool pump stops working?" Try to integrate your keywords naturally—don't force it. And definitely don't overdo it...Google takes "keyword stuffing" into account and often ranks pages with easy-to-read, user-friendly content higher than content that is overflowing with keywords for no reason.

For example, if you're optimizing the keyword "pool service," don't write, "Our pool service is the best pool service in the business. If you need a pool cleaning service, we are pool service professionals with an excellent pool service reputation." This is too repetitive and isn't engaging for your readers. It's

better to place your keywords where it feels natural, for instance—"As established pool service professionals, we have the best reputation in the business for all your pool service needs." Here you are still optimizing your keywords without overwhelming your readers or the algorithm.

LOCATION MATTERS

Surprise—people like convenience. Luckily for you, you're a local business and the most convenient way for people to find you is on the internet. Your customers (people searching online) want to hire a pool service business in their immediate area and this is where SEO can make sure they choose you for the job.

Including your location on your website can boost your ranking in location-based searches and help new customers find your services. Make your location known by incorporating your phone number and full address on your website to narrow down your target audience and rank above your competitors. Place them not only your website's homepage, but on a contact page as well. So, if you're based in California and someone searches, "pool cleaning service in California," Google will filter results to pool service businesses

only in that state. If you want to target a specific city or county like, "pool service in Carlsbad," include them in your web copy and contact pages so customers searching in their local neighborhood will find and click on your website first. You can naturally incorporate it into text in your About Us page like this: "Pool Service Company X in North County San Diego provides superior service for residents in Carlsbad."

Unlike generic keywords, these targeted phrases only put you in competition with the pool service businesses in your local area rather than nationwide.

LET'S LINK UP

Another tactic to get your website ranked high enough to appear on the first page of results is through links on your page—ideally, permalinks and internal links.

Permalinks are permanent webpage addresses—such as www.cleanmypool.com/services—that help your readers understand what your website is about. Consider what's more appealing—a URL filled with random numbers and letters or a clean URL that's easy to read, such as www.poolservicebusiness.com/blog. While it may seem like a minor detail, using permalinks as an

organizational tool can actually make a big difference to your readers and your overall website traffic.

Internal links are an easy, efficient way to boost your ranking. They redirect readers from one page on your website to another page on your site and lend credibility to your content—making it more favorable to Google. For instance, if you are writing about pool care tips and already have an article on different cleaning techniques, create an internal link (website builders usually have the option to link content) on a word or key phrase—like "cleaner tips"—that will redirect your readers to the page about cleaning techniques or even a discounted service you're currently offering.

ARE YOU MOBILE-FRIENDLY?

As more and more people abandon their laptops and desktops for phones, making your website mobile-friendly has become imperative. Good news is—optimizing your website for mobile is easy with website building platforms that will do it for you. Creating a website using platforms like Wix or Squarespace can help make SEO optimization quick and simple; simply upload

“Once you've determined the keywords you want to use, start implementing them throughout your website. Applying keywords to your content is crucial to your ranking and is not a step you want to skip.”

your content using one of their user-friendly, premade templates.

TRY IT OR BUY IT

As you can see, SEO is rather straightforward. Even implementing a few SEO best practices can benefit your business in the long run.

If you're ready to begin, start researching keywords and developing a strategy to accomplish your goals. However, you can always seek out professional assistance and hire an outside agency or SEO professional to optimize your website for you.

No matter what you decide, SEO has become an important digital marketing tactic that can greatly impact the success of your business. By taking the plunge, you can invest and grow your service business just by taking advantage of potential customers' search habits. ■

The Pool Boy Vampire Killer: A Review of the Netflix Movie Day Shift

By Terry Arko, HASA

TWO YEARS AGO I received a phone call from Netflix. They were desperate to find empty chlorine and acid cases and bottles. And they specified that they had to be the "bright yellow and orange ones like you see on the pool service trucks". Well

that got my curiosity going so I called the manager of the props department at Netflix to ask why a movie company wanted empty Hasa chlorine and acid cases. He was a bit clandestine at first and just said they needed them to do a movie shoot. When I asked him

what kind of movie he then told me the plot was going to be a pool boy (his words) who is also a vampire hunter. I thought wow that's a great plot. So, off the cases and bottles went to the Netflix props department.

Fast forward August 2022 and Netflix has just released the movie Dayshift starring Jamie Foxx as a down in his luck pool cleaner who hunts vampires for extra money. The movie opens with some great shots of L.A. and the San Fernando Valley. Jamie Foxx plays Bud Jablonski who is the solo service tech of Valley Pool Services in San Fernando and according to the magnetic sign on the truck door he does repairs, cleaning and acid washes. The truck looks like a 1970's Chevy beater but with some cool modifications like lower, widened fenders and 35" tires. The truck with all its pool gear and the chemical cases is actually a prominent part of the movie in many scenes. Especially the chase scene where cases go flying after a sharp turn. The great connection

to the backyard pool service pro is that Jamie Foxx is actually pretty believable in the role and the truck definitely helps with the illusion.

The plotline of the movie is that Bud Jablonski (Foxx) is separated from his wife and precocious young daughter. He hides his vampire killing activities from them under the guise of a pool cleaner. Jablonski is a veteran vampire hunter who at one time was a part of the "Vampire Hunters Union", but he was kicked out for not following the rules. He was kind of a Dirty Harry vampire hunter. Now, he is on his own and trying to collect

cash on the side for his killings. Apparently vampire teeth are worth some bucks.

When Bud Jablonski's wife informs him that unless he comes up with 10,000 dollars she is going to have to leave with his daughter and move to Florida, he realizes that the only way to come up with that kind of money is to rejoin the Vampire Hunters Union. This is where Snoop Dogg comes into the movie for an extended cameo that is surprisingly a highlight of the movie. Snoop plays Big John Elliott who helps Bud get back into the union so he can earn

Continued on page 14



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A Review of the Netflix Movie Day Shift

Continued from page 13

higher pay for vampire teeth. This should be no problem as apparently vampires are taking over in the San Fernando Valley, and no one seems to know it. And there are several different breeds of vampires like ones that can walk around during the day and ones who only feed on the blood of cats.

For any pool service tech especially in the L.A San Fernando Valley there will be a strong connection to the many great shots in the valley. It is also those topographical shots that make the pool service role of Bud Jablonski more authentic. There is a fantastic connection in the movie to the San Fernando Metro chapter of IPSSA. In one of the most entertaining scenes of the movie Bud and his new vampire

union partner played by Dave Franco follow a band of vampires to the Canoga Bowl. That's right the Canoga Bowl where the Metro San Fernando Valley chapter of IPSSA meets on the first Tuesday of the month. In the movie the Canoga Bowl is closed down and is now a nest for vampires. Well Bud and his partner need to go in and wipe out the nest and there are a lot of vampire heads and blood flying in that scene.

The movie Dayshift is a fun yet gory action, horror, comedy. It is not for the squeamish but for anyone who enjoys fantasy horror genre it will be fulfilling. I believe the movie is going to create a lot of buzz among pool service pros, especially those in the San Fernando Valley. I enjoyed the pool cleaning scenes

like Foxx fishing a dead racoon out of a pool. And that retro pool truck tooling around the valley really gives it the pool service vibe. Pool pros will get a laugh out of the key ending line of the movie, but I don't want to be accused of being a spoiler so I will just leave it at that. According to the movie vampires are definitely taking over L.A. so we may need more pool service vampire hunters. Any takers? ■



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Public Pool Inspectors & What You Need to Know

By Lauren Broom, Space Coast Pool School

IF YOU HAVE A PUBLIC pool on your property, then you might have realized that someone with a title like Health Official, environmental specialist, public pool code inspector, or health inspector conducts an inspection. The inspector may only check maybe twelve to 30 items, depending on which local agency conducts the local inspections.

HOW INSPECTORS CONDUCT INSPECTIONS

Inspectors conduct their inspections randomly and as a “spot check” of their local regulations. Most of the time, inspectors do not have enough time to actually inspect for all items in the regulations. The inspector will also check any violations that were noted on the previous inspection to see if they were corrected. There are some inspectors that have what

could be called their “pet peeves” of violations that they tend to hone in on when conducting their inspections. The best things for you to remember is that the inspector is there to protect public health and safety in the public pool. It is not a “power trip” or “power control” on their part.

UNDERSTANDING INSPECTOR WORKLOAD

Health inspectors have many items on their “plate” or work load. Many health inspectors are generalists and have to conduct inspections in multiple programs that don’t even have anything to do with public pools. These types of inspections for example are: biomedical waste, tattoo facilities, body piercing facilities, mobile home park inspections, tanning salons, onsite sewage disposal systems, and food service. Many health inspectors

are even heavily involved in outbreak investigations and interviewing of foodborne, water-borne and vector borne illnesses. Pool techs need to think how much work the public pool program is on its own and how pools are defined in their area by the health agency. In many areas, public pools are located at: hotels, motels, apartment complexes, homeowner associations, condos, aquatic centers, parks and recreation facilities, nursing homes, assisted living facilities, etc. Thus, most inspectors do not want to just close the public pool over insignificant items. The inspector has to close the pool because they have too. They have to follow a guidance document that states very specific items are violations and dictate that the pool be closed and reinspected.

UNDERSTANDING POOL FACILITY CLOSURES

If a health inspector closes your pool, then they are the only one that can re-open it!!

The best scenario is for a public pool owner or operator is to voluntarily close their own pool when a major violation exists. Most likely, a health inspector would not inspect the facility if the facility already voluntarily closed. The owner or operator can then re-open the pool when the violations are corrected rather than wait on the inspector’s schedule.

UNDERSTAND YOUR LOCAL PUBLIC POOL CODES

Pool techs should print out the most recent copy of their local public pool code and read it through more than once. Understand, it will not be the most enjoyable document you

“Inspectors are more likely to allow “call backs” or other actions to re-open the pool if there is a good rapport with the pool tech or pool company.”

have ever read, but it will help you on your job! You should be aware of all items in the code, regardless if the inspector is checking all those items. Pool techs should contact their local inspector to see if they have an “inspection checklist” for them to use. The checklist would help ensure better understanding of the code requirements in any easy-to-use format.

POSITIVE RELATIONSHIP WITH HEALTH INSPECTOR

Pool techs should try to build a good rapport with their local health inspector. Build a good relationship with your local health inspector. This rapport is supported by pool techs showing respect towards their local inspector. Pool techs should show they have a good working knowledge of the local health code and have an interest in conducting their jobs to the best of their ability. Inspectors are more likely to allow “call backs” or other actions to re-open the pool if there is a good rapport with the pool tech or pool company. Pool techs should also have open lines of communication with their health inspectors. Don’t be afraid to call, email or text them with any questions you may have, it could lead to a better outcome for the pool! Most public pool violations occur due to a breakdown in communication with everyone involved with the pool.

Remember, it takes everyone working together as a cohesive team to protect the public health and safety of the public pool users! ■



ABOUT THE AUTHOR

Lauren Broom is the owner of Space Coast Pool School, LLC and is an award winning PHTA certified instructor through the Pool & Hot Tub Alliance®. She teaches the Certified Pool Operator (CPO) and Certified Pool Inspector (CPI) Course. She is also an authorized OSHA 10 & 30 Trainer in General Industry and she has developed the first OSHA 10 Workplace Health & Safety Course for the Pool Industry. Her goal is to educate the aquatic professional on importance of maintaining a swimming pool facility for the health and safety of their patrons and themselves. spacecoastpoolschool.com

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In Remembrance of George Stevenson

GEORGE WAS PROUD TO BE an Army veteran, who served from 1953 - 1955. His specialty was training and mines and demolition. Many of the skills he learned during that time provided a sound basis for his future endeavors.

When he left the military, he went back to work in the steel mills in Pennsylvania, until they were closed more often than they were open. A friend of his told him to come to California where there was plenty of work and thus led to a fulfilling career in the pool industry.

George Stevenson passed away quietly at home on July 19, 2022, he had just celebrated his 90th birthday.

George started in the pool industry with Laars (even before it was Teledyne Laars) in 1964 as a sheet metal sheer operator. He moved from the factory to outside service, then sales, then training.

He worked on everything from small 50,000 BTU heaters to 10,000,000 BTU commercial boilers, along with oil fired and electric heaters. For a long time, he was the chief warranty repair person. Finally, instead of doing the warranty repair himself, he supervised five technicians initially and eventually 15 technicians.

From there he went into outside sales and his calling area was northern Los Angeles, northern California, Oregon, Washington, Idaho, Montana, Wyoming, and parts of Nevada.

After 28 years he left there and went to work for Raypak, where he developed their training program and taught classes across the United States and Canada.

During this time, George felt privileged to help train upcoming pool industry professionals. He served as President of NSPI, President of Capital Valley IPSSA, was a certified CPO instructor, and did training at the PIE Show, and the Western Pool and Spa Show for many years. Frankly, if you put a microphone in his hand he'd start talking.

After George married in 1992, he wanted to quit traveling, so retired from Raypak to start his own business, The

Hot Water Works, where he did his best to keep his customers in hot water.

George was instrumental in incorporating a toy drive into Capital Valley IPSSA's annual Christmas party. He felt strongly that Christmas should be about giving, especially for kids and the relationship with Sacramento County Sheriff's Toy Project continues to this day, almost 20 years later.

He loved the pool industry and the opportunities it provided for growth, friendship, and service, not to mention socializing.

George retired from the pool industry in May of 2018, at the tender age of 86. He and his wife, Shaleen, moved to Idaho, where they lived until his passing.

During his lifetime George was able to visit all 50 United States, making the last three in 2020. One of his greatest enjoyments was visiting as many Presidential Museums as possible. While he didn't quite make his goal of visiting them all, he did a pretty thorough job.

Prior to his death, he was able to record stories from his life to be memorialized in a book for his family. Once he got started, no one was sure it wouldn't turn into an encyclopedia length project, because whenever you put a mic in his hand he started talking and it was hard to get him to stop. In the intro to that book, these were George's words:

“**To my friends and family, I have been blessed by so many of you that I cannot name you all personally, but know that I treasure you all. Whether I walk on this earth with you or watch over you from heaven, I am with you always.**”

Final services will be held on November 4, 2022, at Bowman Funeral Home with inurnment at the Idaho State Veterans Cemetery in Boise, Idaho. Condolences may be left at the Bowman Funeral Home website [here](#). ■



Letters to the Editor

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

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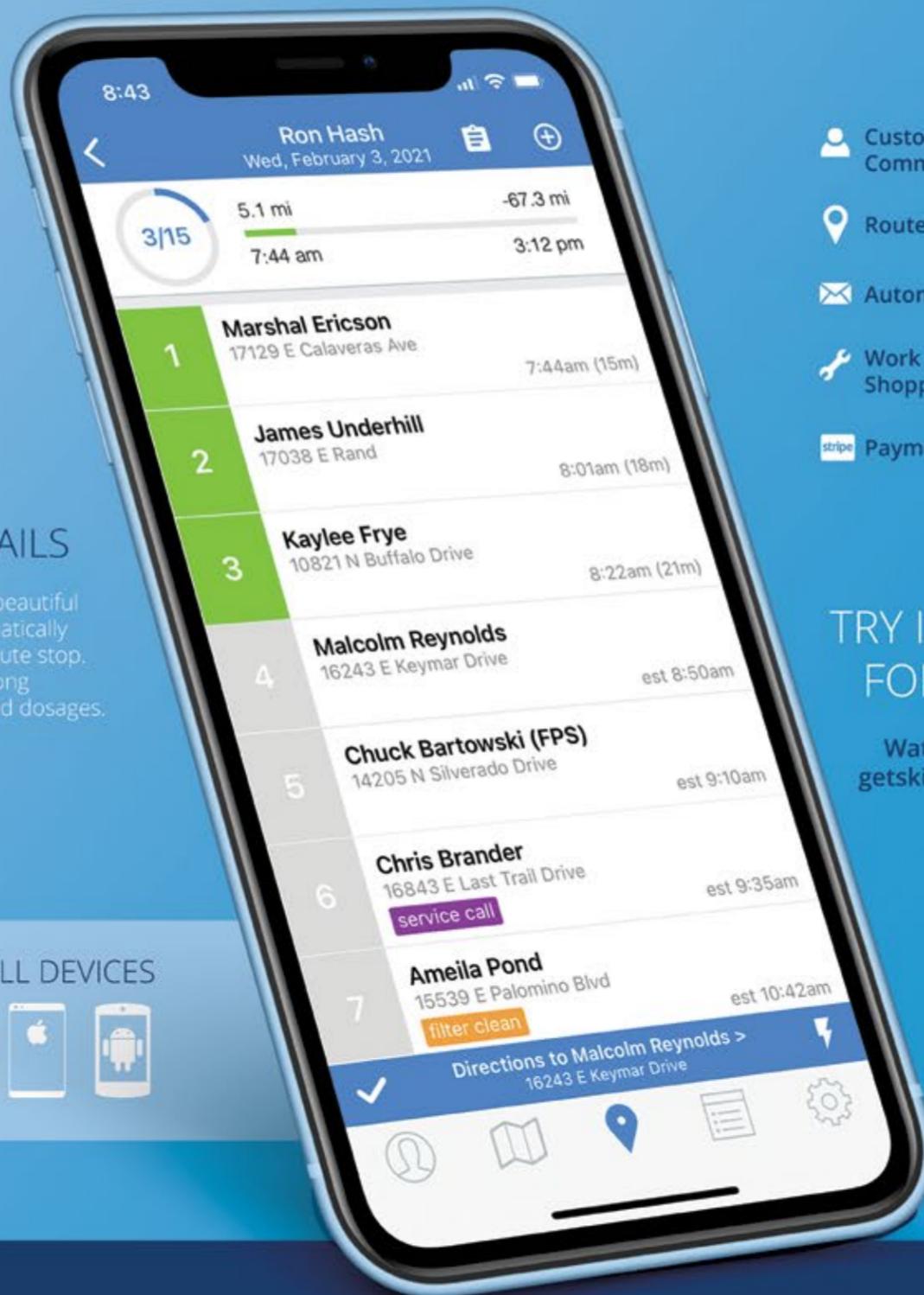
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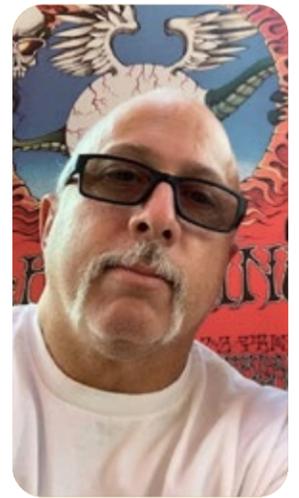
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IPSSA's Path to Professionalism Member Spotlight

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. This month, please meet Adam Morley, Director of IPSSA Region 4, IPSSA BORD Secretary, IPSSAN Executive Editor and member of the IPSSA South Bay Chapter.

"The Path to Professionalism to me means doing 'it' right the first time and owning it when you don't. IPSSA has helped provide the trade knowledge, resources, and opportunities to network with others that think the same way."



ADAM MORLEY
Paradise Pools
IPSSA Region 4
South Bay 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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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:

A fire started in my customer's backyard, damaging the fence and pool equipment. The fire department is investigating and I'm worried that they may blame me for the property damaged. The pool equipment is very old and I never serviced it. I only add sanitizer, balance the water, and remove debris. Is it possible that I will be responsible for the fire damage?

ANSWER:

Swimming pool techs have a duty to maintain the pool and equipment properly to avoid injuring people and damaging property. A pool tech may be legally responsible for damages if he does something incorrectly or fails to do something that he should have done. A service tech, However, is not responsible for everything that occurs at the pool site. Some damage is due to aging equipment, wear, tear and deterioration to electrical and hydraulic systems, or even faulty installation by other contractors. The question in determining your liability is whether you knew, or should have known, of the dangerous condition and did you warn the pool owner of that hazard. In some states you will be liable for damages if you don't disclose dangers that you should be aware of.

Many older swimming pools have safety issues and the best way to protect yourself from claims is to: (1) be aware of equipment in need of repair, (2) communicate those issues to your customer, and (3) document your conversation with the customer. Documentation can be as simple as sending an email to the customer summarizing your conversation regarding the needed repair.

It is too early to determine your liability for the fire. Did the fire start at the pool equipment? Was the fire caused by your negligence? The fire department's investigative report, as well as the report from our own experts will be very important in answering those questions. ■



HUB INTERNATIONAL INSURANCE SERVICES

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Ray.Arouesty@HubInternational.com



IPSSA Code of Ethics

ASA 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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IPSSA Region 9 (South Texas) and IPSSA Region 12 (North Texas) had a successful joint meeting on July 23, 2022.

Region 9 Director, Rick Beaubouef and Region 12 Director, Casey Gardner



The IPSSA San Diego Chapter hosted a presentation on Hazardous Material Transport with Q&A at their July 20, 2022 General Meeting. The informative session was presented by Officer Brad Pennings of the Border Sector of the California Highway Patrol (CHP). You can find a link to the presentation [here](#).



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Sandra Flores, Trevor Smith, and IPSSA Region 2 Director Beau Braisher

IPSSA Bakersfield Chapter recently raised \$2,000 to help fund swim lessons for children in their community.

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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.

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



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Haviland offers New Blue 22 Winter Mix

Haviland now offers its Blue 22 Winter Mix that uses Sub-Zero crystals that are added to protect against common winterizing problems as well as provides water softeners that make pool openings easier. Compatible with all sanitizing systems, this simple, one-step product was designed to help protect pool surfaces from staining and scaling over the winter—making it an ideal winterizing product. Additionally, the product has been improved and now treats up to 22,000 gallons with a single application. Available in a 30lb box. **Learn more at havilandpool.com.**



Jandy® TruDose™ Chemical Controller

Keep your pool water continually balanced, even between service visits, with the Jandy® TruDose™ chemical controller. Engineered to maintain consistent water chemistry based on custom setpoints, TruDose uses advanced pH and ORP sensing technologies to constantly monitor levels as water flows through the pool's plumbing — ensuring a clean, safe and more comfortable swimming pool experience.

If pH is high, it pumps in enough muriatic acid to bring it down to a desired setpoint (typically between 7.2 to 7.6). And, for convenient chlorine maintenance, TruDose is designed to work with Jandy AquaPure® saltwater pool systems with the ability to trigger the salt chlorinator to generate chlorine as necessary.

TruDose features an integrated flow switch to ensure that it is only dosing chemicals when there is water flowing through the system. When pH and ORP reach their setpoints, TruDose stops dosing, but continues to monitor the levels.

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Chapter Information and Meetings

REGION 1 Northern California
Ryan Ruminson, Director
530-401-7346 | ryanruminson@sbcglobal.net

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

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

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

East Contra Costa
Fourth Tuesday, 6:00 p.m.
La 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

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

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

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

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

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

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

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

REGION 5 Orange County, California
Michael Denham, Director
714-891-6180 | denhampools@gmail.com

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

Central Orange County
Last Tuesday, 7:00 p.m.
Coco's Restaurant
14971 Holt Avenue, Tustin
President: [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

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

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

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

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

Rancho Del Mar
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

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, 6:00 p.m. Social & 6:30
p.m. Call to Order
No meetings in August & December
Horizon Pool & Spa Parts
3120 East Medina Rd., Tucson, AZ
President: [Robert Lewis](#), 520-349-1111

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

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

REGION 9 Texas South
ipssatexas.com
Rick Beaubouef, Director
512-266-6592 | 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, 6:30 p.m.
La Cocina de Roberto
3126 Sawdust 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

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

Tri-Valley
Second Thursday, 6:00 p.m.

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

REGION 11 Florida and Georgia
ipssafl.com
Todd Starnor, Director
941-915-2135 | tstarnor@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
President: [Ana Labosky](#)

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

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

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

Sarasota (Sarasota and Manatee Counties)
First Tuesday, 6:30 p.m.
Gecko's Grill & Pub
351 N Cattleman Rd. North of Fruitville Rd.,
Sarasota, FL
President: [Marvin McMahan](#), 941-356-7751

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

REGION 12 Texas North
ipssatexas.com
Casey Gardener, Director
469-835-5674
service@noworriespoolcare.com

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

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

Mid-Cities DFW
First Monday, 6:30 p.m.
Sports Garden DFW
1850 E. Belt Line Rd, Coppell
President: [Stephanie 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

PoolPro

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