



The IPSSAN

Mission Statement: 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.

VOLUME XXXII, NUMBER 4

April 2020

California Capitol Report

CPSA Response to COVID-19

The California Pool & Spa Association reminds both commercial and residential swimming pool and spa owners that even in extraordinary circumstances and with the travel and "shelter in place" restrictions relative to the Coronavirus outbreak enacted by federal, state and local legislative bodies, swimming pools and spas require regular maintenance in order to maintain the proper chemical balance of the pool water and, more importantly, to prevent waterborne diseases and illnesses such as the West Nile Virus, Legionella,



Cryptosporidium, Giardia and other recreational water illnesses. The Centers for Disease Control and Prevention (CDC) advises that the SARS-CoV-19 virus is not transmittable in water. "There is no evidence that COVID-19 can be spread to humans through the use of pools and hot tubs. Proper operation, maintenance, and disinfection

Continued on page 6

Menifee Valley Chapter Donates to H.O.P.E.



In January and February of 2020 members of the IPSSA (Independent Pool and Spa Service Association) Menifee Valley Chapter in California made a food bank donation to H.O.P.E. (Helping Other People in Elsinore) a local food bank that has been servicing the Lake Elsinore California area since 1992.

It is the only emergency food bank in Lake Elsinore and the next nearest one is over 20 miles away! So, it is very important to the community.

IPSSA Menifee Valley Treasure and Secretary Sally Smith presented two checks at \$200 each for a total donation of \$400 from the chapter. Sally also brought fresh Myer

Lemons and Tangerines that Renee Marier (President) & Sally Smith (Secretary/Treasurer) picked from their trees a few days before!

If you would like to drop off food, a donation, or volunteer at H.O.P.E, their hours are 9AM-12 Tue-Wed-Thur. 506 W. Minthorn in Lake Elsinore, CA phone 951-245-7510.

IPSSA Partners with Pride Industries

IPSSA proudly partners with Pride Industries for the mailing of the IPSSAN to its subscribers. In addition to taking on the role of the "mail house" for the IPSSAN, Pride Industries will insert loose advertisements into the newsletter.

Pride Industries is a 501(c)3 nonprofit social enterprise that was founded in 1966 in the basement of a church in Auburn, California with a mission to create jobs for people with disabilities. Through a wide spectrum of services, Pride Industries helps people overcome employment obstacles and empower them to lead productive, independent lives as contributing members of their communities.

For more information about Pride Industries: <https://prideindustries.com/>

Associate Management Team

Rose Smoot IOM, CAE - Executive Director

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

Penny Gaumond - Project Resource Specialist

Phone: 888-360-9505, Ext. 2
Email: info@ipssa.com
Duties: trade show materials requests, tabletop material requests, codes for water chemistry test, process orders from chapters for sick route coverage cards, IPSSA merchandise & book order fulfillment, social media posts

Financial Office Team

Frank McDonald - Finance Manager

Phone: (888) 360-9505 x1
Email: frank@ipssa.com
Duties: submit tax data, Swim Fund, membership administration

Ian and Shyann - Member Services

Phone: (888) 360-9505 x1
Email: memberservices@ipssa.com
Duties: membership applications, transfers, cancellations, change of address or contact information, auto-pay sign up or one-time payments, update beneficiary on file, password help with portal, chapter officer updates

IPSSAN Newsletter

Doug S - IPSSAN Editor

Email: editor@ipssa.com
Duties: IPSSAN content, IPSSAN advertisements

Arrow Insurance

Diane Howard- Insurance Bookkeeper

Email: diane.howard@hubinternational.com 800-833-3433 Duties: proof of insurance requests

VOLUNTEER SPOTLIGHT

IPSSA's newly launched Volunteer Spotlight feature puts our amazing volunteers front and center in the IPSSA Community! We want to use this unique opportunity to thank the wonderful individuals that continuously donate their time and energy to help IPSSA and the pool and spa industry thrive. We encourage all IPSSA members to connect with these star volunteers to let them know about the Spotlight. To be featured in our next Volunteer Spotlight, in the IPSSAN, Face Book and YouTube email your picture, pictures of any information that supports the spotlight, and answer a few questions. Forward to info@ipssa.com.

1. Tell us about yourself
2. Tell us about your volunteer experience with IPSSA. Project in the past that would be featured as a spotlight.
3. Why did you decide to become a volunteer
4. How has volunteering impacted your career
5. How has being involved with IPSSA made a difference in your community or outreach to the public



Meet the Board of Regional Directors

(See pages 4 & 5)

Things to do in April

- Filter Maintenance
- Increase Filter Run Times
- Check Conditioner Levels

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Email: editor@ipssa.com
Website: www.ipssa.com

Executive Editors:

Brian Duncan, Adam Morley

Managing Editor: Rose Smoot, IOM, CAE

Graphics and Production: Kim McGill

Deadline for submission of articles is the 20th of each month. Material submitted late will be considered for the following month.

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Leadership Seminar 2020 Results

By **Rose Smoot**
Executive Director

The event and location were a great success this year, and that is thanks to all of you who attended. The event, was held at Kona Kai Resort and Spa in San Diego, CA. This was the first year of a three-year lease agreement for this location.

The leadership seminar was structured with a new format this year. It was kicked- with a motivational speaker, Jeff Klu of Get A Klu. New this year was a change in classroom setting. We went from a large classroom setting to three small group sessions. The sessions included treasury management, keys to successful recruitment, and how to run your business. The change in format was designed to provide an opportunity for attendees to have a more intimate experience and to provide a more casual atmosphere for asking questions. Also, for the first time, there were vendor tabletops and IPSSA merchandise was for sale.

Each year we ask that attendees complete a survey. Based on the survey results, the event received high marks for the new location, food quality, motivation-

al speaker (Get-A-Klu), Mark Alcorn's (IPSSA Legal Counsel) discussion about "Protecting IPSSA & You" and Ray Arouesty's (Arrow/HUB Insurance) presentation of "The Chapters' Role in Loss Control". The shift from the large classroom setting to the small group session was also a big hit. Most attendees really enjoyed the opportunity to engage with the speaker.

A negative take-away from the survey showed that we need to improve the seating layouts for the group sessions to increase the participants' ability to hear the discussions. We take that advise seriously, and next year we will have a different arrangement for group sessions meeting space.

We added a few more questions to the survey this year to quantify attendees' individual business specialties. The attendees' responses were as follows:

- 69% specialize in repairs
- 76% service residential pools
- 24% service commercial pools.

We would like to delve into this more by requesting members who did not attend the leadership event to provide their input. Please answer the questions and email info@ipssa.com and let us



Rose Smoot

know if you specialize in 1) repairs 2) residential pools only or 3) commercial pools.

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 one dollar (\$1.00) for each whole good that a member purchases throughout the year. The listing of qualifying whole goods is the same as listed in the Pentair's PIP Program, for example, pumps, filters, heaters, heat pumps, cleaners, automation systems, IntelliChlor and colored lights.

For IPSSA to receive payment each member must register individually on the Pentair IPSSA Incentive Program Registration Form (hyperlink for form) click here and also available on the IPSSA member portal site. 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 dates reflect purchases made from October 1, 2019 through September 30, 2020.

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 and speak with their program coordinator.

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

BORD Meeting
May 2, 2020

Virtual Video Meeting

BORD Meeting
August 8, 2020

Virtual Video Meeting

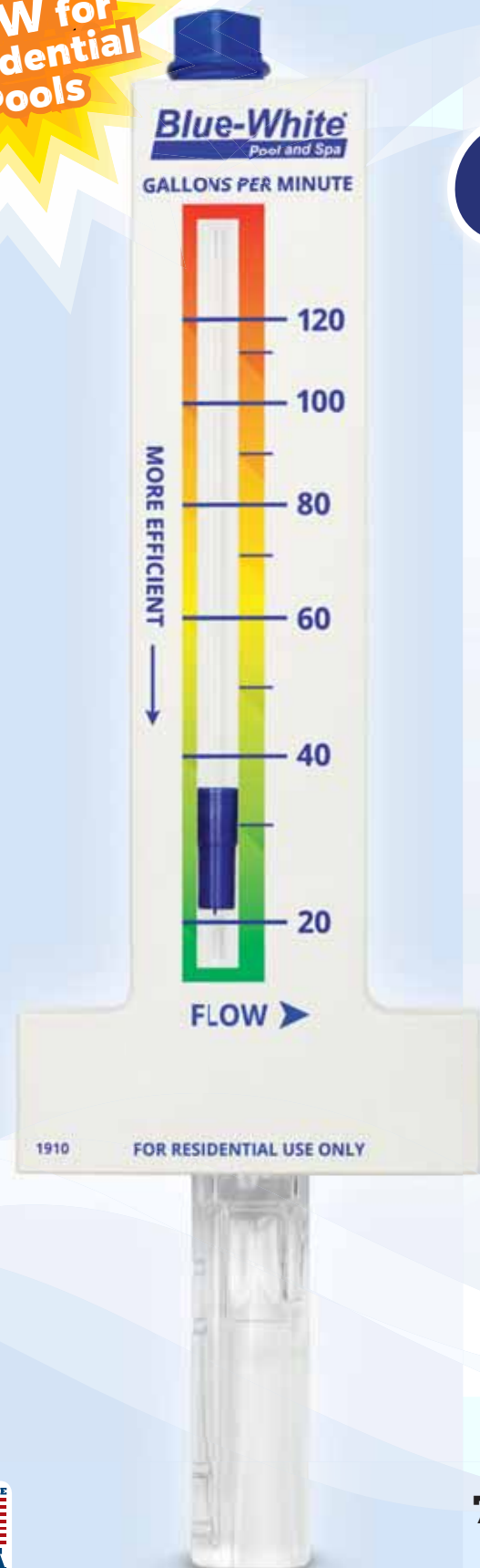
BORD Meeting
Nov. 6, 2020

Monterey Plaza Hotel,
Monterey, CA

November BORD meeting minutes published in the IPSSA Member portal

Retrieve the Arrow/HUB Insurance 4th Qtr Claims Report, via IPSSA Member Portal under shared documents. If you can't find it there, check out the IPSSA Chapter toolbox, it will be waiting for you there.

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Meet the 2020-2021 IPSSA Board of Regional Directors

BORD

BOARD OF REGIONAL DIRECTORS

REGION 1



David Hawes
Region 1
Northern California

David grew up in Newark, CA, where he started his pool company at age 10, servicing pools on his bicycle. His parents ran a Retail

Store for many years. His company grew to service 1000 pools with 2 locations. He has helped many employees start their own pool service business. He has operated his current business in Dublin CA for the past 20 yrs. He received his BS degree in Finance and Accounting and worked at HP as a corporate accountant for 6 months, while servicing pools on the weekend. "I would look out my office at HP and think, I would rather be outside." He is a nationally recognized speaker and delivers business seminars throughout the country at pool related venues. He has been married for 39 years to wife Paulette, who he met when they were both 13 yrs. old. Has a son and a daughter, and 3

Grandchildren. He has been a member of IPSSA since inception and served as the Director of Region 1 and CFO in 1992-1993. President of IPSSA 2018/2019 and 2019/20. David now serves as the CFO and the chair of the Finance Committee. He has been a chapter officer almost his entire tenure in the organization. Hobbies include fishing in Alaska, dirt bike riding, and vacationing in Hawaii. Currently live in Folsom, CA. Looking forward to being IPSSA's President this year.

Region 1 has eleven chapters: Capital Valley, Delta, East Bay, East Contra Costa, El Dorado, Elk Grove, Gold Country, Modesto Central Valley, Sacramento City, Tracy and West Placer.

REGION 2



Manuel Margain
Region 2
Central California

Manuel is in his third term on the IPSSA BORD. He is the President of IPSSA and Chair of the Executive Committee. He serves on all committees as an ex-officio member.

Manuel states "I'm here to move IPSSA forward! This is what we all as "IPSSA" members want."

His region has eight chapters: Bakersfield, Central Coast, Conejo, Conejo Valley, Fresno, Santa Barbara, Ventura and Visalia.



REGION 3

Terry grew up in West Covina CA and now lives in Upland CA with his wife of 41 years, Barbara. He has two children Kyle and Kristen and two grandchildren Jacob and Sage. Terry started working for a pool service company in 1973 at the age of 18 and went on to start his own pool service business in 1981. He holds a California Contractor Licenses C-53 & C61-D35 and a certified technician license with Los Angeles Health Dept.

This is Terry's fifth term on the BORD. Terry states, "I believe I'm only one to do this." He was a member of the first IPSSA BORD in 1988-1989 and then again in 2004 through 2007.

A member of the San Gabriel Valley chapter since 1982, he was also awarded the Terry Cowles Award in 2010.

"As the Legislative & Regulation Chair, my goal is to continue to promote the IPSSA name and its brand to the Aquatics Industry and to the consumers who use our services and products. That way IPSSA can help promote more business to our members, which will show the value of being an IPSSA member" said Terry.

Region 3 is made up of seven chapters: Antelope Valley, Diamond Bar, Foothill, San Fernando Metro, San Fernando Valley, San Gabriel Valley and Santa Clarita Valley.



Terry Snow
Region 3
North Los Angeles County

the BORD as Regional Director. While on the BORD he was Chairman of Associate Members and CFO.

In 2002 Mike got involved with the Region 5 HOTT Show and has served as HOTT Show Chairman for the last sixteen years.

Joining the BORD twenty years later, Mike looks forward to the issues and challenges ahead!

Mike's region is in Orange County, California, where there are twelve chapters: Anaheim, Central Orange County, Dana Point, Mission Viejo, North Orange County, Orange Coast, Orange County #9, Orange County Pool Professionals, Southwest, Surf City, Tustin/Irvine, and Yorba Linda.

REGION 5

Michael Denham serves on the Membership Program and Finance Committees. He is also part of a policy task force. Mike's region is in Orange County, California, where there are twelve chapters: Anaheim, Central Orange County, Dana Point, Mission Viejo, North Orange County, Orange Coast, Orange County #9, Orange County Pool Professionals, Southwest, Surf City, Tustin/Irvine, and Yorba Linda.

Mike and his wife Patti, live in Huntington Beach where Mike started his business in 1986 and he joined IPSSA that same year. Mike started volunteering at the chapter level as Treasurer, then eventually became Chapter President.

Mike got involved at the



Michael Denham
Region 5
Orange County

regional level where he helped establish and became the first Treasurer of Region 5. In the years 2000 to 2002, he served on

REGION 6

John Dixon was born in Baltimore, MD while his father finished medical school at George Washington University. When his father finished school, his family moved to Corona, CA and that's where he grew up. His first experience with the pool industry was taking care of the family pool and became intrigued with water chemistry. That's when he really started learning about pools.

After high school, he attended Cal Poly Pomona and found aeronautical engineering to be his new interest and flying to be one of his passions. He earned his private pilot license and would fly to school while practicing aerobatics.

In 1981, he was employed by the

navy at the NSWC where he worked for 25 years as a civil servant. His specific task was a performance analysis engineer for the navy's weapon systems. It consisted of collecting telemetry and analyzing it to reconstruct the exercises he was tasked to cover. It was primarily a desk job, in a cubical, with some travel. He looked forward to traveling to the various places that would get him out of the confining space of the office. It also groomed him for his pool business.

While working for the navy, he met his soul mate, Robin. They have been married for decades. They moved to Murrieta, CA, to a new home and built another pool where he became the pool guy again, along

with some of the neighbors. They raised three children, their two girls graduated from the UC school system and are happily married living on opposite sides of the country. And their son still lives with them and is attending college; his interest is in engineering.

John started his pool business in 2005 where he was fortunate enough to be mentored by Jack Delaney, a fellow pilot and friend. Jack, a member of IPSSA, persuaded him to join the outstanding brotherhood of professionals. He has been a member of the Temecula/Murrieta Chapter for 12 years. He was elected Secretary for the chapter and has been in that position for the last 8 years. He has enjoyed working with some of the



John Dixon
Region 6
Inland Empire

best pool service professionals and builders in the industry in our community of the Inland Empire. John thoroughly enjoys working outdoors on his own schedule and is grateful to be able to help his community and his clients. He is also grateful for the quality time he has had to spend with his son, Jacob, and to be his mentor.

John is the vice-chair of the Education Committee.

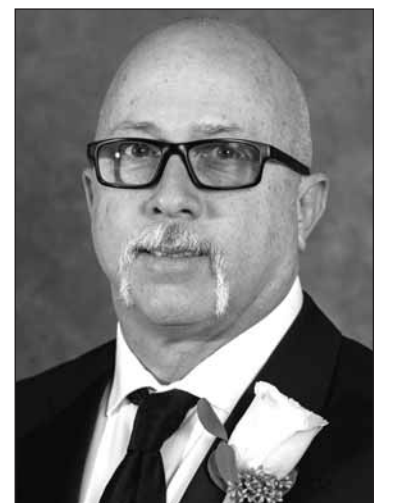
John is excited to represent Region 6 during 2018-2019. His plan is to grow the Inland Empire stronger and make IPSSA known in his community. Region 6 includes the Hemet, Palm Desert, Palm Springs, Riverside, Redlands, Temecula/Murrieta, Ontario/Rancho Cucamonga, Corona, and Menifee Valley chapters.

Adam was born and raised in Southern California. He traveled and lived in other states as a teenager but was happy to return to the South Bay. At the age of 21, he borrowed money to buy a truck and a route of 50 pools and three spas and chose the company name Paradise Pools. In 1989 he joined IPSSA and then he got his Los Angeles County Health Dept License. He then got his C61-D35 and CPO. Adam married Lara in 1994 and they had two daughters, Jordin and Kyler. Also, in 1994, Adam and Jason Briggs became business partners. Adam served on the Chapter Board a couple of times but said, "I never really got involved." In 2006 Adam was asked if he would be the Regional Director, he then agreed and asked, "okay, what do I do?" Chapter President Brad Jones said, "just go to the meetings and report back" Adam said, "My first BORD meeting, I was nervous, but I knew I could and would learn from those guys." Adam served on the BORD from 2007-2013. He believes that being on the BORD and working with the other directors really benefitted him and the business. In 2017 Jason Briggs, the Regional 4 Director needed to step down for military duties, so Adam volunteered again. "IPSSA is a volunteer association, it can-

not exist without its members volunteering." Adam encourages and challenges members to volunteer and participate. "You will learn more about your trade, IPSSA and meet some great people from across our country. Always remember, "it's another day in PARADISE."

Adam is the secretary for the third term. Adam also serves as the Vice-Chair of the Marketing and Communication Committee.

Region 4 has five chapters: Central Los Angeles, East Long Beach, South Bay, Westside, and Whittier.



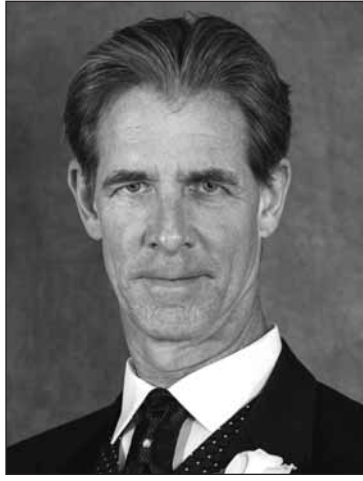
Adam Morley
Region 4
South Los Angeles County

REGION 7

Michael Harris spent most of his childhood growing up in San Diego, CA. After graduating from Dartmouth College in 1983, he moved back to San Diego and worked in medical manufacturing companies for over 15 years in Quality Assurance and Engineering throughout San Diego and Tijuana, Mexico. After surviving his company's third merger acquisition, Michael decided to make a career change to the financial industry. Though it was rewarding helping people get out of debt, invest, and properly insure families, he continued to search for other opportunities to create and own his own business.

In the early 2000s, Michael began his adventure in the pool industry by helping his father-in-law who is a 30-year veteran of the industry. As his father-in-law's health declined, he continued to help while he acquired and built his own business. Soon, the pool industry became his primary focus and business of choice, serving both commercial and residential customers. He incorporated his business in 2015.

Michael became an IPSSA member in 2009, has served on the San Diego Chapter Board as a



Michael Harris
Region 7
San Diego County

Vice President, President, and is now serving as Region 7 Director. He currently holds a C-61/D35 State Contractors license and is a Certified Pool Operator.

Michael and his wife of 34 years, Tammy, have a son, Jacob, and daughter, Alexandra, who are both college graduates.

Michael is the assistant CFO and the chair of the Membership Program Committee.

Region 7 includes Carlsbad, Escondido, North County Coastal, Rancho Del Mar, San Diego, San Diego East County and San Diego Metro.

REGION 8

Mike was born in Columbus Ohio and moved to Dallas Texas in 1978. While working on two master's degrees at the Dallas Theological Seminary, he needed a part time job so decided to work for a local pool service company. A year later he bought the company and formed Sparkling Water Pool Service, hiring students from the school to perform weekly cleaning service.

Eight years later, Mike moved to the Chicago area and formed Aqua Service, focusing on weekly maintenance and repairs as well as building Foxx in ground swimming pools. In 1993, Mike moved to the Phoenix Arizona area forming Mountainside Pool & Spa, LLC where Mike has built his company doing weekly maintenance, repairs, pool remodeling, and new pool construction, holding general contracting licenses in both residential and commercial areas.

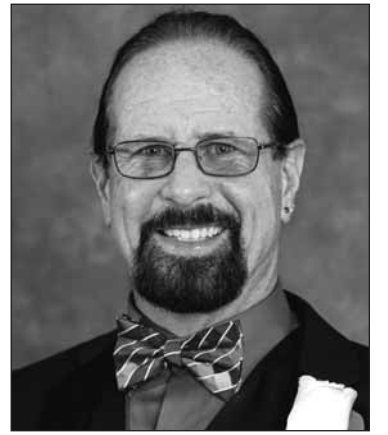
That year Mike joined the local IPSSA Chapter, the East

Valley Chapter and has been a member since. Mike has served on the chapter board three times, one term as the Treasurer and then two consecutive terms as their President. Mike also has served on the Region 8 IPSSA Desert Pool and Spa Show board and in charge of marketing for the past seven years and now is serving as its Director.

Mike is in his third term as the Region 8 Director which includes the following chapters: East Valley, North Phoenix, Scottsdale, Tucson, West Valley, and Western Las Vegas. Mike serves as the IPSS Vice-President.

Mike is married to Chris, who has always been a very important part of the pool business and his role in IPSSA. Mike and Chris have 6 children and 14 grandchildren. All of the kids have been part of the pool business throughout the years.

Mike's passion is to make IPSSA's presence more apparent



Mike Lee
Region 8
Arizona, Nevada

in the local communities and to reach out to other men and woman in the pool industry making the great benefits that IPSSA has to offer realized. Mike believes that we can accomplish most of this at the chapter level, as he was able to add 27 new members to his chapter in 4 years

REGION 9



Becky Clayson
Region 9
Texas South

Texas and had her first child the year she should have graduated. When her children went to school, she started back to school. Becky got her associates degree in business technology from San Antonio College in 1990 and started B & R Pool & Spa Service in the spring of 1991. She joined IPSSA shortly thereafter. Becky states, "I have been the chapter secretary more years than I can recall and have been president of the chapter twice. As Regional Director I hope to lead South Texas to new heights with more brotherhood and professionalism."

Becky serves on the Marketing & Communication Committee.

Region 9 includes the Austin, Clearlake, Corpus Christi, Hill Country, Houston, North Austin, North Houston, San Antonio and West Houston Chapters.

Becky Clayson was born in Dutch John, Utah in 1962. She moved around when she was a child due to her father being a construction worker. Becky went to high school in Kennedy

Stan is excited about serving for the first time on the IPSSA BORD. He is serving a two-year term. Stan is the chair of the Marketing and Communication Committee.

Region 10 is in the San Francisco/San Jose Bay Area, with 7 chapters: Fremont, Mid-Peninsula, Monterey Coast, Redwood Empire, Santa Clara Valley, Silicon Valley and Tri-Valley.



Stan Phillips
Region 10
Northern California



**IPSSA Board
of Regional
Directors
Meeting
May 2, 2020
Virtual Video Meeting
Save the Date!**

REGION 11

Derric was born in Winter Park Florida many years ago. He attended Trinity Prep, Lake Brantley High and Seminole State College. He has lived in Florida his whole life and loved every minute of it.

He has been President and Treasurer of the Osceola Chapter and Region Treasurer since starting Florida with Todd Starner in 2006.

He started in the pool industry in 2000 after many years of owning a surf shop and one hard year of selling cars. He decided the auto business was not for him. He went in business with another pool professional and after one year decided to go out on his own.

At that same time, he met his beautiful wife Libby and had four amazing kids. The two young ones (Remington and Pierce) travel with them always. His wife Libby is also busy as an Elementary School Principal. Derric said "I am very proud of my wife! She and my kids are the very best thing that has happened to me!"

Derric has done just about everything in the pool business



Derric Raymond
Region 11
Florida, Georgia

and traveled for jobs throughout Florida and the Caribbean. He is excited about being a Regional Director for IPSSA and will bring his experience to the association.

Derric Raymond represents the Gold Coast, Manasota, Osceola, Sarasota, Treasure Coast and Venice chapters in Florida and the North Georgia chapter.

REGION 12

Neal was born in Fort Worth Texas and raised in Clarksville TX. He now lives in Waxahachie, TX.

He started with Interstate Brand right out of high school and was with them for 16.5 years as a sales manager. He went through a buy out and ended up in the pool business.

He is happily married to his wife Wendy. They have 4 children and 6 grandchildren.

He started as a Dallas IPSSA member and helped start the Mid-Cities chapter. After Mid-Cities was up and running, he then started the Waxahachie chapter. He was the President for three terms and the Secretary of Region 12 for two terms. Neal serves as the Vice President of IPSSA and he is also the Treasurer of APEC.

Region 12 includes the



Neal Holt
Region 12
Texas North

Dallas, Fort Worth, Mid-Cities, Tarrant County, and Waxahachie chapters.

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COVERAGE IF YOU ARE INJURED ON THE JOBSITE



Members participating in the IPSSA Group Insurance Program are automatically insured to \$5,000 for medical bills due to accidental injury at the customer jobsite. This coverage can pay for an emergency room or urgent care visit and covers injuries like dog bites, lacerations and slips and falls. It's even available to pay a deductible expense if you already have health insurance.

Accidental Injury Medical Coverage is another reason IPSSA members have the best insurance available anywhere!
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IPSSA members eligible for 35% rebate on online education at ipssa.com

Through a partnership with the National Swimming Pool Foundation, IPSSA is pleased to offer online education through the IPSSA website. And, IPSSA members who complete classes through this online portal are eligible for 35% rebates!

There are dozens of courses available, in the following categories:

- Aquatic courses
 - Electrical safety courses
 - Occupational safety courses
 - Environmental management courses
 - Department of Transportation courses
 - Healthcare courses
 - Employment law courses
- Plus three courses are available in Spanish.

It's easy to enroll. Visit www.ipssa.com and under the Resources tab click on Online Training Store to see all that is offered.

Once you have purchased your online training course, within one business day you will be emailed a link to the IPSSA training portal and an access code to activate your online class.

Prices for the classes range from \$19.95 to \$259, with most in the \$19.95 category. And, IPSSA members will be rebated 35% of their class fee upon completion.

CPSA Response to COVID-19

Continued from page 1

(e.g., with chlorine and bromine) of pools and hot tubs should remove or inactivate the virus that causes COVID-19." For more information, visit CDC's website at <https://www.cdc.gov/coronavirus/2019-nCoV/php/water.html>.

Commercial pools and spas in California are required to be checked for chemicals daily. To protect our communities, it is critical, especially during times of closure or reduction in staff, swimming pools and spas operated by hotels, motels, resorts, water parks, schools, and fitness facilities continue to be properly serviced and maintained. The same is true for the weekly servicing of residential pools.

Continued on page 7

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April BORD Member Interview

– *Becky Clayson*

For 2020, each monthly IPSSAN will feature a BORD member and why they are so dedicated to IPSSA and association membership.

Serves as the Director of Region 9, which includes 9 chapters, Austin, Clearlake, Corpus Christi, Hill Country, Houston, North Austin, North Houston, San Antonio and West Houston Chapters.



Becky Clayson
Director of Region 9

1. What year did you join?
I joined IPSSA in 1991, when I began my pool business.

2. Why did you join?
I joined IPSSA because I wanted to learn the pool business. I had just started my business and I realized the best way to learn how to service and repair pools was to get education from other members. I was always asking questions. In return over the years, I became one of those folks that new members would ask about the pool business.

3. How has IPSSA helped you over time?

As a member of a chapter, there are always resources, which

include training at chapter meetings. I feel I have been able to provide a higher level of service to my customers. I always refer back to this saying, be a servant among servants.”

4. Why do you serve as a BORD member?

For one thing, I have always

had the passion to lead. When I first joined, it wasn't long after, I was asked to serve as the San Antonio Chapter Secretary. I served in that position off and on for about 12 years. The next step was chapter president. I really believe those steppingstones enabled me to serve on the IPSSA BORD. I have a good sense of what chapters experience and I bring that to the BORD.

5. What are you passionate about?

I am very passionate about education. I enjoy learning about the pool profession. I also enjoy educating others on how to run a pool business. My most precious experience is being a teacher for the kindergarten class at my church. My motto is, if you aren't learning you are dying.

Follow Becky Clayson on the IPSSA Facebook page.

CPSA Response to COVID-19

Continued from page 6

Numerous local entities either have or are in the process of enacting “shelter in place” ordinances. According to the examples CPSA has seen thus far, there is a particular exemption wherein each of these ordinances allows leaving one’s residence to perform essential services, one of which is to deliver products and services essential to maintaining

sanitation and essential operations of residences or businesses. In addition, the maintenance of recreational waters can be accomplished while observing the recommended social distancing.

In the coming days, CPSA will be issuing press releases and utilizing social media to notify all public policymakers, regulators, and public health officials of the

importance of maintaining commercial and residential swimming pools, spas, and hot tubs. To help in spreading our message, CPSA is asking that IPSSA Chapters, builders, and manufacturers share or forward this information.

Without your support, CPSA is unable to fight all the necessary battles for the pool and spa industry in California. Join today!

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IPSSA ASSOCIATE MEMBER SPOTLIGHT

Jack's Magic Products, Inc.

Founded over 30 years ago by Jack Beane, Jack's Magic Products, Inc., has become the pool and spa industry's leader in manufacturing products for identifying, preventing and removing stains and discoloration in swimming pools and spas. Jack calls himself a "fix-it" guy and has specialized in helping to solve the pool & spa industry's problems. Jack developed the first Jack's Magic products (The Iron, Cobalt & Spot Etching Stuff and The Pink Stuff) as a combined system to help his customers solve spot etching and iron issues in their pools. These products quickly formed the basis of the Jack's Magic Stain Program™. By treating stain issues with the pool water left in the pool, it is estimated that the Program saves over 200 million gallons of pool water annually that would otherwise be lost to draining and acid washing.

Jack's Magic supports its brand, products, programs, and customers through training, education, and support. "We consider educating industry professionals as one of the important ways a company can 'give back' to the swimming pool industry" says Jack Beane, president of Jack's Magic Products, Inc. "Obviously, we'd like the professionals we train to use our products, but we

believe it's most important to be able to solve problems, whether they involve our products or not".

Jack's Magic offers its Certified Stain Specialist (CSS)™ training program to service professionals across the country as a way to increase their value to their customers. The CSS program includes a comprehensive training session designed to educate pool service professionals on all aspects of swimming pool stain identification, stain removal, and stain prevention as well as successful stain-free pool start-ups. To achieve CSS status, pool service professionals must demonstrate a level of proficiency on the CSS certification exam.

The Jack's Magic team strongly believes that an educated pool professional is in the best position to ensure that a pool remains beautifully stain-free and safe to swim in. If pool owners have a positive experience with support from knowledgeable pool professionals, they in turn become 'ambassadors' for pool ownership in general.

Headquartered in Largo, Florida, Jack's Magic boasts a facility with almost 50,000 square feet of production, distribution, technical, and administrative space. This impressive facility allows Jack's Magic to meet their



current growth as well as plan for substantial future growth. Included in the production facility is a state-of-the-art packaging room enabling Jack's Magic to adhere to the highest standards of manufacturing quality control.

Jack's Magic is one of the most widely known and respected

brands and is committed to the highest levels of customer satisfaction. In a 2018 PSN Brand Use Study, Jack's Magic tied for top in "Brand Familiarity" and was second for "Brands Used in the Past 2 Years". Jack's Magic does not use any automated answering systems or call center employees. If a call

is received during business hours, a Jack's Magic employee will always be available to answer any questions.

For product information, technical support, and educational resources, please visit www.Jacksmagic.com or call 800-348-1656.

*** IPSSA Education Fund ***

The IPSSA Board of Regional Directors unanimously approved the new guidelines for the IPSSA Education (formally Scholarship) Fund, February 7, 2020.

The IPSSA Education Fund: Advancing Professional Training and Education in the Swimming Pool and Spa Industry

Guidelines

The IPSSA Education Committee is charged with identifying educational opportunities in all facets of the swimming pool and spa service and repair industry.

Individual and Class Scholarships through the IPSSA Education Fund are available to all self-employed pool professionals in Arizona, California, Florida, Georgia, Nevada, and Texas

Funding is provided to applicants who have completed qualified classes.

In accordance with these guidelines, the following classes qualify (not exclusive):

- Industry Trade Show education offerings
- Certified Pool Operator (CPO)
- Aquatics Facility Operator (AFO)
- Contractor license schools
- Manufacturer-sponsored courses
- College-level courses in: Bookkeeping, accounting, computers, and chemistry
- Trade-school courses in: Plumbing, electrical and mechanical

Based upon the determination of the Committee, other courses may qualify for funding.

Individuals that received a discount on classes sponsored by IPSSA are not eligible for reimbursement.

Applicants may apply two times a per calendar year, up to \$200 per class instruction for individuals. Maximum two submittals per calendar year.

Class instructors may apply two times per calendar year, up to \$200 per student with a maximum of \$4,000. Maximum two submittals per calendar year.

Eligible individuals may download the application from ipssa.com or email info@ipssa.com. Applications are reviewed quarterly by the Education Committee.

For questions about the program, please inquire at info@ipssa.com or call 888-360-9505 xt. 2.

Mission Statement:

IPSSA Scholarship [Education] Fund is to advance professional training and education of the Self-Employed Swimming Pool and Spa Service and Repair Professional by subsidizing group classes that will expand his/her knowledge of their profession.

For more information, please visit www.ipssa.com/resources/IPSSA_education_fund. There you will find details and application.

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9 Ways to Stay on Top of Trends

By Alan E. Sanderfoot

With the New Year upon us, there's no better time to assess your business and make sure you're doing everything you can to remain relevant and prosper — not only today, but well into the future. That requires staying on top of trends and techniques related to pool and spa service, as well as small business. Indeed,

staying on top of developments that affect your industry, your business, and your customers is key to remaining competitive.

Here are nine tips to help:

1. Read voraciously. Read everything you can about the industry, your market, and business in general. Subscribe to business and trade publications and websites, as well as national and local newspapers. Also, fol-

low influential bloggers and industry thought leaders online. Block out a regular time weekly, if not daily, to go through this material.

2. Customize your news feed. It's important that you're on social media every day — not to like the latest cat video, but to stay atop of relevant trends. The best way to do this is to customize your feeds to search for

the most relevant items of the day. It's OK to save something to read later, provided you actually go back and do so.

3. Get involved. In addition to IPPSA, join other industry associations, such as the Pool and Hot Tub Alliance (PHTA.org), and take advantage of their expertise. Attend association events and participate in the vast training opportunities they offer. In fact,

PHTA (which resulted from the merger of the Association of Pool and Spa Professions and the National Swimming Pool Foundation) has become the largest provider of technical and business education in the industry, offering a wide range of certification courses via PHTA University.

4. Network and collaborate. Get to know people both within in and outside the industry. Regularly discuss trends with colleagues, vendors, and fellow business owners to inspire new ideas. Use group email or texting to easily share observations amongst your team.

5. Connect with customers. Engage them on social media and create special events to learn everything you can about their lives and how they are changing. Use this valuable information to adapt your products and services to meet evolving consumer needs.

6. Work your numbers. Use software tools to analyze your business financials. Gather the data needed to determine how overhead and material costs, as well as consumer preferences, are changing. Then use the trend data to better manage expenses and to fine-tune your products and services for greatest appeal.

7. Know the stats. Many U.S. government agencies compile statistics that illuminate demographics and industry trends, providing a crystal-ball view into the future. Plus, learning about trends in other industries might ignite your own fresh ideas. A few good

Continued on page 11

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9 Ways to Stay on Top of Trends

Continued from page 10

places to start are The National Bureau of Economic Research, the United States Census Bureau, the Bureau of Economic Analysis, and the National Center for Education Statistics.

8. Study your competition. Staying ahead of the competition is key, but it's hard to know what you're up against if you don't know your competition inside and out. Shop their locations and websites and follow them on social media. Note any new programs, products, or services they are launching, as well as any new markets they are going after. Then devise a unique strategy to make the most of these trends.

9. Play the long game. Know the difference between a trend and a fad so you don't overinvest in something that's short-lived.

If you don't have the time and resources to do all of these things, the most important is to join PHTA and to take advantage of the industry statistics it regularly provides, as well as its business and technical training courses, which are updated to reflect the latest techniques and technologies.

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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Water testing software + POS business software + mobile technology = superior customer service

By **Rachael Pritz**
RB Pool & Spa



Rachael Pritz

In today's competitive marketplace, pool and spa retailers need to make the most of every customer interaction. And some of the most valuable customer interactions happen at the water testing station. Savvy retailers are improving their customer service by integrating their water testing software with business software so they can save time at the water testing station and at the register. The time saved improves the customer experience and gives retailers the opportunity to market additional products, increase sales, add profits and most importantly, improve customer service levels. In addition, by adding an integrated mobile technology app within the retail store allows specialty retailers to provide even faster, more efficient service and gain invaluable customer loyalty.

Database Integration

Many pool and spa stores today are operating their business with two different databases—one database for the water testing software and a separate POS business software database. How time consuming is it to manage two customer databases? Although most retailers are not tracking the exact amount of time, it is likely employees are spending too much time doing double data entry rather than spending time finding way to sell more products and better service customers. Not only is it time consuming for you, but is also time consuming for the customer who must often wait while your staff enters their information for a second time. Water testing integrations remove the need for double database entry by updating both systems automatically. In fact, today's pool and spa software integrations also provide the ability to import water tests directly into your business software and customer database.

Integrating these two databases not only gives your staff time to share their expert chemical knowledge but it also gives them time to learn more about the customer's

backyard needs. Giving staff more time to sell allows them more time to make money by up-selling additional products and services while building customer loyalty.

Sharing chemical knowledge at the water bar

Many retailers agree that the water testing station can be a bit like the local bar where clients sit and have a conversation with the bar tender—in this case, the water care specialist. Chatting with customers while pool and spa water is being tested gives employees time to get to know the customer and their pool and spa needs. In addition, your employees have an opportunity to share their chemical expertise with the client building customer confidence and loyalty. But your water testing station employees need time to talk. The way to gain that time is by integrating your water testing software into your POS business software so staff won't be spending unnecessary time doing double database entry. By removing the need to do redundant typing, employees can now spend time speaking with you customers while their water is being tested.

In fact, many specialty retailers report that the time saved by eliminating double data entry helps them immediately sell more chemicals because being able to sell chemicals at higher prices requires time to educate and discuss water treatment at the water testing station. Giving employees more time to educate

customers helps retailers distinguish themselves from mass-merchandisers. Giving your staff the ability to share their chemical knowledge with the client differentiates your business from competitors. This ultimately allows retailers to charge more and profit more when selling water treatment products, even those products that might be available through other sales channels. Taking the time to guide the customer through the options available

is another way in which you and your staff will set your retail store apart as an expert supplier of pools and spas.

Additionally, pool and spa retailers are taking advantage of the programmable print outs from water testing software to help recommend products to customers—which is especially helpful during the busy summer months. Savvy retailers are taking these reports to a higher level by also adding the 'related items'

feature into the program that prompts staff to ask the customer if they wish to purchase items that go along with the item they are already purchasing. Integrating the water testing software into the POS business software streamlines the process further to see sales trends and help management purchase more efficiently—all of which improves customer service. Embracing these time-saving tools

Continued on page 17



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Water testing software

Continued from page 13

gives staff the time to provide improved customer service.

Client interactions improve customer loyalty

By streamlining the water testing station experience, employees also have additional time to talk to customers about how the backyard is used and provides an opportunity to up-sell products and services. By removing the time previously used for double-data-entry, employees gain valuable “face-time” with customers. Specialty retailers immediately gain a competitive advantage over big box or online retailers with personal interactions and give specialty retailers an invaluable customer loyalty boost.

Mobile apps take customer service to a new level

With stiff competition from online retailers, brick-and-mortar pool and spa stores must compete on service and the total shopping experience. Delivering exceptional experience can be challenging; insufficient checkout resources at peak times lead to long lines, frustrated customers, and lost sales. Take customer service in the retail store to the next level with a mobile app. Water testing software integrated into your POS business software keeps staff from ever needing to interrupt a lab technician who is taking care of a customer in order to view previous test results. By adding a live mobile application, staff can use mobile tablets and smart phones to access the same information anywhere on the retail floor! Being able to help a customer with readily accessible information at any terminal or on any screen in the store improves customer service and builds an incredible amount of customer loyalty.

Retailers can also provide better and faster service to customers with the retail “line buster” feature, or work the floor with inventory look-ups and instant access to customer history and profiles. Use a tablet, integrated magnetic strip reader or pocket barcode scanner to complete sales transactions, process credit cards and email receipts. Capitalize on this popular trend that many shoppers have grown to expect, and implement mobile shopping and check out in your pool and spa store in addition to your POS registers for a shopping experience that flows seamlessly.

Better Reporting, better customer service (and better profits)

The integration of databases and the ability to view reports from any mobile device, gives pool store owners and managers the ability to view reports by customer or by employee to inform you of the profits earned and profits lost from your water test printout sales. This information allows you to react immediately and target areas where your salespeople need help to increase their sales. No longer will you have to struggle with reports from different systems to see what is happening in your business.

Being able to react quickly during the busy summer months is key to ensuring you take control of your business and keep operations headed in the right direction. These systems can even place recent water testing customers in a POS queue! Not only do you save time in the lab but also at the cash register! Management Reports keep you connected to your pool and spa business from your smartphone or tablet – anywhere, any time. View charts and figures of your booked and delivered sales, deposit totals, and employee work shifts, company wide. Many managers keep the reports screen open at all times for instant access to daily snapshots of business operations.

Conclusion

If your business is looking for a way to step up your marketing to increase sales, lower costs and build customer loyalty, the solution might be easier than you think. You probably already have the some of the solution in operation now—your water testing software. Your water testing station offers an incredible opportunity to get to know your clients, their pools and spas, develop relationships, build customer loyalty and sell more products and services. Imagine generating more revenue because you have increased productivity and profitability by streamlining daily pool and spa service operations. If you know you are probably leaving money on the table because your software systems aren’t integrated or because only part of your business is automated with separate “manual” systems that aren’t providing up to the minute information, then it’s time for you to try to quantify the amount of revenue opportunities you are missing.

In today’s competitive market-

place, building customer loyalty is an invaluable asset that will allow your business to thrive. Assessing the true costs of your current business software system is best way to determine if it’s time to integrate your water testing software with your POS business software giving you the time you need to provide superior customer service and long-term customer loyalty.

Implementing software can improve efficiency, accuracy and save company expenses in the long run. In today’s world there are now software options that manage all business processes from sales to purchasing with the right software management solution. Look for an option that can collect your data in one system and provide you accessibility

anywhere, anytime.

When looking at the cost of purchasing new software, don’t be intimidated by price. As mentioned earlier, all business owners realize they are missing revenue opportunities in multiple areas of their business. Rather than focusing on the software’s price, think of all the areas where you could generate more revenue if your employees had 20 additional hours a week to follow up on sales leads, or make additional service calls or attend to customers in the store during peak hours in the season?

Water testing software integrated with business software will unlock opportunities with a customer database allowing staff to improve customer service and gives staff more time to sell more chemicals, products

and services to every client that comes into the store. Eliminating the time consuming process of managing double data entry into two separate customer databases provides both management and staff the ability to implement profitable marketing strategies.

Rachael Pritz has been active in the pool industry for more than 20 years, which has provided her with an all-encompassing expertise in the trade. She worked at a local pool store while pursuing a master’s degree at the University of Pittsburgh, Pa. With her technical skills and industry knowledge, she joined the launch of RB Retail & Service Solutions in Pittsburgh in 2003. She can be reached via e-mail at rachael@rbcontrols.com.



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IPSSA CHAPTER LISTINGS

For Association information: call Rose Smoot, Executive Director, (888) 360-9505 / • (888) 368-0432 FAX / P.O. Box 3367, Rocklin CA 95677, E-mail: rose@ipssa.com

For billing or Membership information: call Frank, Terri or Alison at (888) 360-9505 Ext. 1, FAX (888) 368-0432, e-mail memberservices@ipssa.com or P.O. Box 3367, Rocklin, CA 95677 • Chapter treasurers contact: memberservices@ipssa.com

For insurance information: call Arrow Insurance (800) 833-3433 / Fax (805) 870-7625 / 2393 Townsgate Rd., Suite 101, Westlake Village, CA 91361, E-mail: ray@arrowinsuranceservice.com / Insurance billing information: 844-574-1134

REGION 1 (NORTHERN CALIFORNIA)
B.O.R.D. Member: David Hawes
 (925) 828-7665
 E-mail: david@hhpools.com

CAPITAL VALLEY: (Sacramento) First Wed., 7 p.m.
 VFW, 8990 Kruithof Way, Fair Oaks
 Pres. Scott Houseman (916) 638-4100
 scott@leisuretimepool.com

DELTA: (Stockton)
 Third Wed., 6:00 p.m., The Elks Lodge
 19071 N Lower Sacramento Road, Woodbridge
 Pres. Rick Plath (209) 456-1605
 service@rickspoolservice.com

EAST BAY
 Third Tues., 6 p.m., Pleasant Hill Community Center,
 320 Civic Drive, Pleasant Hill
 Pres. David Luthy (510) 435-5252
 townandcountrypool@comcast.net

EAST CONTRA COSTA
 Fourth Tues., 6:00 p.m., La Fuente Mexican Restaurant,
 642 1st Street, Brentwood
 Pres. Dale Vaughn (925) 759-3819
 dalevaughn1176@comcast.net

EL DORADO
 Second Thurs., 6:30 p.m., Shingle Springs Comm. Ctr.
 4440 S. Shingle Road, Shingle Springs
 Pres. Shawn Panico (916) 201-6245 / www.edipssa.com

ELK GROVE
 Second Wednesday, 7:00 p.m., Logan's Roadhouse,
 9105 W. Stockton Boulevard, Elk Grove
 Pres. Chris Bass (916) 704-1505
 basspoolservice@gmail.com

GOLD COUNTRY
 First Mon., 6:00 p.m., Sierra Grill Smokehouse,
 2515 Grass Valley Hwy., Auburn, CA
 Pres. Ryan Ruminson (530) 401-7346
 ryanruminson@sbcglobal.net

MODESTO CENTRAL VALLEY:
 Third Tues., 6 p.m.
 El Rosal Restaurant, 3401 Monte Vista Ave.
 Pres. Albert Camarillo (209) 628-2717
 acspoolserv@yahoo.com

SACRAMENTO CITY
 Fourth Wed., 7:00 p.m., Plaza Hofbrau
 2500 Watt Ave., Sacramento
 Pres. Kelli Carrillo (916) 730-7636

TRACY: Fourth Thurs., 6 p.m.,
 Perko's Café, 1321 W. 11th Street, Tracy 95376
 Pres. Kevin McLard (209) 833-9200
 kevin_m@klmpools.com

WEST PLACER: First Thurs., 5:30 p.m., Strikes
 Bowling Alley, 5681 Lonetree Blvd., Rocklin CA 95765
 Pres. Bryan Soto (916) 258-5114
 norcalpools916@gmail.com

REGION 2 (CENTRAL CALIFORNIA)
B.O.R.D. Member: Manuel Margain
 (559) 307-1072
 E-mail: manuelmargain1@gmail.com

BAKERSFIELD: First Tues., 5:30 p.m.,
 Rusty's Pizza, 6675 Ming Ave, Bakersfield
 Pres. Beau Braisher (661) 332-4952
 braisherpools@gmail.com

CENTRAL COAST
 Second Wed., 7 p.m., Mtgs alternate between
 N/S Co., Contact chapter Pres. for info.
 Pres. Ron Rusconi (805)549-7961

CONEJO:
 Second Wed., 7:30 p.m., Alpha Water
 Systems, 725 Cochran Street #A, Simi Valley
 Pres. Dennis Van Sloten, (805)813-6154
 dvs10@live.com

CONEJO VALLEY
 Second Wed., 6:30 p.m., Superior Pool Products
 1200 Lawrence Drive #400, Newbury Park
 Pres. Michael Flanagan (805) 444-7960

FRESNO: Fourth Tues., 7 p.m.
 Roundtable Pizza at First & Bullard, Fresno
 Pres. Norm Carpenter, (559) 217-1228
 ipssafresno@gmail.com

SANTA BARBARA
 Second Mon., 6:30 p.m., Rusty's Pizza Parlor
 232 W. Carrillo, Santa Barbara (downtown)
 Pres. Joe Burich (805) 451-1963
 mericks2001@yahoo.com

VENTURA: Third Tues., 7 p.m.
 Poinsettia Pavilion, 3451 Foothill Rd, Ventura
 Pres. Max O'Brien (805) 794-6270 / gotomax@att.net

VISALIA: Third Wed., 6 p.m.
 Amigo's Cantina, 5113 W. Walnut Ave., Visalia
 Pres. Roman Gomez (559) 992-5779
 romangomez1251@yahoo.com

REGION 3 (NORTH L.A. COUNTY)
B.O.R.D. Member: Terry Snow
 (909) 982-9962
 E-mail: tfs.pools@verizon.net

ANTELOPE VALLEY: Second Monday, 6 p.m.
 SCP Antelope Valley, 4514 Runway Dr., Lancaster
 Pres. Bob Cranmer ph: (661) 609-3682
 warren_cranmer@msn.com

DIAMOND BAR
 First Thurs., 7:00 p.m., Oak Tree Lanes,
 990 N Diamond Bar Blvd, Diamond Bar, CA 91765
 Pres. Rob Betts (626) 757-6707
 rb.pooltime@gmail.com

FOOTHILL: Third Thurs., 7:00 p.m.
 849 Foothill Blvd. #4, La Cañada
 Pres. Raul Fernandez (818) 378-9231

SAN FERNANDO VALLEY
 Third Wed., 7:30 p.m. (March meeting is mandatory)
 Canoga Bowl, 20122 Vanowen, Canoga Park
 Pres. Blaine Enbody (805) 529-7562

SAN FERNANDO VALLEY METRO
 First Tues., 7 p.m., Canoga Bowl, 20122 Vanowen,
 Canoga Park / Web site: www.sfvmetro.com
 Pres. Eric Nielson (818) 710-1628
 willowcreekpools@gmail.com

SAN GABRIEL VALLEY
 Second Thurs., 7:00 p.m.
 PEP, 1862 Business Center Dr., Duarte, CA 91010
 Pres. Brian Nies (626) 536-2008
 brian@propoolm.com

SANTA CLARITA VALLEY
 First Thurs., 7:00 p.m.
 Vincenzo's Pizza, 24504 1/2 Lyons Avenue, Newhall
 Pres. Kent Simpson (661) 373-9901

REGION 4 (SOUTH L.A. COUNTY)
B.O.R.D. Member: Adam Morley
 (310) 493-3565
 E-mail: adam@paradisepools.biz

CENTRAL LOS ANGELES
 Second Mon., 6:30 p.m., Shin Beijing Restaurant,
 31010 W. Olympic Blvd, LA, 90006
 Pres. James Kim
 jjameservicesinc@gmail.com

EAST LONG BEACH
 Second Tues., 6:30 p.m., Ecco's Pizza,
 2123 N. Bellflower Blvd, Long Beach
 Pres. Matt Mann (562) 420-9061
 mpjmann@verizon.net

SOUTH BAY
 Second Wed., 7 p.m., American Legion Hall
 412 S. Camino Real, Redondo Beach
 Pres. Rick Morris, (310) 755-5279
 Rick-morris@sbcglobal.net

WESTSIDE
 Second Tues., 6:30 p.m., American Legion Hall
 5309 S. Sepulveda, Culver City
 Pres. Rick Haro (310) 204-4327
 rick@haropools.com

WHITTIER
 First Wed., 7 p.m.
 Superior Pool Products in Santa Fe Springs
 Pres. Albert Navarro (562) 927-6757
 academy_pools@yahoo.com

REGION 5 (ORANGE COUNTY)
B.O.R.D. Member: Mike Denham
 (714) 891-6180
 E-mail: denhampools@gmail.com

ANAHEIM
 Third Wed., 6:30 p.m.
 Roundtable Pizza, 12829 Harbor Blvd., Garden Grove
 Pres. Cal Pratt (949) 230-7462

CENTRAL ORANGE COUNTY
 Last Tues., 7 p.m., Coco's, 14971 Holt Ave., Tustin
 Pres. Mark Harrison (949) 874-8234
 maharrison16@yahoo.com

DANA POINT
 Second Tues., 6 p.m., Coco's, Crown Valley and I-5
 Pres. Cliff Gross (949) 587-9773
 cliffgross@cox.net

MISSION VIEJO
 First Tues., 6 p.m.
 Woody's Diner, 24321 Avenida De La Carlota,
 Laguna Hills, CA 92653

NORTH ORANGE COUNTY
 Pres. Chris Dodds (949) 683-6076

ORANGE COAST
 Last Monday, 5 p.m., Roundtable Pizza
 on Adams & Beach
 Pres. Rob Mangus (716) 318-1254
 thonrath@hotmail.com

ORANGE COUNTY #9
 Second Wed., 7 p.m., Dad Miller Golf Course
 North Gilbert Street, Anaheim
 Pres. Rob Tobias (714) 812-7993

ORANGE COUNTY POOL PROFESSIONALS
 Last Mon., 6:00 p.m.
 Claim Jumper Banquet Room, 18050 Brookhurst St.,
 Fountain Valley CA 92708

SOUTHWEST:
 Pres. Jim Romanowski (714) 404-2550
 poolperfection1@aol.com

SURF CITY
 Third Tues., 6:30 p.m., Superior Pool Products,
 10865 Kalama River, Fountain Valley
 Pres. Frank Malavar (714) 960-3558

TUSTIN/IRVINE
 Second Tues., 6:00 p.m., PSOC Waterline
 Technologies,
 220 N. Santiago Street, Santa Ana
 Pres. Rich Foley (714) 974-1514

REGION 6 (INLAND EMPIRE)
B.O.R.D. Member: John Dixon
 (951) 316-1675
 E-mail: waterwhisperer1@verizon.net

YORBA LINDA
 First Wed., 6:45 p.m., Lampost Pizza,
 21480 Yorba Linda Blvd. #D, Yorba Linda CA
 (call president to confirm mtg time).
 Pres. Jaime Aranda, (714) 746-5138
 jaimearanda@sbcglobal.net

CORONA: Second Tues., 7:00 p.m., Marie Callenders
 160 E. Rincon St. (at Main St.), Corona
 Pres. Jenifer Meza (951) 833-0055
 aquatechpoolservice@earthlink.net

Hemet: Third Wed., 6:00 p.m.
 Megabites Pizza, 1153 S. State St., Hemet, CA 92543
 Pres. Kenny Campbell (951) 733-4330
 Kenny@WetworksPoolCare.com

MENIFEE VALLEY
 First Wed., 7 p.m. at My Buddies Pizza
 2503 E. Lakeshore Drive #A, Lake Elsinore
 Pres. Renee Marier, (951) 285-9672
 mangopoolspsa@verizon.net

ONTARIO/RANCHO CUCAMONGA
 Second Tues., 6 p.m., Location varies,
 please contact chapter president for more info.

Pres. Ron Goodwin (909) 989-0406
 goodzwin@msn.com

PALM DESERT
 Third Thurs., 6 p.m./7 p.m., please check with pres.
 Sloan's, 81539 US Hwy 111, Indio CA
 Pres. Gary Kauber (760) 702-5865

PALM SPRINGS:
 First Wed., 5:00 p.m.
 Superior, 5700 Indian Springs Rd, Palm Springs
 Pres. James Elliott (760) 413-0463

REDLANDS: Second Tues., 6 p.m.
 Hickory Ranch, 32971 Yucaipa Blvd., Yucaipa
 Pres. Bill Brooks (909) 553-5780

RIVERSIDE:
 First Tues., 6:00 p.m., Cask N Clever,
 1333 University Ave., Riverside
 Pres. Nathan Smith (972) 296-7946
 info@riversidepools.com

TEMECULA/MURRIETA
 Third Wed., 7 p.m., Pat & Oscar's
 29375 Rancho California Rd., Temecula
 Pres. Scott Peterson (951) 255-4175
 ipssascott@yahoo.com

REGION 7 (SAN DIEGO COUNTY)
B.O.R.D. Member: Michael Harris
 (619) 395-6700
 E-mail: barrowpoolsd@gmail.com

CARLSBAD
 Third Wed., 6:00 p.m.
 El Rancho Restaurant, 1565 N. Santa Fe, Vista
 Pres. Jonathan Dodge (760) 845-5501
 jonathandodge@roadrunner.com

ESCONDIDO
 Third Wed., 6:30 p.m., Call for location.
 Pres. Bruce Smith (760) 741-3960
 Bsmith1956@cox.net

NORTH COUNTY COASTAL
 Third Tues., 6:30 p.m.
 Brett's BBQ, 1505 Encinitas Blvd., Encinitas
 Pres. Aden Dunne (760) 801-5526
 classicpools760@gmail.com

RANCHO DEL MAR
 Third Mon., 5:30 p.m., Oggi's Sports,
 12840 Carmel Country Rd., San Diego, CA 92130
 Pres. Wayne Maynard (858) 361-8313
 arrowheadpoolservice@yahoo.com

SAN DIEGO
 Third Wed., 7 p.m., Admiral Baker Clubhouse,
 2400 Admiral Baker Road, San Diego
 Pres. Mark Curran (619) 269-3888
 mcurran@cox.net

SAN DIEGO EAST COUNTY
 Third Tues., 6 p.m.,
 Superior Pool Products, 1973 Friendship Dr., El Cajon
 Pres. Marc Impastato (619) 270-6617
 info@bluebalancepools.com

SAN DIEGO METRO:
 Fourth Thurs., 6:00 p.m.
 Sammy's Woodfired Pizza, 8555 Fletcher Pkwy
 La Mesa, CA 9194
 Pres. Steven Elbik (619) 316-0690
 Poolsolutions72@gmail.com

REGION 8 (SOUTHWEST)
B.O.R.D. Member: Mike Lee
 (480) 786-0687
 E-mail: mountainsidepools@mac.com

EAST VALLEY
 Third Thurs., 5:45 p.m., Superior Pool Products
 2350 W. Broadway Rd. #110, Mesa
 Pres. Steve Ward (480) 213-0481
 wardspool@yahoo.com

NORTH PHOENIX
 Third Tues., 6 p.m., SCP
 18201 N. 25th Avenue, Phoenix AZ 85023
 Pres. William Goossen (623) 580-9802
 goosse-man@cox.net

SOUTHEAST VALLEY
 Second Thurs., 5:30 pm, Superior Pool Products, 7330
 S. Atwood, Mesa, AZ
 Pres. Daniel Morris (480) 284-4296

TUCSON:
 Third Wed., 6:30 p.m.
 Superior Pool Products, 4055 N. Runway Drive.
 Pres. Perry Wingate (520) 429-0806

WEST VALLEY
 Third Wed., 6:00 p.m., Cloud Supply
 1100 N. Eliseo Felix Way, Avondale
 Pres. Trent Brumfield (623) 210-1615

WESTERN LAS VEGAS
 First Mon., 6:30 p.m. (excl. holidays)
 Vietnam Vets Hall, 6424 W. Cheyenne, Las Vegas
 Pres. Laurie Beecher-Valenzuela (702) 556-4477
 ipsalauriebeecheer@gmail.com

REGION 9 (TEXAS)
B.O.R.D. Member: Becky Clayton
 (210) 240-3121
 E-mail: becky.clayton@yahoo.com

AUSTIN: First Tues., 6 p.m.,
 Cherry Creek Catfish Co.
 5712 Manchaca Rd, Austin
 Pres. Jerome Potter (512) 484-9093
 atxpoolservice@gmail.com

CLEARLAKE: Fourth Tues., 7:00 p.m.,
 Rudy's BBQ, 21361 Gulf Fwy, Webster
 Pres. David Potts (208) 887-6486
 david@freedompools-texas.com

CORPUS CHRISTI
 First Thurs., 6:30 p.m.
 SCP, 4630 Corona Drive, Corpus Christi
 Pres. Michelle Wilkinson (209) 604-6460
 supply.mypool@gmail.com

HILL COUNTRY
 Third Tues., Komal Latin Grill,
 2550 Hunter Rd., San Marcos, TX
 Pres. Jascha Wood (512) 216-7663
 azurepools@centurytel.net

HOUSTON: Second Tues., 7 p.m.
 Pappys's Café, 11225 Katy Freeway, Houston
 Pres. David Queen (281) 807-5442
 info@sparklingpoolserviceinc.com

NORTH AUSTIN
 Second Tues., 6 p.m., North Corn Harvest
 700 East Whitestone Blvd., Cedar Park
 Pres. Shane Applegate (512) 257-7665
 happ512@gmail.com

NORTH HOUSTON
 Third Tues., 7 p.m., IHop
 25619 Interstate 45, Spring
 Pres. Stephen Titone (281) 773-8643
 Stitone2001@yahoo.com

SAN ANTONIO: First Mon., 6:30 p.m.
 Longhorn Café, 17625 Blanco Rd., San Antonio, TX
 Pres. Jorge Martinez (210) 274-2465
 jmpoolspa@outlook.com

WEST HOUSTON
 First Tuesday., 7 p.m.: Spring Creek Barbeque
 21000 Katy Freeway, Katy, TX 77449
 Pres. Mark Uberecken (281) 799-9786
 mark@unifiedpoolsolutions.com

REGION 10 (BAY AREA SOUTH)
B.O.R.D. Member: Stan Phillips
 (925) 518-1718
 E-mail: stan@aquacps.com

FREMONT
 Jan.-July: Second Mon., 6 p.m., Mountain Mike's Pizza
 20261 Patio Dr, Castro Valley, CA 94546
 Pres. Michael Murphy (510) 579-1448

MID-PENINSULA
 Last Tues., 7 p.m., Superior Pool Products
 2692 Middlefield Rd, Redwood City
 Pres. Justin Lindley (650) 863-6661
 justinyourpool@gmail.com

MONTEREY COAST:
 Fourth Wed., 7:00 p.m.,
 85 Nielson St, Ste 201, Watsonville, CA 95076
 Pres. Terry Page (831) 297-2215
 pinnaclepoolandspa@sbcglobal.net

MARIN & SONOMA COUNTY
 Third Wed., 7 p.m., Lucchesi Park, Petaluma Park,
 320 N. McDowell Blvd., Petaluma
 Pres. Darrell O'Neal (707) 217-1546
 dandmpool@aol.com

SANTA CLARA VALLEY
 Third Thurs., 5:30 pm,
 SCP, 2036 Martin Ave Santa Clara, CA 95051
 Pres. Fred Doering (408) 685-8078
 nexuspoolservice@gmail.com

SILICON VALLEY
 Every Other Wed., 5:30 p.m., Mountain Mikes Pizza,
 1724 Miramonte Ave., Mountain View
 Pres. David Guslani (650) 333-1351
 dguslani@earthlink.net

TRI-VALLEY: Second Thurs., 6 p.m.,
 SCP, 6700 Sierra Lane, Dublin
 Pres. Gary Heath (925) 719-5334
 gary@thepooldoctors.com

REGION 11 (FLORIDA/GEORGIA)
B.O.R.D. Member: Derric Raymond
 (407) 908-4555
 E-mail: derric@raymondscustompools.com

GOLD COAST (Ft. Lauderdale area)
 Second Tues., 6:30 p.m., Wings Plus,
 9880 W. Sample Rd, Coral Springs
 Pres. Ana Labosky (954) 224-7733
 www.ipssagoldcoast.com;
 president@goldcoastipssa.com

MANASOTA (Bradenton/Sarasota)
 First Mon., 7:00 p.m., Call for meeting
 location and directions
 Pres. Todd Starner (941) 915-2135
 tstarner@tampabay.rr.com

NORTH GEORGIA
 Pres. Benjamin Decker (404) 405-0197
 ben@classicpoolsvc.com

OSCEOLA (Kissimmee/Orlando)
 Second Wed., 6:30 p.m.
 Fat Boy's Restaurant, 2512 13th Street, St. Cloud
 Pres. Diane Fowler (407) 460-6680
 pooladdy2001@gmail.com

PORT CHARLOTTE
 Fourth Wednesday, 6:30 p.m., Buffalo Wings & Rings,
 1081 W. Price Blvd. North Port
 Donna GilDeMadrid (941) 626-3968

SARASOTA: First Tues., 6:30 pm
 Gecko's Grill & Pub, 351 N Cattlemen Road, Sarasota
 Pres. Andy Homner (941) 330-5757
 andy@clearwavepoolcare.com

TREASURE COAST: Fourth Tues., 7:00 pm
 Duffy's Sports Bar, 6431 SE Federal Hwy, Stuart
 Pres. Allen Schroeder (772) 215-1884

REGION 12
B.O.R.D. Member: Neal Holt
 (972) 617-9877
 E-mail: poolguy713@gmail.com

DALLAS: Fourth Tues., 5:30 p.m.
 Rockfish Seafood Grill
 7639 Campbell Rd, Suite 800, Dallas
 Pres. Travis Coleman, (469) 585-4119

FORT WORTH
 Third Tues., 6:30 p.m., La Playa Maya Restaurant
 1540 N Main Street, Fort Worth
 Pres. Tina Slagle (817) 991-0555

MID CITIES DFW: First Mon., 7:00 p.m.,
 SCP, 2107 Hutton Drive, Carrollton TX 75006
 Pres. Casey Gardner (469)835-5674

TARRANT COUNTY
 First Tues. 7 p.m., El Chico's Café
 7621 Baker Blvd., Richland Hills
 Pres. Jason Wilson (817) 366-1200

Associate Members

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.

TITANIUM PARTNERS

Blue-White
BLUE-WHITE INDUSTRIES
 5300 Business Drive, Huntington Beach, CA, 92649
 David Koch, Director of Sales
 Tel (714) 893-8529 Ext. 309 | Fax (714) 894-9492
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PLATINUM PARTNERS

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ARROW INSURANCE SERVICE*
 www.arrowinsuranceservice.com
 Ray Arouesty / ray.arouesty@hubinternational.com
 General information and certificate requests: 800-833-3433 / Insurance billing information: 844-574-1134
 Insurance issues

HAYWARD
HAYWARD POOL PRODUCTS INC.*
 www.haywardnet.com
 909-594-1600
 Fred Manno / fmanno@haywardnet.com
 John Rodriguez / jrodriguez@haywardnet.com
 Bob Seward / bseward@haywardnet.com
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