



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 XXVII, NUMBER 12

December 2015

California Capitol Report

Another busy week fighting for our industry in So. Cal

By John Norwood

John Norwood is president of The California Pool and Spa Association (formerly SPEC).

Building momentum from recent victories, the California Pool and Spa Association and the Association of Pool and Spa Professionals recently realized three more wins that will allow the industry to continue in business. Despite the looming threat of eager policymakers, coordination and participation from business members in the industry are a powerful combination that can stave off laws that impose adverse impacts.

City of Camarillo:

Last month the pool industry responded to a proposal in the City of Camarillo that, absent of involvement from the industry, would have likely resulted in the prohibition of new building permits. Although members of the City Council indicated it was not their intention to shut those in the pool trade out of business, it certainly would not have been the first time unintended consequences wreaked havoc on businesses as a result of abrupt public policy changes. And while Council Members ultimately rejected the proposal, the subject matter served as a segue to the existing restriction on filling or refilling swimming pools and spas.

Continuing the groundwork that CPSA initiated with the city, industry and APSP representative Jose Solorio explained at the meeting how pool and spa filling prohibitions are actually counter-intuitive to the water conservation goals set forth by the state while receiving support from



CPSA and APSP members who described how the City's current mandate to truck in water was cost prohibitive and bad public policy. Members of the City Council agreed and voted to remove spas from the filling restriction while adopting language that would allow for the use of city water to fill swimming pools if a payment to the City's water credit program is made to offset the pool's initial filling water demand. Because in most cases there would be an offset of water use between the formerly irrigated landscape and the new pool and hardscape, the Council cut the program contribution in half! The formula for the contribution is the number of gallons for the initial fill divided by 326,000 gallons times \$8,825 divided by 2. For example, an 18,000 gallon fill will cost \$242.69 (18,000/326,000=0.055x 8,825/2=\$242.69).

Coachella Valley Water District:

Members of the pool industry also successfully persuaded the Coachella Valley Water District to stay away from a prohibition on refilling swimming pools and spas. Members of the board agreed to preserve existing language that discourages the dumping and refilling of swimming pools and spas, but elected to not prohibit the act altogether. Given that CVWD is under pressure to reduce their water usage as a

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Pictured from left to right at the HOPE food bank in Lake Elsinore, CA: A Clear Choice team - Morgan, Brittanie Sada-West, Robert West, Lance Sada (IPSSA Menifee Valley Chapter members), Steve Falk (HOPE Director), Sally Smith (IPSSA Menifee Valley Chapter Treasurer/Secretary), and Renee Marier (IPSSA Menifee Valley Chapter president)

Menifee Valley chapter donates to H.O.P.E.

On October 22, 2015 members of the IPSSA Menifee Valley chapter presented a \$300 donation to the Lake Elsinore food bank called H.O.P.E. (Helping Other People in Elsinore). The \$300 check was presented to Steve Falk - Director of H.O.P.E. by IPSSA Menifee Valley member Lance Sada of A Clear Choice Pool Service and was accompanied by his company and family members along with the IPSSA Menifee Valley chapter President Renee Marier and Treasurer/Secretary Sally Smith.

H.O.P.E. (Helping Other People in Elsinore) is a local food bank that has been servicing the Lake Elsinore, California area since 1992. They offer food, hygiene products, toys, and some

clothes to those who qualify (others can get one pick-up per week). HOPE also offers housing assistance and works with other low income government programs and outreach assistance programs. They also have delivery service and distribution in multiple locations (check with HOPE for details).

H.O.P.E. has recently moved in September of 2015 to its new

location at 506 W. Minthorn in Lake Elsinore.

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

Items accepted at H.O.P.E. include: can & package food (non-perishable food preferred), hygiene products such as soap, shampoo and deodorant, toys and clothes.

Things to do in December

- Buy new equipment and/or trucks
- Send holiday greetings to customers
- Get new service contracts from customers
- Reward yourself

IPSSA Chapter Membership Drive 2015

July 1st - December 31st, 2015

1st Place - \$3000

2nd Place - \$2000

3rd Place - \$1000

Contest rules: A chapter must be an approved chapter as of July 1st and bring in a minimum of 5 members to be entered into the contest. New and reinstated members only, transfer and employee members do not qualify. In the case of a tie, the prizes will be combined and awarded. Prizes will go to the winning chapters and not individuals.

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THE IPSSAN
10842 Noel Street, #107
Los Alamitos, CA 90720
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THE IPSSAN

Official Publication of the
Independent Pool & Spa Service Association, Inc.
10842 Noel Street #107, Los Alamitos CA90720
(888) 360-9505 • (888) 368-0432 (FAX)
Email: anijjar@ipssa.com
Website: www.ipssa.com

Executive Editors:

Marc Cannon, Steve Donohoe, Brian Duncan, Bob Nichols,
Eric Nielson, Todd Starner, Ivan Vance

Managing Editor: Amy Nijjar

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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Larry Kirkorian Wins the October Education Corner quiz

Larry Kirkorian, a member of the Fresno chapter, was selected randomly among all of the correct entries for the October Education Corner Quiz and will receive an IPSSA shoulder bag & backpack. All correct entries submitted during 2015 are eligible for a big drawing at the end of the year for more IPSSA logo items.

The correct answers for the October quiz are 1. Gunitite is a construction material comprised of: A. Cement, aggregate and gravel B. Aggregate, sand and gravel C. Concrete, aggregate and gravel D. Cement, aggregate and sand, *the correct answer is d) Cement, aggregate and sand.* 2. In general, we want to change the basics in this order: 1) Total alkalinity 2) pH 3) Hardness 4) Free available chlorine 5) Conditioner A. True B. False, *the correct answer is a) true.* 3. Lithium

hypochlorite is non-flammable. A. True B. False, *the correct answer is a) true.* 4. Mixing cal hypo tablets and trichlor tablets

may cause an explosion or fire with the evolution of chlorine gas. A. True B. False, *the correct answer is a) true.*

Calendar of Events 2015

- Dec. 3-4 CPO Class**
Superior Pool Products, Anaheim, California
<http://www.anotherperfectpoolnews.com/cpo>
- Dec. 10-11 CPO Class**
Hasa, Santa Clarita, California
<http://www.anotherperfectpoolnews.com/cpo>
- Jan. 14-15, 2016 CPO Class**
Superior Pool Products, Canoga Park, California
<http://www.anotherperfectpoolnews.com/cpo>
- Jan. 20, 2016 HOTT Show**
The Phoenix Club, Anaheim, California
www.hottshow.org
- Jan. 20-23, 2016 Southwest Pool & Spa Show**
Henry B. Gonzalez Convention Center
San Antonio, TX
www.swpsshow.com
- Jan. 23, 2016 Region 7 Table Top**
Four Points Sheraton, San Diego, California
www.region7tabletop.com
- Jan. 28-29, 2016 CPO Class**
Superior Pool Products, El Cajon, California
<http://www.anotherperfectpoolnews.com/cpo>
- Feb. 5-6, 2016 IPSSA Leadership Weekend**
The Sheraton Park Hotel, Anaheim, California
info@ipssa.com
- Feb. 17, 2016 Inland Empire Pool Expo**
University of Redlands, Redlands, California
Info: Jim Ciccone (951) 303-4087

*** WIN *
IPSSA Logo
Gear!**

Education

Corner

All members who mail an entry with the correct answers will become eligible for a drawing at the end of the month for IPSSA logo gear. All correct entries will go into a year-end drawing for other IPSSA merchandise. IPSSA members are the only eligible participants and only one entry per month is permitted. Each month, the winner of the drawing will be published in The IPSSAN. Entries for this month must be received by **JANUARY 20, 2016.**

1. Adding this amount of sodium dichlor 56% will increase the chlorine level by 1 ppm in 10,000 gallons.
 - A. 1.0 oz.
 - B. 2.0 oz.
 - C. 2.38 oz.
 - D. 3.82 oz.
2. Too much hardness in the water causes the water to deposit or precipitate out the amount it can no longer hold.
 - A. True
 - B. False
3. The chemical to use to raise both pH and total alkalinity is:
 - A. Sodium bicarb
 - B. Soda ash
 - C. Sodium hydroxide
 - D. Sodium bisulfate
4. You can get a large algae bloom in a pool after a heavy rain.
 - A. True
 - B. False

Name _____

Address _____

City _____ State _____ Zip _____

Telephone Number (____) _____

Chapter _____

Correct Answers: 1. _____ 2. _____ 3. _____ 4. _____

(Please indicate A, B, C, or D for each answer.)

Mail Entry to:

IPSSA Quiz, 10842 Noel Street, #107, Los Alamitos, CA 90720

Or Fax to: (888) 368-0432

Entries for this month must be received by JANUARY 20, 2016.

WELCOME NEW MEMBERS!

REGION 1 – El Dorado: Clinton Koppert...**REGION 2 – Conejo Valley:** David Seino...**REGION 6 – Riverside:** Michael Cole...**Temecula/Murrieta:** Marshall Coalter...**REGION 9 – North Austin:** Justin Pinson...**North Houston:** Nicole Mack...**West Houston:** Joshua Engel, Carl Spinnler...**REGION 10 – Redwood Empire:** Bill Chiosi...**REGION 11 – Sarasota:** Doyle Helmuth.

Financial office thanks chapters with prompt payments

The Financial Office thanks the following 31 chapters, whose members all paid promptly in October before second notices were required:

- Region 1 – Delta, East Contra Costa, El Dorado
- Region 2 – Bakersfield, Central Coast, Conejo
- Region 3 – Antelope Valley, Diamond Bar
- Region 4 – Central Los Angeles, East Long Beach
- Region 5 – Anaheim, Central Orange County, Huntington Beach, OCPP, Orange Coast, Saddleback, Surf City
- Region 6 – Corona, Hemet, Palm Springs
- Region 7 – Carlsbad, Rancho Del Mar
- Region 8 – Henderson, Western Las Vegas
- Region 9 – San Antonio, West Houston
- Region 11 – Cape Coral, North Georgia, Osceola, Sarasota
- Region 12 – Tarrant County

Attention IPSSA Members!

IPSSA is in the process of converting to new software and electronic billing, so we are trying to update our records. We ask that all IPSSA members please email the IPSSA Financial Office at membership@ipssa.com with your name, IPSSA ID#, phone number and email address. We want to make sure we have your most recent information on file. If you have any questions, you can call Sue at 888-391-6012. Thank you!

Patriot Pool and Spa honored at the 11th Annual Aggie 100

Recognizing the fastest growing Aggie-owned or managed companies in the world



Texas A&M University recognized Patriot Pool and Spa of Austin, TX as a member of the 2015 Aggie 100, which honors the fastest-growing companies in the world, owned or operated by Texas A&M University Former Students. Patriot Pool and Spa was ranked 25th with a compound annual growth rate of 70.87% from 2012 through 2014. The Aggie 100, a program created by the Center for New Ventures and Entrepreneurship in Texas A&M University's

Mays Business School, honors graduates from across disciplines for their entrepreneurial endeavors and success as business leaders.

Patriot Pool and Spa has provided swimming pool service, repair, renovation, and education to the greater Austin area since 2006. This is Patriot Pool and Spa's second time to be named to the Aggie 100, ranking 91st in 2011.

"I am consistently looking for
Continued on page 19



(Above) Robert Lowry (Lowry Consulting Group and author of the IPSSA Training Manuals), Amy Nijjar (IPSSA Executive Director) and Joe Lukacik (IPSSA Region 7 Director) at the International Pool Spa Patio Expo in Las Vegas, NV. (Below) IPSSA's booth.





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President's message

By **Todd Starnier**

Todd Starnier is the Region 11 Director and President of IPSSA.

Hope this finds you all doing well.

A couple of months ago, I got a call from a founding chapter member of Region 11. He told me he was leaving IPSSA. I was shocked to say the least. I asked him why he felt he needed to leave and he said it was a number of things. Bottom line was he didn't feel IPSSA worked for him anymore. Those were fighting words to me. I asked him to explain his views. He told me that there were other ways to get insurance. I did my best Ray impression but he was not going to have it. He also stated he had no time to waste



attending chapter meetings. He was having conflicts with chapter leadership. He just didn't like the way I was running the region. I was blindsided. I had never heard him complain before. I just said WOW!!! I then asked him what I could do to keep him a member and he stated it was too late. I wished him good luck and that was that.

I'm not going to lie, this one hurt. Here was a guy I have known for 5 years. He never bothered to talk to me about any of the problems he was having. I carried this around with me for weeks. Then one day Isabelle, my 17 year old daughter who knew I was not handling this well said "Dad don't worry about it, not everyone can be great." Wow I thought to myself. My daughter is right. Again I had been so consumed with looking at the tree dying in front of me that I didn't see the trees growing around me.

So you are asking yourself why did I tell you this? I told this story for a few reasons. First Isabelle is right, not everyone can be great. We ask a lot of our members. We asked that they strive to be the best they can be in their job, community, family, whatever they do, we ask they do it to the best of their ability. To some this is asking too much. I understand that! Not every person fits IPSSA. Nor does IPSSA fit every person.

The big problem I had with my friend leaving was that he never talked to anybody about what he was unhappy about. So to you the members...we the directors are not mind readers. If you have a problem there is not one director on this BORD that wouldn't want you to call him. Remember we are just like you, we have a job, family and IPSSA. Sometimes you need to yell at us to get our attention.

I plead with you. If you have an idea/problem that you think would benefit IPSSA or IPSSA membership then let us know. You have many different avenues to be heard. Your chapter board, your president, your region board and your region director. Remember that region meetings are open to all region members wanting to attend. You also have the BORD meetings which are also open to all members. The IPSSA Executive Office and me. There is even a letter to the editor section in the IPSSAN that you could write your idea to. Remember if people don't know there is a problem, how can the problem be solved.

We just concluded the BORD meeting in San Jose. I want to thank all directors, Amy, Ray, Mark and Clint for a great meeting.

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HOTT

Hands On Table Top

SHOW

JANUARY 20, 2016
3PM-7PM
www.hottshow.org

Grand Prize Raffle \$10000

The Phoenix Club 1340 S. Sanderson Ave. Anaheim

Hey Ray!

Answers to recent questions asked to IPSSA's insurance broker

Ray Arouesty is President of Arrow Insurance Service and IPSSA's endorsed insurance provider. He can be reached at (800) 833-3433 or ray@arrowinsuranceservice.com

Question:

I've been offered a job to clean and fill a fiberglass pool that has been empty for a few years. The empty pool has about three feet of dirt in the bottom and the walls are slightly bulging. I can't tell if the floor is lifted because of the dirt on the bottom. The house is in escrow pending sale and the buyer won't proceed until the pool is cleaned and filled. I'm concerned

about damaging the shell as I work cleaning out the dirt. Would it be dumb to take this job?

Answer:

This is a high-risk job. The shell could be very brittle and you could crack the bottom as you are removing the dirt. It may, in fact, already be cracked. In either case you will likely be blamed for the damage since you are aware that it is already bulging. The potential damages are great since the house is in escrow. A claim for damages to the pool could be lengthy and the buyer may rescind the offer to purchase. I would walk away from this job.

President's message

Continued from page 4

We had a lot on our plate and went thru it as professional as I could have asked for. Many thanks.

We at the BORD have made one change this year. In years past you would be getting a ballot in the mail to vote on bylaw changes in December. This year the BORD felt that it is not fair to ask you to vote on bylaws with everything else that is going on this time of year. We will release the proposed bylaw changes to be voted on at February's leadership weekend. The BORD felt that leadership would be a great opportunity to explain the thought process behind the proposed changes and give you a chance to ask questions.

I feel like I'm forgetting something...Oh yeah, I would like to take this time to wish you and your family a happy and safe holiday season. May we all be blessed in 2016. See you all next year.

As always thank you for your support.

MERRY CHRISTMAS!

Todd

California Capitol Report

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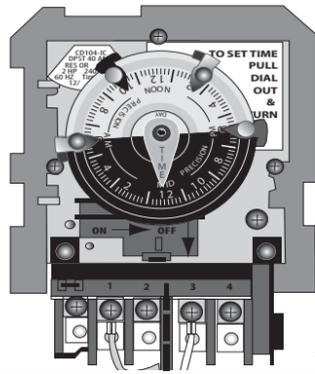
result of failing to meet conservation goals, this is a remarkable accomplishment.

City of Buena Park:

The City of Buena Park, who had a prohibition on filling and refilling swimming pools and spas, is changing their policy to allow for the filling and refilling if the pool or spa has a cover when not in use. Our industry supported this change.

Once again these victories demonstrate the value of membership and participation in CPSA and APSP. Only a fraction of the swimming pool, spa and hot tub industry are currently represented by both associations. In order to continue to successfully defend this industry, we need to build a grassroots army of pool industry members throughout California that can be called on to participate in local hearings as described above.

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East County, Metro San Diego
Chapters Present



26th Annual Region 7 Table Top Show

Saturday, January 23, 2016 9:00 am – 4:00 pm

EXHIBITS OPEN 1:00PM– 4:00PM

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Seminar Schedule

THEATER	ROOM I	ROOM II
9:00 - 10:50 Pool & Spa Water Chemistry Arch Chemicals	9:00 - 10:50 Pentair Solar Touch Combining Solar Control with Intelli Flo Variable Speed Pentair	9:00 - 10:50 How To Improve Your Business David Hawes
11:00 - 12:50 Drought vs. El Niño Water Chemistry for Severe Weather Terry Arko Sea Klear	11:00 - 12:50 Jandy JXI Heater Installation & Troubleshooting Raffle for JXI 400 Heater Zodiac Pool Systems	11:00 - 12:50 How to make Variable Speed Pumps work best with Salt Systems Hayward
1:00 - 2:00 Pool Deck Joint Installation and Tile Repair Made Easy Chem Link	1:00 - 2:00 Setting up Variable Speed Pumps for Better Operation James Henry	1:00 - 2:00 Hayward Cleaners Installation & Trouble Shooting Hayward

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National Swimming Pool Foundation and Genesis combine forces

The National Swimming Pool Foundation® (NSPF®) and Genesis 3, Inc. announce that they are merging their operations to deliver a broader spectrum of training programs effective January 1, 2016. Genesis will continue to elevate and transform the residential pool and spa design and construction industry. NSPF will continue to keep public pools safer and open. They look to merge their

respective swimming pool service professional certification programs to accelerate training to the service sector. Both organizations operate globally and are accredited by the International Association of Continuing Education & Training (IACET).

The combined organization will further the NSPF mission as a 501(c)(3) nonprofit: To encourage healthier living by increasing

aquatic activity through education and research. "The delivery of Genesis training very much aligns with NSPF's effort to increase demand for immersion and water activity," states NSPF CEO, Thomas M. Lachocki, Ph.D. Genesis faculty have trained thousands of pool builders attracting more people to water by combining beauty, functionality and safety. NSPF instructors have trained

over 400,000 professionals, in 93 countries. In addition, NSPF has directed \$4 million—to fund health benefit research and numerous learn to swim programs through its Step Into Swim initiative—to attract more people to water.

As NSPF and Genesis achieve success together, the greater the demand will be for recreational water, resulting in better public health and industry growth. "When leaders work together, the benefits for all become greater," states Scot Hunsaker, NSPF Board President. "Each organization is the preeminent educators in their respective areas. Together, they create synergies that will transform lives, careers, and our industry," adds Brian Van Bower, Genesis co-owner.

NSPF—with its 50-year history

and its cutting edge online training programs—is committed to ensuring the Genesis brand continues to evolve and thrive. "This merger in no way diminishes the leadership participation of the people who built Genesis," states Lauren Stack, NSPF Mission Development Director, who will support the Genesis team and ensure the two organizations maximize synergies while becoming one. "Brian and Skip will continue as educators, advisors and cultural ambassadors for Genesis," adds Bruce Dunn, NSPF Treasurer and long term industry stalwart.

Genesis has benefited from a long term partnership with the International Pool | Spa | Patio Expo, part of the Global Exhibitions Division of Informa PLC, which took place this November

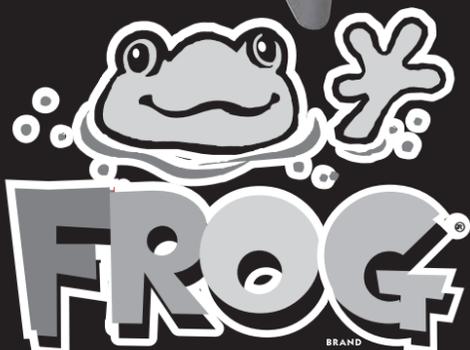
Continued on page 7

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20th ANNUAL Inland Empire Pool Expo

Wednesday February 17, 2016
5:00 p.m. – 8:00 p.m.

Workshops for Pool Technicians from 2:00 p.m. – 6:00 p.m.
(Set-up from 12 noon – 5:00 p.m.) (Buffet from 3:30 p.m. – 5:00 p.m.)

Where?

University of Redlands, 1200 East Colton Ave.,
Redlands, CA 92374-3720 (909) 923-3720

The Expo will be from 5:00 p.m. to 8:00 p.m. The cost per table is \$370.00 which includes 2 buffet tickets. We have a total of 65 tables available for vendors. You can reserve more than one table. We are planning six workshops. If interested in providing training, please contact Scott Peterson at (951) 255-4175

This letter is being sent to your company to give you an opportunity to attend the show and invite you to display your merchandise. Please respond to this letter as soon as possible.

Please make checks payable to Inland Empire Pool Expo and mail as soon as possible to:

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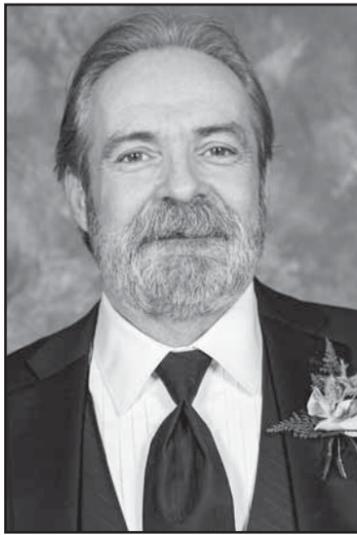
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IPSSA loses a friend

On November 16, 2015 Mark Lyons former Region 10 Director, IPSSA Secretary and current Santa Clara Chapter President passed away after a long battle with cancer. The courage with which he fought this insidious disease was nothing short of inspirational.

Mark and his wife Melanie were determined not to let his disease get in the way of their life. He continued in his IPSSA leadership role and his role as a volunteer for the American Cancer Society and other cancer support groups until the end of his life.

Mark was known as a great family man, avid sports fan and in IPSSA he was known as a soft spoken level headed and dependable leader. Thank you Mark!



Mark Leonard Lyons
May 6, 1955 – November 16, 2015

NSPF and Genesis

Continued from page 6

10 – 12, 2015 in Las Vegas, NV. “We were thrilled that the news of this merger is happened right before the Informa show,” says Skip Phillips, Genesis co-owner, adding “there is no better way to celebrate than over a glass of wine in the Genesis Pavilion on the

show floor.” Lachocki adds, “The Genesis faculty, advisors, members, sponsors, owners and staff are world class. It will be an honor to stand beside them in Las Vegas and work with them in the years ahead to accelerate growth and excellence in our field.”

CPO Class

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How to build a brand

By Arif Sealey

By Arif Sealey, a former pool service operator and owner of Sealey Business Brokers that helps owners and future entrepreneurs buy and sell businesses in Texas, Arizona and California. For more information, go online to SealeyBB.com or call toll-free 1-844-POOL-RTE.

In our ad-saturated culture, many business owners have become familiar with the elements of building a brand – the logo, promotions, sponsorships, pens/cups/squeeze ball giveaways, etc. We're flooded with them daily. However, branding is about more than the individual components. For instance, if the company logo is red

script, the business cards are brown block font, and the gift bags are purple, the consumer will feel the disconnect. Where there is disconnect, consumers can't figure out what a company stands for in the glutted marketplace. The ultimate goal of branding is to impart the message that you/your company/your services are integral to

your target consumer's current life or desired lifestyle. Branding, the practice of creating desired associations between items, is what's made it possible for anyone globally to hear "I'd like to teach the world to sing," the consumer automatically picture that red and white label inscribed in cursive with "Coca-Cola". In the study of how to move consumers, also known as behavioral psychology, here are 5 concepts that are key to building any successful brand:

- **Market-driven** – The first step toward building an effective brand is to research your target market. Many business owners transition into business after having been an avid consumer of a product; however, just being a consumer does not make one an expert on all buyers for a given service or product. In addition, consumption patterns change with each generation so what moved

the target market yesterday may not be the same motivators in a decade or two.

- **Focused** – Next, determine what 1-2 overriding impressions of your company you want the target audience to take away. It can be a message or a feeling. However, it should be based on what's important to the target consumer when shopping for the services or product you offer. This impression should drive all media and messaging – whether written or oral – that are developed and distributed by your company.

- **Cohesive** – Third, craft imagery and language that consistently present your 1-2 key messages in a way that appeals to your target audience. While it appears a no-brainer, message development encompasses everything from selecting the ideal active verbs and tone, to choosing marketing venues

Continued on page 16

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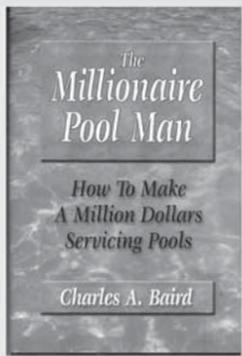
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Drive new business opportunities by being an energy efficiency “expert”

By Zodiac Pool Systems, Inc.

Spurred by environmental concerns and the desire to save money, more and more pool owners are researching ways to cut energy usage and look to service professionals for information. Share your expert view on energy-efficient pool measures with your customers, and maximize business opportunities at the same time.

Here are four suggestions for talking points to cover with your pool owner customers when they ask how they can save energy – and money – with their pools:

1) Invest in a more energy-efficient pump and reduce the amount of time and at what speed it runs to save money:

If the pool owner is interested in maximum energy efficiency, encourage him to look into variable-speed pumps, which can be programmed to run at the mini-

imum speed needed for cleaning, heating and so on. Share that variable-speed pumps can save pool owners up to 90 percent in energy costs when compared to a single-speed pump.

Of course, reducing the amount of time the pump is operated will cut down on required energy. Several short cycles of operation can be more efficient than running the pump all at once. Operating the pump at low RPMs during peak energy periods and higher RPMs at night – typically non-peak times – can save considerable cost.

2) Turn down the heater and look into high-efficiency models

Remind your customer that raising the pool’s temperature even one degree can be costly. If the pool owner wants to keep the pool heated above 80 degrees for swimming, encourage him to promptly lower the heat when the pool isn’t in use.

You can also recommend the

pool owner consider a high-efficiency heater, which can reach 90% efficiency, resulting in big savings on energy bills. In fact, according to the U.S. Department of Energy, going from a heater with 55% efficiency to one that is 95% efficient can save up to \$1,000 in gas heating costs a year.

Finally, you can suggest that keeping a cover on the pool can also reduce heat loss and save up to 70% on energy.

3) Take advantage of your pool automation system

If the pool owner has a pool automation system, encourage him to take advantage of the system’s seasonal adjust – if it has one – to program the controller to turn the filtration system, cleaner, lighting, pumps, and water features off and on during off-peak pool usage times. Running the pool’s filtration system at off-peak hours – when electricity demand is lower – can help lower costs. Remind your customer to check with

the local utility company for its off-peak times (generally between 8PM and 10AM).

4) Remind that preventative maintenance is key

Share with your customers that by keeping their drain systems clear through periodic backwashing, and cleaning the filter regularly keep the pool running efficient-

ly and reduce energy costs. Most of you provide these services and so it doesn’t hurt to show how important they are to saving the pool owner money in the long run.

Share with your customers the cost savings associated with keeping – or making – pools energy efficient, and you can also add to your own bottom line.

Education Quiz

Try the Education Quiz on page 2 and challenge your knowledge!

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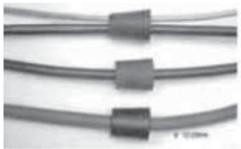
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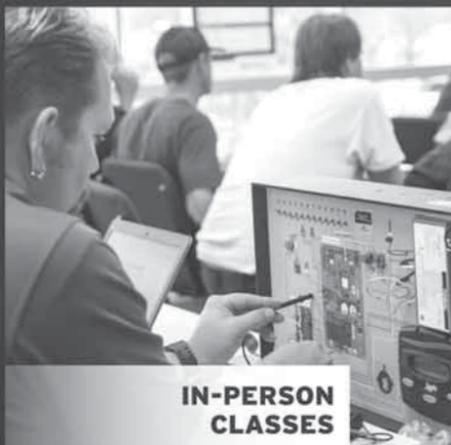


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Sea Turtle Inc. project update

Members of IPSSA Texas volunteered their time and knowledge once again at Sea Turtle Inc. (a sea turtle rescue and rehabilitation center) on South Padre Island. A lot has changed since our original



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visit in October of 2013. Many improvements have been made to the assorted pumps and filtration systems needed to maintain the many tanks for the rehabilitating of the turtles which have been brought in because of injuries, illness and during the cold months, beaching due to cold water temperatures (turtles do not generate their own body heat and without help would die).

During this visit we were joined by Heidi Amos our North Texas Pentair rep. Heidi has been involved since the start and has a real passion for this project. Our many thanks to her and Pentair for all of their help.

Stan Crisp, Rick Taylor and Sean Assam, reps for Aqua Cal and Auto Pilot were present. The titanium core heat pump that Aqua Cal donated, and we helped install a year ago, continues to work and look brand new. That's a pretty good testimonial considering that it sits out in the elements next to the lagoon and circulates straight sea water (30,000—40,000 ppm salt).

On our spring visit in 2016, we plan to install an Auto Pilot chlorine generator. Turtles can tolerate a small amount of chlorine and it is helpful in controlling the many organisms and critters forever present in ocean water. Rick and Sean informed us that Auto Pilot

Continued on page 12



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Tanya Houff

SeaKlear® expands customer service team

SeaKlear®, manufacturers of a specialty line of water treatment products for both pools and spas, is pleased to announce it now has Tanya Houff and Ranae Guzman as dedicated inside sales/ customer service team members to serve both east and west coast customers. Having dedicated staff for both its east and west coast customers is a part of SeaKlear's

ongoing strategy to enhance delivering outstanding customer service to pool and spa professionals throughout the US. Ranae Guzman is now the East Coast customer service representative for the company, working with customers east of the Mississippi and is very familiar with the industry having worked in the company's accounting department for

over 10 years. Tanya Houff is now the West Coast customer service representative working with customers west of the Mississippi and has many years of customer service experience having previously worked for Crowley Maritime. Tanya can be reached directly at thouff@seaklear.com and Ranae can be reached at rguzman@seaklear.com.



Ranae Guzman

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— **Blake Fell**, Hawaii Pool and Spa Service

Sea Turtle Inc. project update

Continued from page 10

salt cells can work just fine with the high salt levels. If you would like to try out one of the Auto Pilot chlorine generating systems contact Ingrid at IPSSA Texas News. She has two systems (up to 52,000 gal.) available at a good price, which were traded for advertising in the statewide newsletter. Garrett Thibodeaux with Stellar Sales joined us. Stellar Sales is the rep for Aqua Cal and Auto Pilot as well as Davey pumps. Davey pumps, from Australia, are water cooled, extremely quiet and operate on extremely low amperage (7.2 amps for 2 H.P.). We installed a 2 H.P. on the roof next to the 8,000 gallon "Silo" that is used to provide the constant change out water. We added an improvised "solar" loop in the hope that some heat can be added in the cooler months. Any manufacturer of solar heat systems that would like to get involved in our project, please contact Gordon Slagle at 817-304-7247 (cell).

2016 promises to be exciting for both Sea Turtle Inc. and IPSSA. The IPSSA logo will be prominently displayed on Sea Turtle Inc.'s website, facebook page, newsletters, brochures and mention will be made during the educational talks that are given several times a day. Sea Turtle Inc. will start construction on the new world class center next door to the existing hospital. For more information on Sea Turtle Inc. visit their website. If you would like to participate in any way on our next visit (sometime in April 2016), please contact Gordon Slagle at 817-304-7247 or 817-595-1167.

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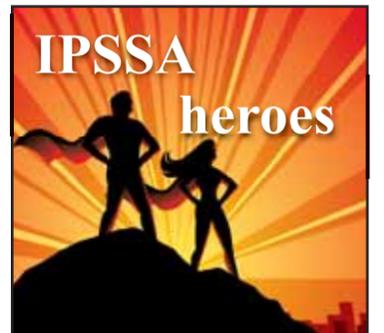
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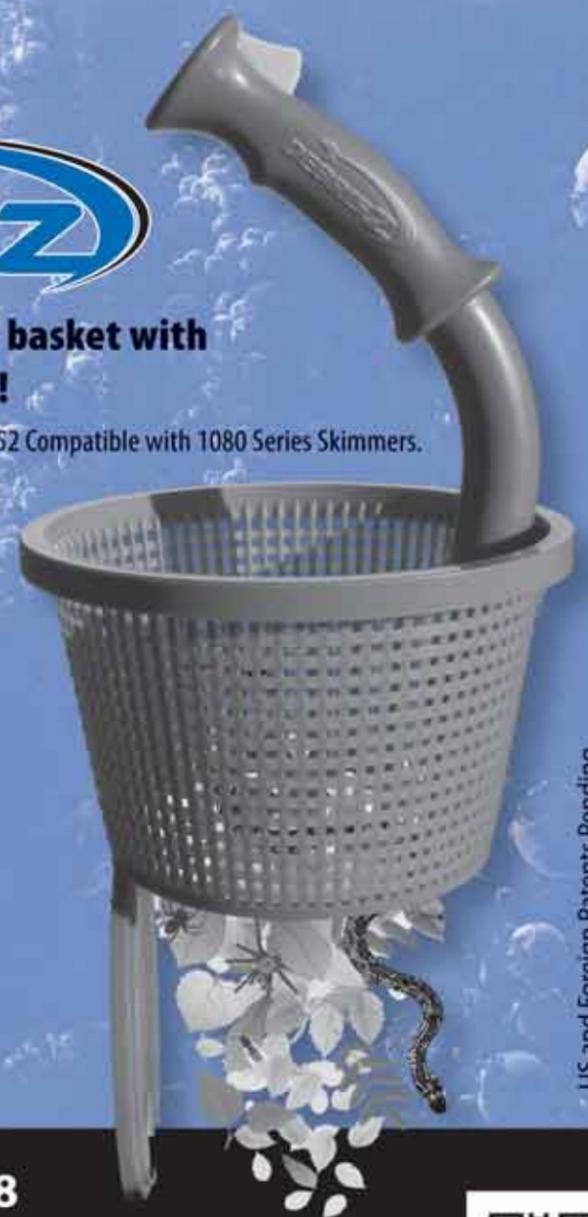


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NSPF® instructors honored with awards

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The National Swimming Pool Foundation® (NSPF®) honored the organization's Active Instructors for their extraordinary performance over the past year. Many individuals and three companies received awards for their commitment and excellence in keeping pools safer and open. The recipients who attended the annual instructor meeting were awarded by NSPF representatives just before the twelfth annual World Aquatic Health™ Conference, which took place in the beautiful Scottsdale, Arizona.

"The NSPF Instructors are the experts who teach professionals how to keep pools and spas safer and working more efficiently, thus helping more people live healthier lives," states NSPF CEO Tom Lachocki, Ph.D. "Their success is what makes us relevant at the Foundation. We are honored to serve them and love to recognize their hard work in the aquatics field."

The following instructors were recognized for being the top in their respective fields by the NSPF:

Most Certified Individuals in their First Year as an Instructor — Rudy H. Stankowitz, Owner of Aquatic Facility Training & Consultants in Florida, was presented with the award for 211 successfully taught students. Stankowitz has been a part of the pool industry for more than 20 years. Auteen Bahrami of Sunset Pools Inc. and Robert Christopher Hayes of Leslie's Poolmart were also recognized in this category.

Most Certified Individuals in their Second Year as an Instructor — Ruth Virginia Frederick, Owner of Perfected Solutions in Florida, achieved this award thanks to an incredible 406 newly taught students. Raymond Eric Brett of Pool Operation Management and Albert Lopez of Leslie's Poolmart, Inc. joined Frederick in this category.

Most Certified Individuals by an Instructor in the Last Year — Rick Stewart, Owner of Pool Training Academy based in Colorado, was honored in this category as he had taught an impressive 781 students in the past year. Stewart has been an NSPF Instructor since 1985. Other esteemed instructors include Steve Scheuer of Certified Pool Trainers, Inc.; Trevor Sherwood, II of Pool Operation Management; Robert Freligh of Nationwide Aquatic Consulting; and Armando Esparza of Aquatics by Armando.

Most Certified Individuals Ever by an Instructor — Robert R. Freligh, Owner of Nationwide Aquatic Consulting of New York, continued his legacy; he has certified over 10,000 students since becoming an NSPF Instructor in 1995. Trevor Sherwood, II of Pool

Continued on page 20



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Instructors receive comprehensive training and certification to

teach the CPO® certification program. These instructors represent every segment in the aquatics industry including operators, health officials, service professionals, builders, manufacturers, property managers, retailers, and academicians. This

Continued on page 22



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How to build a brand

Continued from page 8

and logo colors. For instance, while green implies health and vibrancy, brown brings to mind solidity and conservatism, orange for high energy, and red for danger or passion. In addition, various color pairings can alter the message.

• **Multimodal** – A branding budget should include a wide range of methods for reaching a target audience, including paid advertising, promotional events, speaking engagements, media releases, social media posting, sponsorship, so your target sees you in all venues that are important to the target.

• **Repetitive** – Branding requires time. Not nearly as much as was needed to create the Grand Canyon (as water eroded the rock over millennia), but the approach is the same. To be effective, the

message must be distributed to the target audience repeatedly, in at least 3-month branding cycles over 3-5 years, in order to leave a lasting impression with most consumers. Typical research shows, a consumer must be exposed to a message at least 7 times to even remember having seen it, and at least 20 times before buying the product/service when they are ready to make the purchase.

Branding is about repeating the same core messages, month after month, year after year in the venues where your desired consumers congregate. It is not a quick fix, but branding can make selling your product easier long-term, build goodwill that adds to the value of your business, and make you stand out among competitors.

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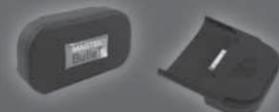
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CMAHC welcomes eight new sponsors

Leading organizations make substantial donations to sustain the Model Aquatic Health Code, striving for a higher aquatic health and safety standard.

Eight visionary organizations, including two Founding Sponsors, have stepped up to sponsor the Council for the Model Aquatic Health Code (CMAHC), furthering assurance this important non-profit will be positioned to keep the Model Aquatic Health Code (MAHC) sustainable, current, and complete. Sponsorship helps underwrite the change process, organize and convene the Vote on the Code Biennial Conference, oversee the MAHC research agenda, and much more.

The CMAHC is excited to welcome two new Founding Sponsors, Councilman-Hunsaker and SeaWorld Entertainment, who join with the National Swimming Pool Foundation as CMAHC benefactors through their critical investment in the future of the MAHC. "On behalf of the Councilman-Hunsaker team, I would like to express the shared commitment we have with the Council for the Model Aquatic Health Code. Having an industry wide comprehensive pool code such as the MAHC that is based upon scientific data and best practices will support our collective efforts of safeguarding the health and safety of every aquatic facility user while emphasizing the positive impacts provided through aquatic activities," stated Scott W. Hester, P.E., President, Councilman-Hunsaker. SeaWorld Entertainment Chief Park Operations Officer, Dan Brown, added, "Assuring the safety of guests in our six water parks is our highest priority and SeaWorld Entertainment, Inc. is proud to be a founding sponsor of the Council for the Model Aquatic Health Code. We have worked in close partnership with CDC for many years in the creation of this code and we view it as a great step forward in improving health and safety in all the nation's aquatic facilities."

This much-needed underwriting from three founding sponsors is augmented by six additional organizations who have made financial investments in support of the CMAHC. The CMAHC welcomes: The American Chemistry Council, Aqua-Cal, Ellis & Associates, Eco-Lab, IPSSA, and the New Mexico Department of Environmental Health. "We deeply appreciate the support of these leaders who share our vision, to reach for a higher aquatic standard," said Douglas Sackett, Executive Director of the CMAHC.

Many of the CMAHC sponsors participated in the seven-year MAHC development process where they contributed their leadership and countless hours of their expertise. "The CMAHC Board of Directors is grateful to all of the sponsors who have generously donated their money, their precious time, and their leadership. These organizations are committed to keeping swimming a



healthy, safe, family and individual activity," added Sackett, who invites people to hear from these six CMAHC sponsors about why they are committed to sustaining the MAHC through the CMAHC and its partnership with the CDC.

Gold sponsors

"Appropriate swimming pool chemistry is a significant factor in keeping swimming healthy and enjoyable. That's why the Chlorine Chemistry Division of the American Chemistry Council and

its members are proud to support CDC's efforts to develop science-based guidance on swimming pool operation and maintenance through the Model Aquatic Health Code," explained Judith D. Nordgren, Managing Director, ACC's Chlorine Chemistry Division.

"Aquacal Autopilot is a strong proponent of one single, national standard for the design, construction, and operation of public pools. The CMAHC is the right organizational platform for the development and ongoing support of one effective and sensible national standard," affirmed Dr. Bill Kent, President/Owner, Aquacal Autopilot, Team Horner Group.

"Ellis & Associates is proud to be a CMAHC sponsor. As the Leader in Aquatic Risk Manage-

ment, E&A has been involved in the MAHC development since its *Continued on page 18*

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CMAHC

Continued from page 17

inception and supports any mission that is closely aligned with E&A's mission of Zero Drownings and the creation of safer aquatic facilities," said Richard A. Carroll, Sr. VP/COO, Jeff Ellis & Associates, Inc.

Bronze Sponsors

"As a global leader in water, hygiene and energy technologies, Ecolab supports the MAHC's efforts to provide consistent and uniform code language for all regulatory agencies. Standardizing requirements will

improve conditions in commercial swimming pools and aligns with Ecolab's corporate goals to make the world cleaner, safer and healthier – protecting people and vital resources," stated Jim Mock, Director of Operations, Aqua Balance, EcoLab.

"The Independent Pool & Spa Association, Inc. (IPSSA) exists for the mutual professional benefit and growth of its members and for the continued improvement of the pool and spa industry. So, it was an easy decision for us to sponsor

the CMAHC," commented Bob Luedtke, IPSSA Education Committee Co-Chair.

"The New Mexico Environment Department Swimming Pool Program has been involved with the development of the MAHC from the beginning. We are in the process of adopting the Model Aquatic Health Code 1st Edition as a large part of New Mexico Swimming Pool Regulations. We support the continued development and revisions to the MAHC to make it the national standard for the aquatic industry," said Eugene R Knight, Swimming Pool Program Manager, New Mexico Environment Department, Environmental Health Bureau.

The CMAHC is seeking organizations and companies who want to align with the CDC, one of the world's leading health organizations, and share a mission that makes aquatics the best it can be, promoting healthy fun and exercise at safe aquatic facilities. Additional CMAHC Founding Sponsorships are available through 2015; Hall of Fame, Platinum, Gold, Silver and Bronze sponsorship opportunities are also available.

This year, CMAHC members voted on more than 160 proposed changes to the MAHC. People are encouraged to join the CMAHC as only CMAHC members have the ability to comment and vote on proposed changes to the MAHC. The voting took place electronically one month following the first CMAHC Vote on the Code 2015 Biennial Conference. The conference was October 6-7, 2015, at the Scottsdale Plaza Resort, Scottsdale, Ariz., just prior to the 12th World Aquatic Health Conference at the same location. Register for the Vote on the Code 2015 Conference now to attend in-person or by Live Streaming. You don't have to be a CMAHC member to attend but join the CMAHC so you can post comments and vote on the proposed changes.

About The CMAHC

The CMAHC is a conduit for CDC to receive data-driven, science-based MAHC update advice from public health and aquatic industry experts committed to healthy and safe swimming by keeping the MAHC current, sustainable, and easily understood and implemented. The CMAHC is unique in that no other organization exists exclusively to advocate, evolve, innovate, promote implementation, and organize research in support of the Model Aquatic Health Code.

Unlike legislation, the MAHC is voluntarily adopted, wholly or in part, and driven by volunteer expertise. It is free, accessible to all, and backed by the Centers for Disease Control and Prevention (CDC). It took over 150 volunteer experts seven years to develop the Model Aquatic Health Code. The MAHC was released in the summer of 2014. The MAHC guides aquatic facility, design, construction, operation, maintenance, policies and management of public aquatic facilities. The CMAHC is member driven and sponsor supported. Become a Member. Become a Sponsor. Make aquatics the best it can be! cmahc.org.



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Patriot Pool and Spa

Continued from page 3

ways to increase the level of professionalism at Patriot Pool and Spa, and within the swimming pool industry as a whole," said Hal

Denbar, President of Patriot Pool and Spa. "It is an honor to have the swimming pool industry recognized by a world-class institution such as Texas A&M University."

The 100 Aggie-owned or Aggie-led businesses with the highest annual revenue growth were recognized on Friday, Octo-

ber 23, 2015, at a formal luncheon in the Zone Club at Texas A&M University's football stadium, Kyle Field. More than 700 honorees, families, employees, faculty, administrators, and current student entrepreneurs were in attendance to celebrate their success.

"As we enter our second decade honoring business excellence with the 11th Annual Aggie

100, we reflect on all the Aggie businesses that came before and look forward to the future success of Aggie entrepreneurs to come. From agriculture to technology and everything in between, this year's list signifies that, no matter your background, the Aggie entrepreneurial spirit is alive and thriving," said Dr. Richard H. Lester, Executive Director of the Mays

Business School's Center for New Ventures and Entrepreneurship. "Our sense of entrepreneurial pride swells each year, as we recognize how successful businesses can become by keeping the Aggie Code of Honor at the heart of everything they do."

The Aggie 100 list in its entirety may be viewed at www.aggie100.com.

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One of the benefits of membership in IPSSA is a \$50,000 life insurance policy. All you need to do is complete a Beneficiary Designation Form.

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Call the financial office (888-391-6012) if you are not sure whether or not your Beneficiary Designation Form has been filed. If not, or if you want to change your beneficiary, you can download the form from the "Members Only" page of www.ipssa.com.

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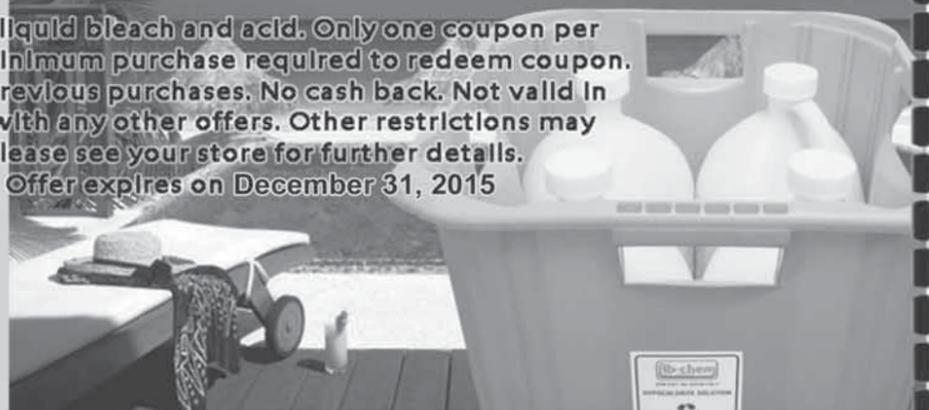
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NSPF instructors honored

Continued from page 15

Operation Management; Kurt Carmen of Aquatic Council, LLC; Bob Buettner of Pool Pros CPO Training; and Joan Navratil of Horizon CPO Seminars were also recognized in this category.

Most Impressive Increase in Certifications — Timothy E. Auerhahn, Co-Chair of Aquatic Council, LLC located in New

York, who has been an NSPF Instructor since 2010, was presented with this award. Other instructors in this category were Raymond Brett of Pool Operation Management, Rudy Stankowitz of Aquatic Facility Training and Consultants, and Ruth Frederick of Perfected Solutions.

Biggest Supporter of Pool

Operator Primer™ — Richard Deyo, Director of Training for EcoLab, Inc. headquartered in Minnesota trained the most students through the online Pool Operator Primer™ course in the past year. He has been using NSPF material since 2002 and has certified more than 1,000 pool operators with the CPO® Certification.

In the past year 164 of those students completed the online Pool Operator Primer training. Deyo was joined by Connie Sue Centrella of Connie Centrella Consulting, LLC; Richard Ruggles of Hayward Pool Products Visalia, CA; Martyn Knowles of Hayward Canada; and Robert Estell of Exam Prep Inc.

Biggest Supporter of Online Training Programs — Roy Carter, Director of Inspection & Education for Champions School of Real Estate based in Texas, has been using NSPF materials since 2007. This is Mr. Carter's second year in a row that he has won this award which spans across all of NSPF's online programs.

Most Certified Individuals in Spanish within the U.S. — José Torres, Owner of Paraiso Pools in Florida, has won this specific award previously; he enjoys teaching pool and spa professionals in their native tongue while they strive for their CPO® Certification in America.

Most Certified Individuals in Spanish Internationally — Hugo Diaz, Owner of Area de Piscinas de Columbia, an NSPF Instructor since 2012, was presented with this Spanish International award for the second year in a row. Mr. Diaz travels across Spanish speaking countries, which gives many pool and spa operators the opportunity to learn about aquatic health and safety measures.

Most Certified Individuals Outside the U.S. — Shane Ince, General Manager of Aquatics Information & recently hired NSPF Liaison, Australia, was recognized for the most certified individuals outside the U.S. He has been using the NSPF materials since 2008. Mr. Ince travels across Australia to teach pool and spa operators about proper operation, safety, and maintenance.

Continued on page 21

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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.

NSPF instructors honored

Continued from page 20

Three companies were recognized by NSPF:

Most Certified Individuals by a Company — Pool Operation Management in New Jersey was recognized as the company with the most certified individuals in the past year. The organization was founded in 1980 and currently consults, trains/educates, and manages both commercial and residential pool clients.

Most Certified Individuals by a Company in Spanish Internationally — Asociación de Profesionales de la Piscina (APPAC)

of Mexico with their team of 25 NSPF Instructors, certified more students in Spanish than any other company outside the USA. APPAC has been using NSPF educational programs since 2011, as they continue to elevate the aquatic field in Mexico by teaching CPO® Certification courses.

Most Certified Individuals by a Company in English Internationally — Alberta Health Services of Canada received the English International award. Alberta Health Services now has 18 authorized NSPF Instructors. In

2012 the company began offering CPO® Certification courses across Alberta, Canada in response to an introduction of new pool standards from the Alberta Government.

The NSPF appreciates everything that the instructors do every year, communicating the appropriate educational materials helps the aquatic industry keep pools and spas safer and open. Both NSPF and NSPF Instructors believe that everything we do helps people live healthier lives. Congratulations and thank you to all instructors.

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CPO program

Continued from page 16

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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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 Second Tues., 6:30 p.m., American Legion Hall
 5309 S. Sepulveda, Culver City
 Pres. Jeff Von Dwingelo (310) 749-1853
 waterdogpoolservice@msn.com
WHITTIER: First Wed., 7 p.m.
 Superior Pool Products in Santa Fe Springs
 Pres. Tom Horning, (562) 458-2881
 tomspoolcare@roadrunner.com

REGION 5 (ORANGE COUNTY)
B.O.R.D. Member: Steve Donohoe
 (949) 235-5888
 E-mail: steve@anotherperfectpool.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. Jeff Steinker (949) 586-4860 jsteinker@cox.net
DANA POINT: Second Tues., 6 p.m.,
 Coco's, Crown Valley and I-5
 Pres. Brian Bottrell, (949) 697-8544
 vambrian@gmail.com
HUNTINGTON BEACH
 Third Mon., 6:30 p.m., Round Table Pizza
 Warner & Euclid, Huntington Beach
 Pres. Travis Baker (714) 878-3722
MISSION VIEJO: First Tues., 6 p.m.
 Claim Jumper, 27845 Santa Margarita Pkwy
 Pres. Mark Byrne, (949) 690-6381
 eternitypool@gmail.com
NORTH ORANGE COUNTY
 Second Wed., 7 p.m., Graziano's Italian Restaurant,
 17487 Imperial Highway, Yorba Linda
 Pres. Rick Reyes (714) 635-5459
 rickmreyes50@yahoo.com
ORANGE COAST
 Last Monday, 5 p.m., Carrow's Restaurant
 Warner & Magnolia, Huntington Beach
 Pres. Michael Kei Black (714) 891-0351
 mblackels@netzero.com
ORANGE COUNTY #1
 Second Wednesday, 7:00 p.m.; Graziano's,
 17487 Imperial Hwy, Yorba Linda
 Pres. Bill Walton (714) 632-8888
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
 Pres. Jim Romanowski (714) 404-2550
 poolperfection1@aol.com
SADDLEBACK VALLEY
 Last Tues., 6 p.m., Lone Star Steakhouse,
 24231 Avenida de la Carlotta, Laguna Hills
 Pres. Scott Kather (714) 742-9597
SOUTHWEST: First Wed., 6 p.m., ABC Pools
 10560 Los Alamitos Blvd., Los Alamitos
 Pres. Ken Tipton (562) 430-8515
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
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

REGION 6 (INLAND EMPIRE)
B.O.R.D. Member: Scott Peterson
 (951) 699-8407
 E-mail: ipssascott@yahoo.com

CORONA: Second Tues., 7:00 p.m., Marie Callenders
 160 E. Rincon St. (at Main St.), Corona
 Pres. Johnny Springer (951) 741-6189
 johnnyspoolandspa@sbcglobal.net
HEMET: Third Wed., 6:00 p.m., El Jalapeno
 1999 N. State Street, Hemet
 Pres. Dan Riley V (951) 588-9035
 dan@hemetpoolcare.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
 mangopoolnsa@verizon.net
ONTARIO/ RANCHO CUCAMONGA
 Second Tues., 7 p.m., Carows Restaurant
 11669 Foothill Blvd., Rancho Cucamonga
 Pres. Ron Goodwin (909) 989-0406
 good2win@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. Matt Kauber (760) 702-0160
 salernopools@yahoo.com
PALM SPRINGS
 First Wed., 6:30 p.m.
 Elks Lodge, 67491 Elk Drive, Palm Springs
 Pres. Ken Pomije (760) 413-6022
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. Scott Zahn, (951) 966-0592
 libertypoolservice@hotmail.com
TEMECULA/MURRIETA
 Third Wed., 7 p.m., Pat & Oscar's
 29375 Rancho California Rd., Temecula
 Pres. Jack Delaney (951) 674-6318

REGION 7 (SAN DIEGO COUNTY)
B.O.R.D. Member: Mike McCourtney
 (760) 788-0823
 E-mail: sunrise1@hotmail.com

CARLSBAD: Third Wed., 7 p.m.
 Grandma's Restaurant, 539 Vista Bella, Oceanside
 Pres. David Talbot (760) 845-6863
ESCONDIDO
 Third Wed., 6:30 p.m., Call for location.
 Pres. James Leisten (760) 737-3058
 jim@blueribbonps.com
NORTH COUNTY COASTAL
 Third Tues., 6:30 p.m.
 Brett's BBQ, 1505 Encinitas Blvd., Encinitas
 Pres. Daniel Carlson (760) 613-1552
RANCHO DEL MAR
 Third Mon., 5:30 p.m., Tio Leos
 3510 Valley Centre Drive, San Diego
 Pres. Joshua McKee (858) 337-4482
 josh@makaipools.com
SAN DIEGO
 Third Wed., 7 p.m., Mission Valley Resort
 875 Hotel Circle S., Mission Valley
 Pres. Austin Gardiner (619) 449-6345
 austingardinerps@hotmail.com
SAN DIEGO EAST COUNTY
 Third Tues., 6 p.m.,
 Superior Pool Products, 1973 Friendship Dr., El Cajon
 Pres. Berny Sweeney (619) 244-0496
 bernypoker@hotmail.com
SAN DIEGO METRO
 Fourth Thurs., 7:00 p.m.
 Coco's, 1025 Fletcher Parkway, El Cajon
 Pres. Mike McCourtney (760) 788-0823
 sunrise1@hotmail.com

REGION 8 (SOUTHWEST)
B.O.R.D. Member: Marc Cannon
 (602) 432-3371
 E-mail: rescueh2o@aol.com

EAST VALLEY
 Third Thurs., 5:45 p.m., Superior Pool Products
 2350 W. Broadway Rd. #110, Mesa
 Pres. Mike Lee (480) 786-0687
HENDERSON:
 First Wed., 7 p.m., Village Pub-Horizon Ridge
 10900 S Eastern Ave, Henderson NV
 Pres. Forrest Owen (702) 372-7200, poolboys@cox.net
IPSSA VIPS
 Third Wed., 7:00 p.m.
 Elk's Lodge #335, 14424 No. 32nd St., Phoenix
 Pres. Joe Mischik (602) 290-5547
NORTH PHOENIX
 Third Tues., 7 p.m., SCP
 18201 N. 25th Avenue, Phoenix AZ 85023
 Pres. William Goossen (623) 580-9802
 goosse-man@cox.net
NORTHWEST LAS VEGAS
 First Thursday, 7:00 pm
 Joey's Bar & Grill, 7081 W. Craig Road, Las Vegas
 Pres. Robert Fazio, (702) 591-1624
SCOTTSDALE
 Third Mon., 6:00 p.m., SCP, 7841 E Gray Rd.,
 Scottsdale, AZ 85260-3461
 Pres. Kurt Schuster (602) 488-7335
TUCSON:
 Third Wed., 7 p.m.
 Superior Pool Products, 4055 N. Runway Drive.
 John Greenough (520) 440-5671
WEST VALLEY
 First Wed., 7:00 p.m., Cloud Supply
 1100 N. Eliseo, Felix Way, Avondale
 Pres. Patrick Pace (623) 853-6859
WESTERN LAS VEGAS
 First Mon., 6:30 p.m. (excl. holidays)
 Vietnam Vets Hall, 6424 W. Cheyenne, Las Vegas
 Pres. Linda Cross 702-524-8453
 ipssalindacross@gmail.com

REGION 9 (TEXAS)
B.O.R.D. Member: Jim Smith
 (512) 206-0606
 E-mail: jim@aquamanpoolandspa.com

AUSTIN
 First Tues., 6 p.m., Cherry Creek Catfish Co.
 5712 Manchaca Rd, Austin
 Pres. Todd Swearingen (512) 326-4695

CLEARLAKE
 Fourth Tues., 7:00 p.m., Red River BBQ,
 1911 Hwy 518 at 270, League City,
 Pres. Jim Jacobsmeyer (281) 787-6116
CORPUS CHRISTI
 First Thurs., 6:30 p.m., Schlitterbahn Upper Padre
 14353 Commodores Drive, Corpus Christi
 Pres. Michael Baker (361) 563-7655
HOUSTON: Second Tues., 7 p.m.
 IHop, 11225 Katy Freeway, Houston
 Pres. Bryan Norris (713) 234-7649
 bryan@norrispools.com
NORTH AUSTIN
 Second Tues., 6 p.m., Cedar Park Library
 550 Discovery Blvd.,
 Pres. Rick Beaubouef (512) 466-9672
NORTH HOUSTON: Third Thurs., 7 p.m., IHop
 25619 Interstate 45, Spring
 Pres. Gary Lindsey (936) 448-4208
SAN ANTONIO
 First Mon., 6:30 p.m., Willies Grill
 15801 San Pedro, San Antonio
 Pres. Becky Clayton (210) 240-3121
 beckyclayson@yahoo.com
WEST HOUSTON: First Mon., 7 p.m.
 Texas Land & Cattle, 12313 Katy Fwy, Houston
 Pres. Earl Jones (832) 573-8279
 earl@texaspooltechs.com

REGION 10 (BAY AREA SOUTH)
B.O.R.D. Member: John Oldfield
 (888) 641-8047
 E-mail: joldfield@oldfieldinc.com

FREMONT: Second Mon., 6 p.m.,
 El Patio Restaurant, 37311 Fremont Blvd., Fremont
 Pres. Michael Murphy (510) 579-1448
MID-PENINSULA
 Last Tues., 7 p.m., Highland Community Club
 1665 Fernside Ave., Redwood City
 Pres. Jerry Lindley (650) 366-6637
MONTEREY COAST: Fourth Wed., 7:00 p.m.,
 Holiday Inn Express, 1855 Main Street, Watsonville
 Pres. Bob Blade, (831) 647-8680
 alohapoolbob@sbcglobal.net
REDWOOD EMPIRE (Marin Co.)
 Third Wed., 7 p.m., Lucchesi Park, Petaluma Park,
 320 N. McDowell Blvd., Petaluma
 Pres. Darrell O'Neal (707) 544-3060
 dandmpool@aol.com
SANTA CLARA VALLEY
 Third Thurs., 7:30 p.m., Napredak Hall
 770 Montague Expressway, San Jose
 Pres. Joe McVeigh (408) 249-9731
 josplash@sbcglobal.net
SILICON VALLEY: First Wed., 6 p.m.
 Armadillo Willy's, 1031 N. San Antonio Road, Los Altos
 Pres. David Guslani (650) 333-1351
 dguslani@earthlink.net
TRI-VALLEY: Second Thurs., 6 p.m.,
 Meeting locations vary. Check with chapter president.
 Pres. Stan Phillips (925) 518-1718
 stan@aquacps.com

REGION 11 (FLORIDA/GEORGIA)
B.O.R.D. Member: Todd Starnier
 (941) 915-2135
 E-mail: tstarnier@tampabay.rr.com

GOLD COAST (Ft. Lauderdale area)
 Second Tues., 6:30 p.m., Wings Plus9,
 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. Andrea Dospel (941) 920-2205
NORTH GEORGIA
 Pres. James Anderson (678) 947-3600
OSCEOLA (Kissimmee/Orlando)
 Second Wed., 6:30 p.m.
 Fat Boy's Restaurant, 2512 13th Street, St. Cloud
 Pres. David Bianco (407) 957-2609
 biancopools@aol.com
SARASOTA: First Tues., 6:30 pm
 Papa Nicks, 4940 Fruitville Road, Sarasota
 Pres. Andy Homner (941) 330-5757
TREASURE COAST
 Fourth Tues., 7:00 pm
 Duffy's Sports Bar, 6431 SE Federal Hwy, Stuart
 Pres. Allen Schroeder (772) 215-1884
VENICE: Fourth Monday, 6:30 p.m.,
 Valenti's Ristoranti, 1200 E. Venice Avenue, Venice
 Pres. Ray Kurilivicius, (941) 743-2010
 ray@dartpoolsolutions.com

REGION 12
B.O.R.D. Member: Jason Lehmann
 (817) 605-0194
 E-mail: waterconnection@att.net

DALLAS
 Fourth Tues., 5:30 p.m., Tony's Diner
 3112 N. Jupiter Rd #307 Garland TX
 Pres. Eustaquio Portillo (214) 325-6746
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. Will Ainsworth (817) 987-8580
WAXAHACHIE
 Second Wed., 7 a.m., Denny's,
 408 Westchase Drive, Grand Prairie
 Pres. Neal Holt, (972) 617-9877

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For more information about our associate members, please visit their web sites. If company representatives are available to speak at chapter meetings, their topics and geographic availability is indicated.

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