



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 XXXIII, NUMBER 2

February 2020

## California Capitol Report

# New Building Codes in Effect-Some Cities Banning Natural Gas

By John Norwood

Director of Government Relations, California Pool & Spa Association.



The 2019 California Building Codes go into effect 1-1-2020. Over the last several months virtually every city in the state has added the 2019 updates to their agendas and has approved them for implementation starting the first of the year. These include new plumbing, hardscape and swimming pool & spa codes.

Unfortunately, despite the efforts of CPSA and its allies, 23 of California's 478 cities have enacted so-called "REACH" codes that go beyond the state building codes. In one way or another, these ordinances ban the use of natural gas in new residential and commercial struc-

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## February BORD Member Interview

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



John Dixon serves as the Director of Region 6, which includes 9 chapters: Corona, Hemet, Menifee Valley, Ontario/Rancho Cucamonga, Palm Desert, Palm Springs, Riverside and Temecula/Rancho Murrieta.

1. What year did you join? I joined IPSSA in 2005, when I began my pool business.

2. Why did you join? A mentor told me I should join IPSSA because they have a great insurance program, education opportunities and comradery of pool folks. I felt that joining IPSSA was my gateway to other people that run pool business. I knew I would be able to ask a question to someone in the chapter if I ran into

problems out there in the field. When you start out in the business you feel isolated as you work alone but joining IPSSA I felt I was part of something that would benefit me and my customers.

3. How has IPSSA helped you over time? As a member of a chapter, there are always resources, which include training at chapter meetings, knowing when there are other supplier trainings. By becoming well informed, about servicing pools and the equipment, I feel I have been able to provide a higher level of service to my customers.

4. Why do you serve as a BORD member? To be honest, I didn't know what I was getting into, when I first became a director of the Region. All that was involved, such as, going to trade shows, attending chapter meetings in my region and being present at all BORD meetings. However, it has opened me up to how we can better serve the members and our community. I have learned so much by being exposed to leadership. I can tell you it has made a difference in how I see things in the pool industry.

5. What are you passionate about? I am very passionate about flying, sailing, scuba diving. Just being around water is so fulfilling. Which is why I believe strongly in water safety and why I go around dressed up like Josh the Otter promoting such a cause.

Follow John Dixon on the IPSSA Facebook page.

## 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/>

# New Membership Billing Team Started in January

By Rose Smoot  
Executive Director

As previously publicized in the BORD minutes, IPSSAN and email blasts, the BORD has made two decisions that has changed the billing for dues and insurance.

✓ In 2019, the BORD approved the dissolution of the IPSSA Management Company, after discussion with legal is was obvious there was some exposure to the nonprofit, IPSSA Inc. with having a for profit. This means that IPSSA Inc. will provide the dues billing and payment collection for your membership. Your invoice weather you pay by ACH, check or credit card will have IPSSA Inc as the company that is

billing you.

✓ There is a new team that will assist you with membership billing, payments, chapter rosters, collection of financial information from chapters and all other membership inquiries. Their names are Frank McDonald, finance manager, Terri Fulton, member services and Alison Thompson, member services. They took over the operational responsibilities January 20.

✓ Arrow/HUB Insurance is responsible for billing/collections, insurance beneficiary forms, certificate requests, deductibles and any other insurance inquiry. Arrow/HUB has retained Cramer Associates to do those functions.



Rose Smoot

The two companies will work together to make sure membership information is exchanged on

*Continued on page 6*

### Associate Management Team

#### Rose Smoot IOM, CAE - Executive Director

Email: [rose@ipssa.com](mailto: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) 360-9595 x2  
Email: [info@ipssa.com](mailto:info@ipssa.com)  
Duties: trade show materials requests, table top material requests, codes for water chemistry test, process orders from chapters for sick route coverage cards, IPSSA merchandise & book order fulfilment, social media posts

### Financial Office Team

#### Frank McDonald - Finance Manager

Phone: (888) 360-9595 x1  
Email: [frank@ipssa.com](mailto:frank@ipssa.com)  
Duties: submit tax data, Swim Fund, membership administration

#### Alison Thompson & Terri Fulton - Member Services

Phone: (888) 360-9595 x1  
Email: [memberservices@ipssa.com](mailto: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](mailto:editor@ipssa.com)  
Duties: IPSSAN content, IPSSAN advertisements

### Arrow Insurance

#### Diane Howard- Insurance Bookkeeper

Email: [diane.howard@hubinternational.com](mailto:diane.howard@hubinternational.com) 800-833-3433 Duties: proof of insurance requests

## Things to do in February

- Driving safety
- Truck maintenance
  - Hose bibs
  - Heater tune-ups
- Education at the Orlando Pool & Spa Show
- During the rainy season, don't drain pools

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**THE IPSSAN**

Official Publication of the  
Independent Pool & Spa Service Association, Inc.  
P.O. Box 3367, Rocklin CA 95677  
(888) 360-9505 • (888) 368-0432 (FAX)  
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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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## A Message from the President

By David Hawes

IPSSA President, Region 1  
Director

Hi Everyone,

Hope you all are doing well and are enjoying a good measure of health and happiness as the new year begins. This will be my last President's message and it is bittersweet for sure. I started a journey 2 years ago with an agenda to help IPSSA become more professional, more profitable, and more organized. I have accomplished, to some degree, all of these items. Every leader, at the end of his/her tenure reflects on the work that has been accomplished with hopes that the organization is better off than it was before they served. I think our BORD has moved IPSSA forward in a positive direction, and I am thankful for the opportunity to have served as your President. As we enter a new year, your BORD continues to look for ways to make your experience as a member of our IPSSA community a positive one. We have a new company taking care of your IPSSA dues billing and payments. This has resulted in a huge savings to our association, which will result in some capital to fund programs for member-

ship.

I am excited for our Leadership Weekend in San Diego. We have a great location and a great program for our Chapter Leaders. One of our main missions of this weekend, has been to equip our volunteers with the tools they need to run effective chapters, meetings, and programs. The success of IPSSA depends on the success of our chapters, and if you are in a leadership position with your chapter, please reach out to Rose and her staff for any help or ideas that will make your efforts more successful. They have developed several tools to assist you.

I want to encourage all of you reading this to get involved in our association. We want to see some of the younger members of our community get involved, and join our national committees, chapter committees, and start considering a leadership position. We need your input and participation.

I have spent a large part of my term, raising the awareness of IPSSA in the Industry. I have traveled extensively, attended several trade shows around the country, regional tabletops, as well as many IPSSA chapter meetings. I will tell you that our association is on everyone's radar




for the direction we are going, and things we have accomplished. I am very proud of IPSSA and continue to field calls and emails of admiration for what we are doing. I want to thank a few Directors for the help they have given me personally. Manuel Margain, our CFO, has been my constant right arm and sounding board, and many phone calls have been made at all hours of the night, to work through an issue. Neal Holt from Texas has been a constant source of support. Adam Morley has been a great friend when discussing the issues a "large" company has, as it relates to IPSSA. Outside the BORD, I have to give a shout out to Marc Cannon. He served as a President during his tenure and has been an incredible help navigating the waters of my position. I also want to thank Rose Smoot, our Executive Director. She and I clicked from the beginning and have weathered many storms over the last 2 years. Her knowledge of how associations are supposed to operate has been invaluable in steering IPSSA along the bumpy road of change.

I want to also thank all of the members that have supported me in my mission to make IPSSA the best that it can be. Your words of encouragement and support have given me inspiration the last 2 years, when I really needed it. I have enjoyed being your leader and look forward to serving you on the BORD in a different capacity.

Stay tuned.....for a message from the next President.

For Dave Hawes' video message and to keep current on other IPSSA events give us a LIKE and a FOLLOW on Facebook!

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Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
1 PM TO 2:45 PM	Hydraulics for the Service Professionals, Mike Childress, Pentair	The Calcium Based Startup, Emir Penard, Orenda Technologies Clases En Español	In-Floor Technical Service Training, Jaime Guzman, A & A Manufacturing	Proactive Startups, Marvin Rezac, EasyCare	The Pool Cleaner, Hands On/Tear Down, David Jones, Hayward	CPSA Panel on Banning of Natural Gas, John Norwood, CPSA	Reparacion de "The Pool Cleaner Manos a la orba, Alex Capous, Hayward Clases En Español	Hybrid Pool Heating in a Decarbonized Economy Dan & Dave Sizelove, Aquatherm	Intermediate Water Chemisty Gabe Talese, Hasa
3 PM TO 3:45 PM	Mobile Pool Operation without the Cost, Carlos Gomez, Pentair Clases En Español	Energy Efficiency Through Variable Speed Operation, Gary Fernstrom	Gen X, Y & Z, What Today's Customers Care About, Steve Berens, Clear Comfort	Roll-N-Vac, The Vacuum On Steroids, Steve Dunn, Commercial Pool Systems	Salt Trouble Shooting & Maintenance, Dan Bachman, Hayward	How to get Google to Refer your Customers, John Limbocker, Internet Dominators	Haywood Solucion de problemas de sal y mantenimiento Alex Capous, Hayward Clases En Español	Upgrading Fiber Optics In-Pool Lighting to LED Lighting, Matt Gelgand, SRS	Surface-bound Organic Contamination, Disinfection Byproducts and Legionella, Vance Fiegel, Creative Water Solutions
4 PM TO 5:45 PM	Pentair Robotic Cleaners, Scott Parker	Bombas de Velocidad Variable, Alex Valdovinos, Zodiac Clases En Español	Analysis and Understanding of Source Water Abstract, Rich Gallo & Terry Snow	Cyanuric Acid & Chlorine Effectiveness, Terry Arko, Hasa	Heater Fundamentals Using Manometer & Volt Meter Ben Carver, Hayward	How to Manage & Grow your business, Christine Hester, Pool Corp	Fundamentos del calentador, uso de manómetro y voltmetro, Alex Capous, Hayward Clases En Español	Plaster Stains & Discoloration, Dave Callahan, Jacks Magic	Business Management, Pedro Correa Clases En Español
FRIDAY, MARCH 13, 2020 / EXHIBIT HOUSE 2-6 P.M. / OPEN TO THE TRADE ONLY / REGISTRATION REQUIRED / 55+ New Seminars									
Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
8 AM TO 9:45 AM	Electricity For the Service Professionals, Mike Childress, Pentair	Pool Plaster Concepts for Service Professionals, OnBalance	The Chlorine Stabilizer Debate - A Different Perspective, John Weber, Biolab	Tratamiento Proactive Par Empezar Piscinas, Jose Valdovino/Victor Rivas, EasyCare Clases En Español	Warranty Open Forum, Clint Webster, David Jones & Ben Carver, Hayward	The Uniqueness of Hot Water Chemistry, Wayne Ivusich, Taylor Technologies	Aplicación recomendada de fabricación/ instalación de equipos comerciales, Alex Capous, Hayward Clases En Español	Why do we get algae? The latest science on algae identification and prevention, Chris Marcano, NC Brands	Understanding the Basics of Photovoltaic/ Thermal (PV/T) Systems, Phil DelNegro/FAFCO
10 AM TO 10:45 AM	Pentair's VSF Pump Programming, Scott Parker, Pentair	Design and Troubleshoot, Solar Pool Heating Systems, Suntrek Industries	Pool Safety & Emergency Response, Richard Pass	Competing Against the Internet, Alex Valdovinos, Zodiac	Hydraulics Made Simple, David Jones, Hayward	How to get Google to Refer your Customers, John Limbocker, Internet Dominators	Sistema hidraulico simplificado, Alex Capous, Hayward Clases En Español	Increase Profits on your route w/ options for in-pool furniture & custom rails, Matt Gelgand, SRS	How it Works for Beginners, Dennis Retteia
11 AM TO 12:45 PM	Pentair Chemical Automation, Ricardo Gonzalez, Raypak	21st Century Ozone for Residential Pools, Beth Hamil	Raypak Lonox Refreshed Version, Raypak Clases En Español	Advanced Water Chemistry, Kim Skinner & Qui Hales, OnBalance	Manufacture Recommended Application/Installation of Commercial Equipment Sean Murphy, Hayward	How to Manage & Grow your business, Christine Hester, Pool Corp	Comprender OmniLogic y la plataforma OmniLogic, Alex Capous, Hayward Clases En Español	The Calcium Based Startup, Eric Knight Orenda Technologies	There's more to know than pushing a pole, Peter Haverlaton,
1 PM TO 2:45 PM	Mobile Pool Operations Without the Costs, Chris Forman, Pentair	Basic Pool Electrical Safety for Technicians & Builders, EP Hamilton, Ph.D., P.E.	Raypack Digital Heater Installation & Troubleshooting, Brad Duncan, Raypak	Variable Speed Pumps, Alex Valdovinos, Zodiac	Understanding OmniLogic and the OmniLogic Platform Bryan Chrissan, Hayward	How to Obtain 0% Business Credit, Pat Walley, Dignity Credit Solutions	Grow your Business - Home Advisor, (Private Meeting) Hayward	The 4 Pillars of Proactive Pool Care, Emir Penard, Orenda Technologies Clases En Español	Introduction to QuickBooks, Pedro Correa Clases En Español
SATURDAY, MARCH 14, 2020 / EXHIBIT HOUSE 1-6 P.M. / OPEN TO THE TRADE ONLY / REGISTRATION REQUIRED / 55+ New Seminars									
Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
8 AM TO 9:45 AM	Pentair's VSF Pump Programming, Chris Forman, Pentair	Be-A-Five-Star Business, Kim Olson, Broadly	Calentadores a gas Jxi, Alex Valovinos, Zodiac Clases En Español	Inspections of Pools & Equipment, Steven Dunn, Commercial Pool Systems	Billing with the Pool Program, Jason Wise, Wise Software	Water Balance 101, Wayne Ivusich, Taylor Technologies	Profitable Pool Inspections, Rick English	Control Basico de Algas, Jose Valdovino/Victor Rivas, EasyCare Clases En Español	Secrets of Algae Free Pools, Marvin Rezac, EasyCare
10 AM TO 11:45 AM	20/20 in 2020, Get your Business Ready for Growth, Steve Berens, Clear Comfort	Basic Water Chemistry 101, Terry Arko, Hasa	Certified Stain Specialist, David Schaffer & Scott Bartlett, Jack's Magic	Proper Inground Spa Jet Designs in a Variable Speed, Dan Young & Scott Roodbergen, Waterway	Water Chemistry for the Pool Service Professional, Bob Lowry	Transitioning from Service to Construction, TBD	How a Pool Works Purity Pool, Robert Foutz, Jr.	The 4 Pillars of Proactive Pool Care, Eric Knight, Orenda Technologies	Licenciade Contratista Guiatista, Arturo Torres, Clases En Español
NOON TO 1:45 PM	RayPak Digital Heater Installation & Troubleshooting, Brad Duncan, Raypak	Swimming Pool Filtration: Applications & Innovations "What you Need to Know", Mark Dunlap, Fiber Clear	Certified Stain Specialist, David Schaffer & Scott Bartlett, Jack's Magic	Advanced Water Chemistry PART 2, Kim Skinner & Qui Hales, OnBalance	Water Chemistry for the Pool Service Professional, Pedro Correa, Bob Lowry Clases En Español	How to Comply with Independent Contractor Laws in CA, Andrew J. Hoag	Rola-Chem ORP/Ph Controllers Application, Todd Schwab	Millionaire Pool Man, Thinking Outside of the Box, Chris Webb	Germs, Algae: The latest news that you need to know, Roy Vore, BioLabs, Inc.



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# California Capitol Report

Continued from page 1

tures, including swimming pools and spas, or require mitigation and/or waivers in order to use natural gas.

Swimming pool and spa builders can consult the list of cities having enacted such codes effective 1-1-2020 and access a short summary of each code at this web link: <https://www.sierraclub.org/articles/2019/12/forward-looking-cities-lead-way-gas-free-future>. Some cities have exempted cooking, which should apply as well to outside kitchens and BBQs. Some have also exempted decorative fireplaces, but it is not clear that the exemption would apply to fire pits. A few cities have exemptions for swimming pools & spas, either by applying for a waiver or through mitigation achieved by pre-wiring for future electrical.

Although each city that has enacted "REACH" codes had designated an effective date of 1-

1-2020, codes that exceed the 2019 state building codes must be approved by the California Energy Commission. Thus far, the CEC has only approved six city's "REACH" codes. They are the Cities of Menlo Park, San Jose, San Mateo, Santa Monica, West Hollywood and the County of Marin.

CPSA, as a member of Californians for Balanced Energy Solutions, filed a letter with the Commission objecting to these ordinances on the basis that they undermine the purpose of statewide building codes and violate the charge of the CEC: "to encourage the balanced use of all energy sources and to avoid possible undesirable consequences of reliance on a single source of energy." Unfortunately, we did not prevail.

Not all is lost. The first six "REACH" codes approved by the CEC are among the most modest,

most encouraging all-electric construction, but allowing for mitigation or variance. 113 mostly Southern California cities have voted to keep their natural gas choice, and the coalition supporting balanced energy solutions continues to grow.

The end game for those opposed to "REACH" codes is likely to be litigation. CPSA has joined the California Restaurant Association in suing the City of Berkley in Federal Court to stop implementation of their ordinance mandating all-electric construction in commercial and residential buildings, including remodels. CPSA has retained appellate counsel and will be filing a friend of the court brief supporting the restaurant association position early in 2020.

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

# New Membership Billing Team

Continued from page 1

a monthly basis to remain compliant with IPSSA governance. More importantly, by working together, so that YOU, the member, will continue to have a great customer experience.

To contact Frank and team members for membership billing and other related inquiries:

Frank [frank@ipssa.com](mailto:frank@ipssa.com) 888-360-9505 Ext. 1

Terri and Alison [memberservices@ipssa.com](mailto:memberservices@ipssa.com) 888-360-9501 Ext. 1

Fax # 888-368-0432

### Membership information:

If you call the team with membership questions, they will be able to look up/change/answer anything from updating payment info, changing address or contact info, chapter information and membership pricing and all other membership related questions.

Here is what you will see on your IPSSA Inc. dues invoice starting in March:

- IPSSA dues at \$13.75 per month

• Chapter dues, which vary per chapter. Please note, the chapter is responsible for providing changes to their dues level to member services.

### Insurance information:

If by chance IPSSA Inc. receives a call or email from someone inquiring about insurance, the team will explain the change in billing systems. If they have other pertinent questions about insurance, the team will refer them to the following contact information:

• General information and certificate requests: 800-833-3433

• Insurance billing information: [insurance@cramer CPA.com](mailto:insurance@cramer CPA.com) 844-574-1134

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## IPSSA CODE OF ETHICS

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

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

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

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



## COVERAGE IF YOU ARE INJURED ON THE JOBSITE

HUB



arrow insurance service

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.

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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 training has helped protect millions of swimmers by reducing hazards at aquatic facilities.

### Course Information

The CPO® certification program requires participation in either a two-day class (14-16 hours) taught by a certified instructor or the blended format that combines the online Pool Operator Primer™ and one day of the Pool Operator Fusion™ class of instruction.

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# Your Annual Financial Planning Checklist

By Rebecca Lake

## Create Your Personal Financial Inventory

Your personal financial inventory is important because it gives you a snapshot of the health of your bottom line. This annual self-check should include:

- A list of assets, including items like your emergency fund, retirement accounts, other investment and savings accounts, real estate equity, education savings, etc. (any valuable jewelry, such as an engagement ring, belongs here, too).
- A list of debts, including your mortgage, student loans, credit cards, and other loans.
- A calculation of your credit utilization ratio, which is the amount of debt you have versus your total credit limit.
- Your credit report and score.

## Set Financial Goals

Once you have a personal

financial inventory completed, you can move on to setting goals for the remainder of the year, or even for the next 12 months. Your goals will be short-term, mid-term and long-term.

Among your short-term goals might be to:

- Establish a budget.
- Create an emergency fund or increase your emergency fund savings.
- Pay off credit cards.

## Your mid-term goals might include:

- Get life insurance and disability income insurance.
- Think about your dreams, such as buying a first home or vacation home, renovating, moving – or saving so that you'll have money to have a family or to send children or grandchildren to college.

Then, review your long-term goals, including:

- Determine how much of a

nest egg you'll need to save for a comfortable retirement.

- Figure out how to increase your retirement savings.

## Focus on Family

If you're married, there are certain things that you and your spouse should be thinking about on the financial front. These are some of the items that may be on your punch list:

- If you have children, determine how much you'll need to save for future college expenses.
- Choose the right college savings account.
- If you are caring for elderly parents, investigate whether long-term care insurance or life insurance can help.

- Purchase life insurance for yourself and your spouse.

- Start to plan how you and your spouse will time your retirement, including your Social Security claiming strategy.

## Review Your Retirement Savings Plans

Saving for retirement in an individual retirement account (IRA) or 401(k) is a smart way to

enjoy some tax advantages. As you put together your annual financial plan, you should consider whether you need to:

- Decide whether a Roth or Traditional IRA is best for you now.

- Consider switching an existing IRA to a different brokerage.

- Convert a traditional IRA to a Roth IRA.

- Do the same for your 401(k), which can also be Roth or regular.

- Roll over any old 401(k) accounts from a previous employer.

- Increase or decrease your annual contribution amounts to retirement accounts.

## Review Your Investments

It's important for investors to take stock of where their investments are during the annual financial planning process. This is especially true when the economy undergoes a shift.

- Check your asset allocation.

If stocks are taking a dive, for example, you may consider adding real estate investments

into your portfolio mix to offset some of the volatility.

- Then figure out which investments will do the best job of meeting your asset allocation goals – and whether your current investments still fit that profile.

## Rebalance Your Portfolio

Periodically rebalancing your portfolio ensures that you're not carrying too much risk or wasting your investment dollars on securities that aren't generating a decent rate of return. It also makes sure that your current portfolio reflects your investment strategy (changes in the market often cause a shift that needs to be corrected to maintain the diversification you originally planned).

- Look at which asset classes you have in your portfolio and where the gaps are. If necessary, refocus your investments to even things out.

## Plan on Addressing Tax Planning for Investments

While you're looking over your portfolio and rebalancing, don't forget to factor in how selling off assets may affect your tax liability. If you're selling investments at a profit, you'll be responsible for paying short- or long-term capital gains tax, depending on how long you held the assets. This step can wait until the end of the year. When you get to that point in time, you'll want to consider these strategies:

- Harvest tax losses by replacing losing investments with different ones to offset a potentially higher tax bill.

- Look into whether you should offset capital gains and

*Continued on page 9*

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# Are Phosphates Really a Problem in Swimming Pools?

By Terry Arko  
 HASA, Product Training Consultant



Terry Arko

The subject of phosphates can create controversy and lots of lively discussions at the distributor counter. Some will tell you that high levels of phosphate can lead to water quality issues such as resistant algae growth, others state that it really doesn't matter if there are phosphates in the pool if you keep all your chemical levels right. So, what's the truth?

### Phosphates defined

Phosphates are biological building blocks that are formed when phosphoric acid comes in contact with certain metals. Most of the natural sources are found in rivers, lakes and oceans or mined rock. (The United States is one of the largest producers of phosphate from mining.) Phosphates are omnipresent in our world. They can be found in detergents, hair care products, fertilizers and even soda pop. Many of the foods we eat contain phosphate which is a primary nutrient for muscle growth. There are many ways phosphate can enter pool water. The two biggest sources of phosphates in pools come from metal

sequestering products that contain phosphoric or phosphonic acid. One of the biggest sources of phosphate can be the tap water supplied by your local municipality.

### Phosphates in fill water and other hidden sources

That's right the water that you use to fill the pool can be a substantial source of phosphates. The U.S. Environmental Protection Agency (EPA) has mandated that drinking water municipalities must follow an anti-corrosion process. This is to prevent contamination of drinking water from the corrosion of older lead-based pipes. The EPA recommends phosphate buffers be used such as zinc ortho-phosphate.

When the drinking water supply facility adds the zinc phosphate the result will be very high levels of ortho-phosphate coming from the tap. There have been some reported cases of phosphate from the tap testing 1000 parts per billion (ppb). It is important to understand that phosphates exist

in many different forms. There are combined forms such as polyphosphates or sodium phosphate. These compounds are used in many of the cleaning agents and chemicals that we use in pools. Many of the new buffered non-fuming acids that are being sold contain sodium phosphate.

Continued use of these types of acid can lead to excessive build-up of phosphate levels. There are even some binding agents for chlorine tablets that contain phosphate compounds.

### Phosphate in Pool Water

What happens when

*Continued on page 18*

## Annual Financial Planning

*Continued from page 8*

losses.  
 • Investigate whether it makes sense to use appreciated securities to make charitable donations or support lower-income family members.

### Update Your Financial Emergency Plan

A sizable emergency fund is helpful if you run into a financial rainy day; be sure you have socked away adequate resources. While you're at it, look at your broader emergency plan as a whole.

• If you don't have three to six months' worth of expenses tucked away, building your emergency savings should be a top priority.

• Invest in insurance: Are you covered for a temporary disability, for example?

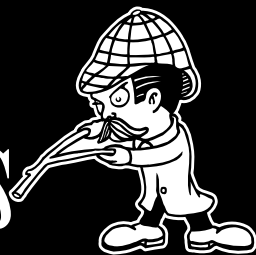
• Make sure you have a financial and medical power of attorney in place.

### Look Ahead to Future Savings

As you move into the fall, think about where else you could be saving money to fully fund your emergency savings and put aside more for the future. Consider whether you should:

- Refinance your mortgage.
- Rethink your car insurance.
- Lower your food bill.
- Utilize Flex Spending or Health Savings Accounts.
- Cut the cable TV cord.
- Curb your energy bill.
- Divert your paycheck to savings, by contributing more to retirement accounts or funneling money directly from your paycheck to an emergency savings account.

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Actual photo San Antonio, Texas 2016.

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# IPSSA ASSOCIATE MEMBER SPOTLIGHT



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# NEW ASSOCIATE MEMBER SHOWCASE



Blue-White Industries' founder, Ozzie King, was a Pool Industry pioneer. In the late 1940s he became a successful pool builder as well as inventor, operating first as King Construction and later as King Blue White Pools. In 1957 King switched the focus of the company from building to manufacturing and incorporated Blue-White Industries.

Ozzie's goal was to design new products for the growing swim pool industry, as well as improve on existing products. King had the foresight to see what type of products the industry needed and the skills to develop and manufacture these products.

In the early years of the pool industry, products that we now take for granted were simply not available. In the 1950s King was awarded a patent on the Weir Gate Skimmer, a product which proved to be one of the most important inventions in the pool industry. The Weir Gate Skimmer greatly reduced pool construction costs and effectively cleaned pool water surfaces.

In addition to the Weir Gate Skimmer, Ozzie developed the underwater pool light (the first underwater light approved by the City of Los Angeles), as well as DE and Sand Filters, Air Gaps, chlorinators, and pool specific flowmeters.

King's development of the F-300 Series flowmeter was a game changer and quickly became the Pool Industry standard. The sim-



ple yet ingenious F-300 meter installed in just minutes. It enabled users to accurately determine actual flow rate in their plumbing system. Health Departments now mandate flowmeters on all public and semi-public pools.

As of January 14, 2020, the company added a brand-new flowmeter to their line. This new flowmeter is designed for use on residential swim pools. It helps servicepersons and / or homeowners dial-in the Pool's Variable Speed Pump for maximum efficiency. In doing so the R-300 Flowmeter helps residential users save energy dollars and improve Pool Water Quality.

Additional Blue-White product lines include both Peristaltic type and Diaphragm type Chemical Feeders, Complete Metering Systems, Variable Area Flowmeters, Digital Paddlewheel Flowmeters, Variable Area Flowmeters (Rotameters) and Water Treatment Accessories.

Blue-White is well known as a company that offers great customer service, a generous warranty policy and is always willing to provide expert technical assis-

tance to customers.

Blue-White Industries is located in Huntington Beach, California. The company designed and built it's 50,000 square foot facility not just for maximum production efficiency, but also environmental efficiency.

In addition, Blue-White takes pride in the way employees are treated including paying very competitive wages and providing excellent benefits. More than 50% of the current employee workforce has been with the company 10 or more years. We believe happy employees build better products.

There is a large indoor / outdoor employee commons and services area that provides a pleasant and relaxing break and lunch area. It includes no-cost coffee and beverage service as well as large refrigerator / freezers, microwaves, comfortable seating and even games and television.

Today Blue-White Industries continues to operate as a King Family business with Ozzie King's grandson, Rob Gledhill serving as President and CEO.

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# BioLab Announces Winner of NC Pool Cleanup Challenge

NC Brands (now BioLab) presented a \$6000 check to the 1st place winner of its Pool Cleanup Challenge, in which Pool Professionals entered their most compelling and creative 'swamp to clear' experiences.

This year, Matthew Barclay of Blue Moose Pools in Phoenix, Arizona, received the contest's first place prize after clearing a green pool in just a few hours! Barclay, owner of Blue Moose Pools, received the check at the SCP Branch in Phoenix for the treatment of a green swimming pool with Yellow Out prior to shock treatment with an EPA-registered chlorine that kills green or yellow algae. Matt also added Natural Chemistry's Pool First Aid to break down the dead algae, completely clearing the pool water within hours! "I picked up the contest flyer at the SCP branch before heading to the green pool so I could document everything," explained Barclay. "My client texted me shortly after I left the backyard to tell me the product had already cleared the pool—it's crazy how well and fast it worked." In addition to the \$6000.00 check presented to Barclay, the SCP Phoenix, AZ branch received a \$1000 credit for supplying the product used in the winning submission.



Matthew Barclay of Blue Moose Pools receiving the prize money at his SCP branch in Phoenix, Arizona

the power of the recommended cleanup process," said Jamie Novak, Brand Manager at NC Brands. "Matt used the products as directed. He documented his results beautifully, including an adorable shot of the homeowner's dog, who didn't want to put a paw into the pool until it was cleared."

The NC Pool Cleanup Challenge also presented a check

to 2nd place winner Steve D. out of Conyers, GA whose entry won \$2,000. Steve was so excited with the results that he included his own picture in the submission!

The 3rd place winner, Ann E, who purchased her products from Gregg's Pool Works in Shingle Springs, California, also received a \$1000 check for her entry.



"We received incredible transformation pictures and videos for a second year in a row—it was a true testament to



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*Essential Elements for Innovation*

# Start Up steps to monetize your ideas

By Ed Vondell  
Thursday Pools

Many pool professionals have innovative ideas for our industry but don't have a process to monetize their ideas into successful start-ups. It is obvious that our industry is filled with talented, creative, hard-working, hands-on professionals that have many brilliant ideas. But because pool professionals don't always have a clear process to innovative growth in their businesses, learn how to patent, protect and monetize their ideas, many of these ideas never make it to market or get gobbled up by bigger players.

Thursday Pools is a company that strives to bring unique ideas to the pool industry and has succeeded at bringing innovative, patented products to market. However, the road to innovation started off bumpy. It took several years to develop a system of proven processes. We studied and adopted steps that are used by real-world companies in a variety of industries. As a company we have decided we want to share these processes with our industry colleagues so they can avoid costly mistakes or risk being swindled by marketing scams. We recently began sharing our knowledge through seminars at various regional trade shows and the information has been very well received. Therefore, this article is written to provide some of the information from our seminar to a wider audience and highlights the 10-step process used by Thursday Pools including some basics on understanding the patent process and how to avoid invention-marketing scams.

**Turn ideas into true business opportunities**

Our industry generates some really terrific product ideas that come from service techs, builders, retailers even factory workers at manufacturing companies. However, without a specific process to bring ideas to market, these entrepreneurs become frustrated and never realize their dreams. Most people underestimate their creativity, productive capacity, intelligence and full potential. Even for our team at Thursday Pools, it took us several tries before we established a formal process that allowed us to successfully bring new, innovative ideas that we turned into patent-protected products we could manufacture. In order to get started, professionals need to have a step-by-step process and a good understanding of the patent process. Having a proven process to follow and education on the patent process will help inventors get their ideas to market.

As soon as a person starts thinking about finding a solution by creating a new product or service, they have begun Step 1 of the Thursday Pools process: The Intent-to-Invent step. This is the beginning of a possible long process that can take months or years. Searching for instant gratification or a 'getting rich quick' scheme is the enemy of realizing the dream of bringing your product to market. However, is it important to start with "desire" and then realize your goals with "persistence." Both 'desire' and

'persistence' are extremely important steps along the journey to bringing a product to market.

**Proven 10-step Invention Process – to monetize ideas**

In order to help provide a structure to the process of bringing pools to market, Thursday Pools created a ten-step process to guide its team to a successful product launch. Our goal is to share these steps to give a structure for success to inventors.

**Step 1: Intent to Invent**

**Mindset** – You must be actively thinking and looking for something to invent. As mentioned earlier, once you have the idea, get excited and get ready to start a structured approach to getting the product to market. If the product or service is what customers want and desire, combined with patent protection, it can make people and companies millions of dollars.

**Step 2: Solve Problems – Continued on page 17**



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## ❖ New Products ❖

### BLUE-WHITE Introduces a New Flowmeter and a New Chemical Feed Pump

Blue-White began the 2020 New Year with the introduction of two ground-breaking new products for the pool industry.

The company has developed an all new flowmeter designed for use exclusively on residential swimming pools. The innovative R-300 Pool Pump Efficiency Meter is sure to be a game changer.

What are the benefits? Dollars saved due to improved pump operation and resulting in better pool water quality. How does it work? The flowmeter helps dial in the pool's variable speed pump for maximum operating efficiency.

The R-300 is a great tool for service professionals. It's fast and simple to install, has a colorful, easy to read scale and provides nearly effortless monitoring of the pool pump.

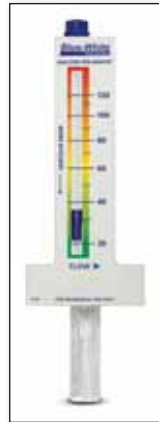
We didn't stop with the flowmeter. How about one pump that does it all? FLEXFLO A1A Acid and Liquid Chlorine Chemical Feeder.

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The A1A is equipped with a Variable Speed DC motor to save energy dollars and includes a comprehensive three-year warranty.

Submitted by:

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## NEW FEATURE! 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

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7,500	1			70,000		2	1		
10,000	1			80,000		2	1		
15,000	1			90,000		3			
20,000	1			100,000		3	1		
25,000		1		120,000		3	3		
30,000		1		140,000		3	5		
40,000		1	1	150,000				2	1
50,000		1	1	225,000				3	1
60,000		2		300,000				4	1



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## Monetize your ideas

Continued from page 13

Finding something that will solve a problem is what customers are looking to purchase, so be sure that the invention being pursued is something that solves a problem or makes life easier for builders, retailers, service professionals or consumers.

**Step 3: Desire** – You need a burning desire to make it happen. There will be many roadblocks as you seek to bring your product to market. So be sure you are passionate about your invention and have a deep desire to see it brought to market—you will need this to keep going and to get through challenging times.

**Step 4: Persistence** – Don't give up when refining your product or service. Going back to the drawing board multiple times is common and most likely necessary. As you spend time examining the product and the market, you will likely find ways to improve on your idea and you might even happen upon a new and better idea along the way!

**Step 5: Collaborate** – This step is needed whether you are working in a company or alone. You will need help getting the product or service to market. Just make sure you have an NDA (non-disclosure agreement) in place if working with others outside your company. This applies to designers, suppliers, makers of prototypes, machinery and even market research firms.

**Step 6: Brainstorming** – This is a good technique to continue refining the product or service if you hit a roadblock. Keep re-imagining how the product or service will be used in the real-world. Think of additional features that will enhance your original idea.

**Step 7: Toolset** – Having the right tools, equipment or software to bring the product to life is important. If you don't, you may need to find a company that can build it or develop it for you. But remember to get those NDA agreements signed before sharing information! Better to be safe than sorry!

**Step 8: Get dirty** – From building the product and testing it out—this entire process of test

marketing takes a lot of time and effort. You will need to roll up your sleeves to prove it out before you can be confident it works. Testing and validating your assumptions are key to ensuring success. Make sure you are in the field with potential users/ buyers to receive feedback. Don't be afraid to make adjustments in design. You don't want to try to make adjustments after the product has been launched. A tested and proven product will be much easier to sell. And you don't want to patent something that can be easily improved upon after the product has been launched.

**Step 9: Protect** – If you have a winner product, make sure you start down the patent process before you go to market. Beware of unethical invention companies. You can do this without their "help". Be sure to get recommendations of trusted patent lawyers who are experts in the in our industry.

Millions can be made either through producing the product or service, selling the rights outright or licensing agreements. Making the right choice is critical but having patent protection is the only way to ensure you have the strength of the government on your side. This is a powerful negotiating tool if selling the rights or licensing.

**Understand basics of Patent Process:** It is important for pool professionals to get a handle on what it means to get a patent on an idea or product. A patent gives its owner the right to exclude others from making, using, and selling

the claimed invention in the country that issued the patent. To get a patent, the claimed invention must be useful, novel and non-obvious. It is incumbent upon an inventor to file his patent application sooner rather than later, because of the first to file rule, because when two inventors have very similar inventions, it is the first one to file that gets priority over the other. However, the first to file rule only applies to true inventors – copiers cannot be awarded valid patents.

Patents promote innovation by granting a government-enforced limited monopoly to the inventor. Patent rights last for 20 years from the date of the filing of the patent application. In exchange, the public get the right to practice the patented invention once the patent expires.

**Step 10: Market** – Getting the product in front of the customer is the only way it will sell. Choosing the right method is critical. Getting your idea to market by selling the rights, licensing or producing is the "last mile" of the journey. Choosing which way to go can be exciting but financial intelligence is important. Multiple additional factors come into play so there is no formula to decide. Lifestyle, competencies, financial backing, competitive environment, economy all play factors in making the right decision. Once the idea, product or service has been proven out, the final phase is critical in getting the product to market and sold. Many people struggle to understanding the next steps and the 'marketing sharks' will begin to circle around.

Oftentimes the lack of funding can be a concern but can be overcome with good guidance.

**Avoiding pitfalls of invention marketing scams:** Once again, the sharks or unethical invention companies are out their looking for prey. Having honest, ethical and local legal help may be the best way to move your idea forward. Beware of people or companies who want to "help" you get your idea to market. It could end up costing you thousands of dollars and you may end up with nothing to show for the expense, other than frustration and a hole in your pocket.

### Conclusion

We have all heard the success stories of those who have had an 'AHA' moment and turned their idea into millions of dollars. The media has done a great job hyping up those stories. Unfortunately, many people are unaware of all the steps needed and the years of hard work that it may require to make it big. It has been said, "where there

is a will there is a way". Much depends on how much desire you have burning in your gut. Being systematic in your approach to an inventive idea will give you the structure needed to determine the best approach to bringing the product to market. We hope that our 10-step process gives our industry colleagues a place to start the process.

### About Ed Vondell and Thursday Pools

*Thursday Pools LLC has designed, developed and manufactured fiberglass swimming pools for the last ten years. Over the past decade we have designed some very unique swimming pools, add-on features and products that the end customer or installer really desire. Some of the designs and products have patent protection so it gives the company a durable competitive advantage, which translates into increased revenue. A strong company provides security for the employees, their families, and the community.*

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## Policy on IPSSA mailing list

The IPSSA general membership mailing list will not be given out to anyone including members, associate members or outside organizations. This policy has been established to protect members from possibly being placed on inappropriate and or indiscriminate lists.

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# Pool Safely's Top 10 Tips to stay safer around the pool or spa

1. Learn how to swim and teach your child how to swim.
2. Install a four-foot or taller fence around the entire perimeter of the pool and use self-closing and self-latching gates; ask your neighbors to do the same at their pools.
3. Never leave a child unattended in or near a pool or spa and always watch your children closely around all bodies of water.
4. Designate a Water Watcher to supervise children in the pool or spa. This person should not be reading, texting, using a smart phone or be otherwise distracted. Adults can take turns being a Water Watcher.
5. If a child is missing, look for him or her in the pool or spa first.
6. Keep children away from pool drains, pipes and other open-

- ings to avoid entrapments.
7. Ensure any public pool and spa you use has drain covers that comply with federal safety requirements, and, if you do not know, ask the pool manager if the facility complies with the "VGB Act."
8. Learn how to perform CPR on children and adults, and update those skills regularly.

*Continued on page 20*

## Phosphates

*Continued from page 9*

phosphates end up in the pool water? Some say that phosphates aren't a problem in a well-maintained pool. Others claim they are THE determining factor of an algae outbreak. The truth is somewhere in between. It is important to understand how phosphate can make maintenance of the pool a real problem. Phosphate is one of the prime ingredients in fertilizer. We use fertilizer to help plants grow and algae is a plant. There are three main ingredients that algae need to grow. Nitrates, CO2 and phosphates. Of these, the only one we can effectively control and remove is phosphate. Scientifically phosphate is categorized as a growth limiting nutrient. What that means is that the growth of algae is limited if it can't obtain phosphate...even if there is nitrate and CO2 present. So those that say phosphates are not a concern if the water is balanced and chlorinated may be correct. However, an event such as a pool party, wind storm or even just excessive heat in the presence of high phosphate could lead to a quick and resistant algae bloom. With higher levels of phosphates, algae have more fuel to grow and turn a pool green quickly with the strong nutrient phosphate within the cells, the algae will be much more difficult to kill using chlorine and algicide.

### Phosphate and Salt Chlorine Generators

Well maintained pools may also see an increased chlorine demand from high phosphate levels. While they do not directly reduce chlorine, phosphates are the prime nutrient for the transition of algae from the spore to the blooming form. As this process occurs more chlorine is needed to fight the growth of the algae, even though it is not visible as a bloom. This is also what causes the need for an increased output of free chlorine from salt chlorine generators.

Whether a salt chlorine generator system or a regular pool phosphate levels should be kept below 500 ppb. Ideally 200 ppb. At the level of 500 ppb there will be a definite interference with salt chlorine generators to produce enough free available chlorine (FAC). When phosphate levels reach 1000 ppbs in any pool an increased chlorine demand could be observed. At extreme levels over 5,000 ppb water quality will be seriously reduced.

As stated, earlier phosphate can be present in many combined forms. In pool water all combined forms of phosphate will end up as orthophosphates or what is called free phosphates. When we test for phosphate in the pool industry, we are testing for ortho or free phosphates. Free ortho phosphates are the only form that algae can utilize as a nutrient.

Phosphate should be tested before algae are present and man-

aged to prevent poor water quality and sudden algae outbreaks. When dealing with a green swamp pool the algae should be first killed by super-chlorinating with liquid chlorine. An algicide may be used as well to help the killing process. Several days after algae has been eradicated from the pool then a phosphate test should be done. Based on the level of phosphate a removal treatment may be needed. Since algae consumes phosphates as a nutrient when a pool is overrun most of the phosphate will be in the plant. Trying to test for or remove phosphates in a green pool will not work. When the algae die off it will then release the phosphate back into the water. This characteristic of algae is why many pools experience resistant algae. In other words, the algae are killed with chlorine and algicide and then more algae return within a few weeks even in a well-maintained pool. This is because the original kill released more growth nutrient into the pool water. This is the vital reason phosphates should be tested for and removed after dealing with an algae kill.

Phosphates can be tested for and are measured in PPB. When testing for phosphates the chlorine level should not be higher than 5 ppb. Higher levels of chlorine will bleach out the test and give a false low reading. When phosphate levels are extreme at 5,000 ppb a dilution test is recommended. In reagent test a ten times dilution is recommended. This is accomplished by adding nine parts of distilled water to one part of pool water. This mix is tested, and the result is multiplied times ten. In many cases phosphate levels can be extremely high and a dilution test can reveal if a phosphate remover can be used or if some draining and dilution would be better. There is lots of written scientific proof on how phosphate is nutrient pollutant to our water ways and is also being found in our fill water. So, it isn't a matter of whether phosphate is in pool water or not it is really a matter of what is the source and how much is there. For his reason source tap water should be tested regularly for phosphate spikes. Also, it best to use non-phosphate-based metal removers such as EDTA or a polymer-based formula.

Proactive phosphate removal is best and can be practiced weekly, monthly or even seasonally depending on the levels. The most important factor is managing and keeping levels near the 200-ppb level. There are phosphate removers at different strengths available that can handle everything from 10,000 ppb to 500 ppb. If a pool has a level over 10,000 ppb a concentrated product should be used. Once the levels are below 500 ppb a less concentrated maintenance formula can be used weekly to keep levels near ideal.



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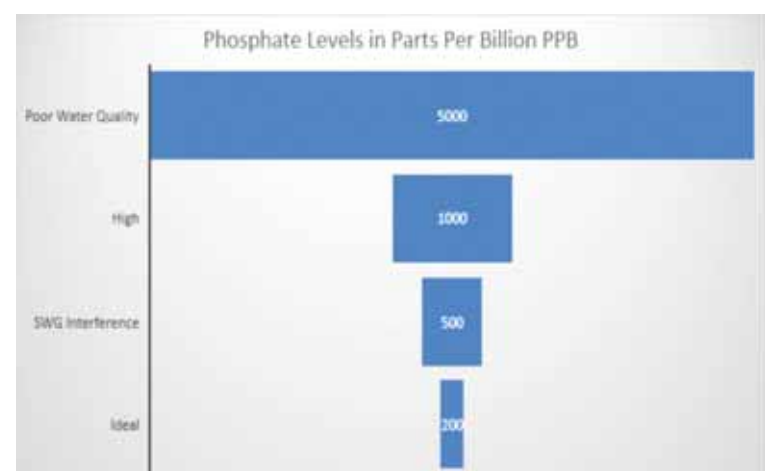
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### Pool Safely Top 10 Tips

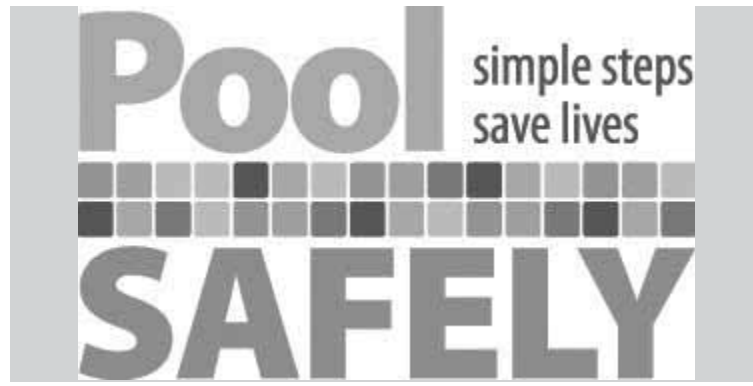
Continued from page 18

9. Install and use a lockable safety cover on your spa.

10. Have lifesaving equipment such as a life ring, float or fiberglass reaching pole available and accessible.

*the media are encouraged to visit: PoolSafely.gov or @PoolSafely on Twitter for vital safety information regarding the prevention of child drownings in and around pools and spas.*

*Pool Safely, a national public education campaign supporting the requirements of Section 1407 of the Virginia Graeme Baker Pool and Spa Safety Act, works with partners around the country to reduce fatal child drownings, non-fatal drownings and entrapment incidents in swimming pools and spas. Parents, caregivers and*



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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, follow 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 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.

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# What You Need-Where You Need It When You Need It



## Calling all IPSSA Regular Members!

IPSSA is recruiting for volunteers to serve on the IPSSA BORD committees.

The committees meet four times a year through video or conference call. With this format very little time is taken away from your business or family. You will be able to work with the IPSSA BORD to ensure your organization is doing all it can to help the members and the community it serves.

The committees are as follows:

- Marketing and Communications - designs and implements strategies for promoting IPSSA by continuously strengthening its brand and developing web, social media, and print materials (including the IPSSAN). MCC's objective will be to execute a

comprehensive marketing and communications strategy which clearly presents IPSSA's mission and its services.

- Legislation and Regulation develops and implements strategies to ensure that the association's public policies and government affairs activities are fully addressed and communicated.

- Membership Program - promotes and facilitates the recruitment and continuity of IPSSA members.

- Education - provides advice to the BORD on the strategic directions and development of the educational activities of IPSSA and supports the ED

FUND. Please submit your email intent with your name, and committee you wish to serve. Those wishing to volunteer may select one-committee to serve. Committees may have no more than eight to serve on a committee. If interested, please submit your name right away. If you are not selected for the committee of choice, please know that committees change throughout the year and we will keep your name on file. If you are interested or would like more information about the committee purpose and how best you can serve, please feel free to contact me, Rose Smoot at 888-360-9505 or [rose@ipssa.com](mailto:rose@ipssa.com)

## \* IPSSA Education Fund \*

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

The Independent Pool and Spa Service Association (IPSSA), established in 1988, was formed to promote educational opportunities and provide business resources to its membership.

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.

The following classes qualify, but are not limited to, under these guidelines:

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 to download the application from [ipssa.com](http://ipssa.com) or email [info@ipssa.com](mailto:info@ipssa.com). Applications are reviewed quarterly by the Education Committee.

For questions about the program, please inquire at [info@ipssa.com](mailto:info@ipssa.com) or call 888-360-9505 ext. 2.

**Mission Statement:** IPSSA 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.

# 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 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.



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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 Thurs., 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. Bill Rothwell (562) 301-4059  
 pooboy1950@yahoo.com

**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. Grant Hucko (714) 240-2099  
 hucko@sbcglobal.net

**REGION 5 (ORANGE COUNTY)**

**B.O.R.D. Member: Michael Kei Black**

(714) 891-0351

E-mail: mblackels@netzero.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**

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

**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: John Dixon**

(951) 316-1675

E-mail: waterwhisperer1@verizon.net

**CORONA:** Second Tues., 7:00 p.m., Marie Callenders

160 E. Rincon St. (at Main St.), Corona  
 Pres. Jennifer 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  
 mangopools@verizon.net

**ONTARIO/ RANCHO CUCAMONGA**

Second Tues., 7 p.m., Location varies,  
 please contact chapter president for more info.

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. 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. David Talbot (760) 845-6863  
 ahoypools@sbcglobal.net

**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. Nick Nelson (760) 802-3391  
 3genpools@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. James Morketter (619) 708-4972  
 Elcerritopool@yahoo.com

**SAN DIEGO EAST COUNTY**

Third Tues., 6 p.m.,  
 Superior Pool Products, 1973 Friendship Dr., El Cajon  
 Pres. Berny Sweeny (619) 244-0496  
 bernypoker@hotmail.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. Keith Timm (512) 636-3750  
 keith@acuatecoinc.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 in Corpus Christie  
 Pres. Michelle Wilkinson (209) 604-6460

**HILL COUNTRY**

Third Tues., Komal Latin Kitchen,  
 2550 Hunter Rd., San Marcos, TX  
 Pres. Jascha Wood (512) 216-7663

**HOUSTON:** Second Tues., 7 p.m.

IHop, 11225 Katy Freeway, Houston  
 Pres. David Queen (281) 807-5442  
 info@spaklingpoolserviceinc.com

**NORTH AUSTIN**

Second Tues., 6 p.m.,  
 Cedar Park Library, 550 Discovery Blvd.  
 Pres. Jim Smith (512) 206-0606  
 jim@aquamanpoolsnspa.com

**NORTH HOUSTON**

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



# 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



**BIO-DEX**  
www.bio-dex.com,  
(623) 582-2400  
Lori Brumagin / lori.brumagin@bio-dex.com  
Paul Matthews / pmatthews@bio-dex.com  
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## PLATINUM PARTNERS



**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 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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jmanno@lesl.com  
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Isaac Crouch / 909-964-2108 / icrouch@lesl.com  
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800-822-7933 X3323  
Mike Giddens / mgiddens@fluidra.com  
Zodiac, Jandy Pro Series, Polaris, Nature 2 Products

## GOLD PARTNERS




**ABCANA INDUSTRIES, INC./HASA INC.**  
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El Cajon, CA 92020  
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877-768-2717  
Todd Pieri / toddp@aquastarpoolproducts.com



**AQUASALT LLC**  
www.aquasalt.com / 713-877-2616  
Susan Stevens / sstevens@aquasalt.com  
866-549-POOL x7665  
sflowers@aquasalt.com  
Salt for chlorine generators.



**EASycare PRODUCTS**  
www.easycarewater.com  
559-299-7660  
Victor Rivas / vrvivas@easycarewater.com  
Rodney MacDowell / rmacdowell@easycarewater.com  
Rosemarie Arenas / rarenas@easycarewater.com  
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800-861-9712  
Mike McBride / mmcbride@sensafe.com  
George Bailey / gbailey@sensafe.com  
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Joseph Laurino / jlaurino@periodicproducts.com  
David McLaren / dmclaren@periodicproducts.com,  
Manufacturer of CuLator products.



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www.poolcorp.com  
James Davis, SoCal Division Sales Manager  
James.davis@poolcorp.com  
4900 E. Landon Drive, Anaheim, CA 92807  
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Mobile: (951) 415-2968  
Service industry related



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Jerry Hyland / jerryh@waterwayplastics.com  
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Alan Smith / alan@alansmithpools.com  
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Noreen McCarthy / admin@apiwater.com  
Kelly Miller / kelly@apiwater.com  
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Janet Webster / 817-598-1969 / www.deckoseal.com  
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Jay Bertschy / jay@ncbrands.com  
Jamie Novak / jamie@ncbrands.com  
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Cheryl MacLennan / cmaclennan@poolcoversinc.com  
Claire King / cking@poolcoversinc.com  
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## ASSOCIATE MEMBERS

**A&A MANUFACTURING**  
Don McChesney / Don.mchesney@aamfg.com  
3740 West Indian School Rd.  
Phoenix, AZ 85286  
Manufacturer of in floor cleaning systems

**ALPHAWATER SYSTEMS**  
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chlorboy@hotmail.com  
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**BLAKE SALES ASSOCIATES\***  
www.blakesales.net / 800-748-5756  
Mike Ramey / mjramey@blakesales.net  
John Grucky / john.grucky@blakesales.net  
Products which we represent

**CALIFORNIA POOL & SPA ASSOCIATION**  
www.nalobby.net / 916-447-4413  
John Norwood / jnorwood@nalobby.net  
Association for the pool & spa industry.

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

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Lauren Fallon / fallon@compassminerals.com  
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Bill Campbell / bob.campbell@countyleakservices.com  
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