

VOLUME XXI, NUMBER 2 February 2009

Legislative Update

SPEC gets OK for unlicensed contractors penalty bill retry

By Don Burns

Don Burns is president and CEO of the California Spa and Pool Education Council (SPEC).

Assemblyman Mike Eng (D-Monterey Park) has approved SPEC's request that he reintroduce legislation this year to increase criminal penalties significantly for persons convicted of contracting without state licenses. It is expected that Los Angeles City Attorney Rocky Delgadillo will again cosponsor the measure. Also supporting the bill will be the Contractors State License Board (CSLB). The measure, AB 2412, passed both houses of the legislature last year and received only one "no" vote in the long process. However, despite signaling early on that he would sign measure, Governor Schwarzenegger vetoed it, along with 130 others, to punish the legislature for not passing a state budget.

SPEC will meet with Assemblyman Eng's legislative staff to redraft the measure for quick introduction. We are asking that the bill have an urgency clause. While such measures require a 2/3rds vote of both houses, they go into effect as soon as signed by the Governor rather than on the following January 1st. The only reason the law is not in effect today is because of unrelated budget games. We anticipate no opposition in the legislature, so we will push hard and fast for much needed penalty hikes for criminal contractors."

As with last year's proposal, this year's bill will increase the maximum potential fine for first time offenders from \$1,000 to \$5,000, and/or up to six months imprisonment. Second violators will face maximum fines of either 20% of the price of the contract, 20% of the aggregate payments made to the unlicensed contractors or \$5,000, whichever is greater. A second offender could also be jailed for no less than 90 days. Third and subsequent convictions will be punishable by both a fine and imprisonment. Fines will be no less than \$5,000 and no greater than \$10,000, 20% of the contract price or 20% of the aggregate payments made to the unlicensed contractor, whichever Continued on page 5



Nelson Silveria is presented the Dan Nisly Award from the IPSSA East Valley chapter, in recognition for demonstrating a giving spirit and charity work in the community. See story on page 16.

CPO training offered in Sacramento area February 27-28

The IPSSA Capital Valley IPSSA in Sacramento will host the NSPF Certified Pool/Spa Operator (CPO) course February 27-28, 2009

CPO is a nationally recognized training course designed to educate professionals in the aquatic industry. This sixteen-hour training covers an assortment of poolrelated topics, including management, maintenance, chemicals, water treatment and testing, filtration, circulation and much more. Each student receives a textbook that aids as a resource and reference guide. At the end of the course, there is a 50-question exam. Upon passing the test, participants will become Certified Pool Operators.

The CPO course is not just for the commercial pool operator. Any professional who modifies the water quality or performs routine maintenance of swimming pool/spa equipment should be CPO certified.

The discounted registration fee for IPSSA members is \$245; non-IPSSA members pay only \$345. Lunch is provided.

The deadline for enrollment is February 18, 2009. Refunds not available after February 11, 2009. The course will be presented

by CPO certified trainers Mark Rieken of Advantis Technologies and George Stevenson of Hot Water Works. The location is Gethsemane Lutheran Church (Hall), 4706 Arden Way, Carmichael, CA; the class time is 8:00 am to 5:00 pm.

For additional information, please call George Stevenson at (916) 863-1700

Lots of opportunity for pool and spa service education in February

Time to brush up on the latest information and technologies at trade shows throughout the Southwestern United States this month.

Here is a summary of some of the seminars that will be offered at industry trade shows. You won't want to miss the exhibits either.

February 11-13, 2009 20th Anniversary National Plasterers Council National Conference

The Grand Sierra Resort and Casino, Reno, Nevada www.npconline.org

NO NEGATIVE LSI NUMBERS — Presented by Greg Garrett, NPC National Technical Advisor and Applied Materials Technology — The purpose of this class is to develop an understanding about the concept of no negative numbers in regards to the Langelier Saturation Index.

CERAMIC TILE POOLS: MORE OPPORTUNITIES, MORE SALES! — Presented by John E. Trendell, President Elect of the Tile Contractors' Association of America (TCAA) and President of Trendell Consulting LLC — Get some outstanding insight into tiles and tile setting trade.

FROM PLASTER TO PROFIT: A STEP BY STEP SUMMARY ON MAKING POOL REMODELING FUN AND PROFITABLE FOR ANY COMPANY WANTING TO POSITIVELY AFFECT THEIR BOTTOM LINE — Presented by Jean Kraemer, from

Continued on page 10

Things to do in February

- ➤ Review driving safety with your employees
- **➤** Do routine truck maintenance
- ➤ Check the hose bibs
- ➤ Remember: during the rainy season, don't drain pools
- **➤** Heater tune-ups
- ➤ Take classes at the Orlando Pool & Spa Show and Southwestern Pool & Spa Show

THE IPSSAN
P.O. Box 15828
Long Beach, CA 90815-0828
RETURN SERVICE REQUESTED

Inside This Issue

Coverage Corner	. Page 5
Letters to the editor	. Page 9
Route Advice	Page 11
Ask Sue	Page 12
Collection Tips	Page 19

DO NOT HOLD DATED MATERIAL

THE IPSSAN

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Deadline for submission of articles is the 15th of each month. Material submitted late will be considered for the following month

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David Queen wins the December Education Corner quiz

the IPSSA Houston chapter, was randomly selected among all of the correct entries for the December Education Corner Quiz and will receive an IPSSA sports watch. All correct entries submitted during 2009 will be eligible for a big drawing at the end of the year for more IPSSA logo items.

The correct answers for the December quiz are: 1) The APSP recommended ORP level for safe water is: a) 600 to 650 mV; b) 650 to 750 mV; c) 650 to 700 mV; d) More than 750 mV. The correct answer is b) 650 to 750 mV. 2) Liquid chlorine must

IPSSA Website: www.ipssa.com

David Queen, a member of be packaged in a container with answer is a) True. 4) The cusa non-vented, leak-proof top or cap. a) True; b) False. The correct answer is b) False. 3) The element chlorine (CI) is a gas. a)

tomary units used to express pool surface area is____ Square feet; b) Square yards; c) Cubic feet; d) Cubic yards. The True; b) False. The correct correct answer is a) square feet.

Calendar of Events

Febr. 3-6	Pool Salon Moscow 2009 IEC Crocus Expo, Moscow, Russia www.poolsalon.info
Feb. 6	IPSSA Board of Regional Directors Meeting Hyatt Regency, Newport Beach, California ipssamail@aol.com
Feb. 7	IPSSA Annual Leadership Seminar and Banquet Hyatt Regency, Newport Beach, California ipssamail@aol.com
Feb. 14-19	20th Annual National Plasterers Council Conference Grand Sierra Resort, Reno, Nevada www.npconline.org
Feb. 18	13th Annual IPSSA Region 6 Tabletop Show University of Redlands, Redlands, California www.ipssaregion6.com
Feb. 20-21	Orlando Pool and Spa Show Orange County Convention Center, Orlando,

Florida

www.floridapoolpro.com

Feb. 22-25 8th Annual National Drowning Prevention Symposium

Deauville Beach Resort, Miami Beach, Florida www.ndpa.org

Feb. 24-28 Southwest Pool and Spa Expo

Galveston Island Convention Center, Galveston, Texas

www.swpoolandspashow.com

CPO Class offered by IPSSA Capital Valley Chapter Feb. 27-28 Gethsemane Lutheran Church (Hall), 4706 Arden

Way, Carmichael, California For info call George Stevenson (916) 863-1700

Mar. 12-14 Western Pool and Spa Show

Long Beach Convention Center, Long Beach, California

www.westernshow.com

pants 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 MARCH 20, 2009.

All members who mail an entry with the correct answers will

become eligible for a drawing at the end of the month for an IPSSA

watch. All correct entries will go into a year-end drawing for other

IPSSA merchandise. IPSSA members are the only eligible partici-

Education

- 1. Gunite is a construction material comprised of:
 - A. Cement, aggregate and gravel
 - B. Aggregate, sand and gravel
 - C. Concrete, agrgegate and gravel
 - 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
- 3. Lithium hypochlorite is non-flammable.
 - A. True
 - B. False
- 4. Mixing cal hypo tablets and trichlor tablets may cause an explosion or fire with the evolution of chlorine gas.
 - A. True
 - B. False

Name			
Address			
City		State	Zip
Telephone Number ()			_
Chapter			
Correct Answers: 1	· ·		
(Please indicate A M	A, B, C, or D ail Entry		er.)
IPSSA Quiz, P.O. Box 15	5828, Lon	g Beach, CA	90815-0828

Or Fax to: (888) 368-0432

Entries for this month must be received by MARCH 20, 2009.

WELCOME NEW MEMBERS!

REGION 2 — Conejo Valley: Dustin Cooper, Paul Heckathorne. . REGION 4 — Central Los Angeles: Woon Suk Yang. . . **REGION 6** — **Riverside:** Rusty McMartin. . . **REGION 7** — North County Coastal: Eric Yokes. . . San Diego: Adrian Donnelly. . . **REGION 8 — VIPS:** Joseph Perrotti. . . **REGION** 9 — **Houston:** Lisa Martens

Financial office thanks chapters with prompt payments

The Financial Office thanks the following chapters, whose members all paid promptly in January before second notices were required: Region 1: Tracy, Gold Country, West Placer, El Dorado, East Contra Costa, Solano. Region 2: Bakersfield, Central Coast. Region 3: Diamond Bar, Foothill, Calabasas, Antelope Valley. Region 4: Central Los Angeles, East Long Beach. Region 5: Dana Point, Huntington Beach, Orange County #9, Saddleback, Orange County #1. Region 6: Riverside, Redlands. Region 7: Escondido. Region 8: North Phoenix, East Valley, Las Vegas. Region 10: Monterey Coast. Region 11: Manasota.

Chapter honor roll 2008

The Financial Office also reports that the following chapters did not have any involuntary cancellations in 2008 and deserve extra special thanks: Region 1: East Bay, Gold Country, East Contra Costa. Region 2: Conejo, Fresno, Central Coast. Region 3: Diamond Bar, Foothill, Santa Clarita, Calabasas. Region 5: Dana Point, Saddleback, Southwest, Mission Viejo, Orange County Pool Professionals. Region 7: Carlsbad. Region 8: Tucson, VIPS. Region 9: Dallas, Rio Grande Valley. Region 10: Silicon Valley, Monterey Coast. Region 11: Osceola, Cape Coral.

APSP "It's Not Business As Usual" webinar series begins February 19

The Association of Pool and tomers are ready to upgrade, Spa Professionals' Career Institute offers a series of seven interactive seminars under the banner "It's Not Business As Usual" for pool/spa/hot tub industry professionals who are determined to survive the current economy and come out the other end well-positioned for enduring success.

You can attend the live event and interact with the experts or view the archived copy later: your

- February 19 Marketing and Advertising Secrets for Pool **Builders** — Stop wasting money on marketing and advertising that isn't working - walk away with proven, tested methods to generate more leads and close more
- March 5 Fire Up Your Employees and Smoke the **Competition** — Learn how to create a powerful workplace culture that invites the best employees and then sculpt customized roles to maximize employee performance
- March 19 Eight Steps to **Litigation-Proof Your Business** in a Changing Economy -APSP General Counsel, Steve Getzoff will guide you through the critical steps you must take to ensure your company can weather the current economy successfully.
- April 2 Reinventing Your **Business With Renovation Bus**iness- Why wait for new customers when your former cus-

update or renovate their pool/spa environment? Learn how to build that business segment today!

• April 16 – Who Says People Aren't Buying? The Secrets to Winning Sales in Today's

the inside track on how to find and close customers ready to buy -despite an economy that would indicate that those buyers don't

Continued on page 9

Virginia Graeme Baker Pool and Spa Safety Act webinar archived and available

Scott Wolfson, deputy director of public affairs for the Consumer Products Safety Commission (CPSC) was one of the featured speakers on a webinar offered by Athletic Business.

You can listen to an archived version of the 62-minute webinar and view the presentation materials by going to www.athleticbusiness.com and click on webinars.

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February 18, 2009 EXHIBITS AND SEMINARS ARE FREE TO EVERYONE IN THE POOL AND SPA INDUSTRY

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EXHIBITS OPEN 5:00 TO 8:30 PM SEMINAK SCHEDULE 2:00 TO 6:00 PM

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Location of Table Top Show

University of Redlands, Orton Hall

1200 East Colton Ave., Redlands, CA 92374 909-335-4033

For information on our workshops go online to www.IPSSARegion6.com >>> Then click on Workshop



Keeping up on your truck maintenance can save you money

By Scott Houseman

Scott Houseman is president of the IPSSA Capital Valley chapter. This article originally appeared in that chapter's September 2008 newsletter.

Truck maintenance is one of those things I see many service professionals forgetting about. We drive so many miles getting to our pools, and then we are too busy to stop and have mainte-

nance done on our trucks. I am one who fails at this as well. Taking some time not only will save you money at the gas pump, but it will save money on costly repairs to your truck too.

Keep your engine tuned. Tuning it according to the specs in your owner's manual can increase gas mileage by an average of four percent. Increases will vary depending on a truck's condition.

Keep your tires properly inflated and aligned. It can increase gas mileage up to three percent.

Change your oil. According to the Department of Energy (DOE) and the Environmental Protection Agency (EPA), you can improve your gas mileage by using the manufacturer's recommended grade of motor oil. Oil that says "energy conserving" on the performance symbol of the

American Petroleum Institute contains friction-reducing additives that can improve fuel econ-

Check and replace air filters regularly. Replacing clogged filters can increase gas mileage up to ten percent.

I have found that using a GPS system in the truck saves time by looking up addresses, and it can be set for the best mileage as well.

It pays to designate beneficiaries

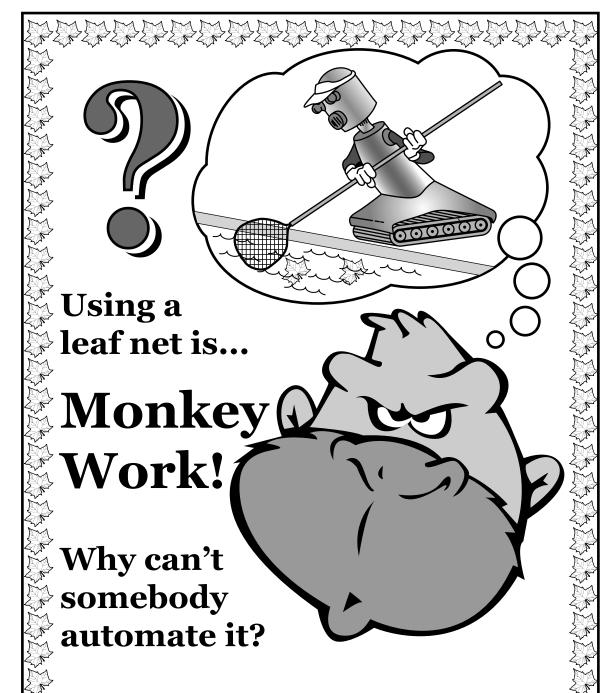
One of the benefits of membership in IPSSA is a \$50,000 life insurance policy. All you need to do is complete a Beneficiary Designation Form.

But, what happens if you haven't declared a beneficiary? You will lose control of who receives your benefits. The payment of funds will be delayed and, if the benefits are part of a probate, it could take a year or more for your loved ones to get those

The good news is that, when your Beneficiary Designation Form is on file at the IPSSA financial office, the check for your life insurance benefit is issued as soon as the death certificate is received by the insurance company.

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.

Don't neglect this small but important detail which could prevent headaches for those you love.



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Coverage Corner

Members urged to avoid draining pools

By Ray Arouesty, Attorney at Law

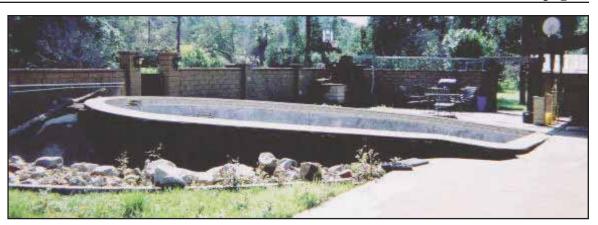
Ray Arouesty, attorney at law, is president of Arrow Insurance Service. He has been the insurance broker to Cal-IPSSA and IPSSA since 1982.

During this rainy season of the year, members should be aware of the increased likelihood of a pool or spa lifting out of the ground following water draining. A popped pool is a condition caused by the upward pressure of water below the shell of a pool or spa. This pressure increases as the water table level rises during rain, and an empty pool shell thus becomes more subject to lifting from the ground.

There is often a fine balance between the upward force exerted by hydrostatic pressure and the downward force from the weight of the pool shell and the water. Draining a 40,000 gallon pool removes approximately 320,000 pounds of weight, and this reduction is often enough to cause the pool to lift.

The damages following a popped pool are always costly and usually involve demolition of the old shell and construction of a new pool. We have seen some claims exceed \$75,000 as replacement of the pool shell often involves damage to existing land-scape, walls and pool decking. The trend toward elaborate backyard mini-water parks makes the potential damages much higher in the future.

Pool service techs with requests to drain a pool this winter should educate their customers of the risk involved with pool draining. A pool drain release form is available at www.arrowinsurance-service.com, but we still recommend not draining pools at this time of year.





Legislative Update

Continued from page 1

is greater. Residency in the county jail will be available for not less than 90 days or more than one year. The bill will also require the court to order the unlicensed contractor to make restitution to all persons who made payments to the individual.

With increasing unlicensed contractor activity resulting from the current economic downturn, SPEC believes that the legislation should be passed and signed as quickly as possible to protect homeowners and legitimate licensed swimming pool and spa contractors.

Republican legislators say tax increases are on the table

Last week Republican leaders in the legislature said that they were open to possible tax increases in order to break the crippling budget impasse facing California. After a year of refusing to consider any possible revenue increases, the announcement last week may signal a breakthrough in budget negotiations between Republicans, Democrats and the Governor. One tax area of great importance to SPEC members is the possibility of imposing a sales tax on services. Pool service companies would immediately feel the impact. Should a sales tax be applied to accounting, legal services, and the like, every business would be forced to increase prices accordingly. SPEC has opposed such proposals in the past and will be in the forefront of opponents as budget negotiations proceed. Small businesses obviously are the most vulnerable to negative impacts of cost increases, especially in the present economy.

Owner-builder permit applicants must sign warning documents

With the enactment last year of SPEC-supported legislation, all applicants for owner-builder building permits must today sign several documents under penalty of perjury that they will not hire unlicensed consultants to manage Continued on page 24





Conference: February 24-28, 2009

Exhibits: February 27-28, 2009

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One Man's Opinion

A grain of salt

By Robert Foutz Jr.

Robert Foutz Jr. is a member of the IPSSA Huntington Beach chapter.

No one minds a little white lie now and then. "Yes, that outfit looks nice! No, it doesn't make you look fat." They're designed to spare our feelings and keep us in our own beds at night, rather than on the couch. But there's a big difference between sparing someone's feelings and lying to make a buck, especially when I have to come up after you and clean up your mess!

What I'm talking about are swimming pool sales people who misrepresent products to their customers to make a sale. What I'm talking about are saltwater pools with chlorine generators. I have been asked dozens of times "Is it worth it to switch my pool to a saltwater system so I'm not swimming in chlorine anymore?" People have been led to believe that a saltwater pool is a chlorinefree pool. I have to politely explain to them how a chlorine generator works, and tell them they'll be swimming in every bit as much chlorine if not more with the saltwater system. I've been asked this so many times that it's really getting on my nerves.

Let me state right now that I don't blame the manufacturers of these products nor their representatives, most of whom I know. But it's Fly By Night Pool

Builders, Inc. or SuperDuper Replaster Company, and those who advertise on the radio or on the Internet and then send sales people to their unsuspecting customers, saying that they too can have a swimming pool, and that they won't use chlorine anymore!

Most of the time when I explain to someone how a salt system works, they thank me for clarifying the issue; some go on to install and some don't. But at least they're making an informed decision based on the facts of what a salt generator really does. I had one lady though, who simply wouldn't believe me, and it almost came to blows. I was servicing a large commercial pool and I had asked the children to get out of the pool while I worked on it. Their grandmother, visiting from up north, saw me adding some liquid chlorine to the pool and asked quite indignantly why they didn't use saltwater on this pool so they wouldn't have to use chlorine anymore, like her pool back home. I told her all swimming pools use chlorine, and that a saltwater pool just makes the chlorine in the pool. She looked at me like I had lobsters coming out of my ears and informed me that her pool at home does not have any chlorine in it. I tried to politely inform her that if she had a saltwater system, her pool was making the chlorine and she didn't need to add it

because it was being made right there in the generator. She again informed me that her pool DID NOT have chlorine in it! Not wanting to get into an argument with someone who had been lied to about her swimming pool, I politely let the subject drop. A few minutes later she came back to me and said, "Young man" (which I greatly appreciate), "My granddaughter has blond hair. Before, the chlorine always turned her hair green. Now that we have salt water, her hair doesn't turn colors!" I tried to explain about metals in the water and TD that cause the green hair and that chlorine actually had no affect on hair color, and that the fresh water was the reason her granddaughter stayed blond. At this point the woman raised her voice at me. "You have an answer for everything, don't you? THERE IS NO CHLORINE IN MY POOL!" I answered, "If salt alone could sanitize swimming pool water, we would have all stopped using chlorine years ago." At this point the woman was physically shaking and turning red. She grabbed her granddaughter and her towel and stormed out.

As I said before there's a big difference between telling a little white lie to spare someone feelings and lying to make a buck, especially when I have to come up after you and clean up the mess! And that's the truth...as it should be.

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Deck-O-Drain drainage system provides an effective drainage system for concrete pool decks. Wherever specified, the system effectively collects and carries water away quickly from pool decks and other patio areas. Made of tough, long lasting PVC, the Deck-O-Drain system resists wear and is non-corrosive. Both the deck and sub-grade receive watertight protection.

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Deck-O-Drain drainage system installs easily. There are no trenches to dig or deep excavations to make. Deck-O-Drain can be used as a screed rail in final flatwork preparation. The product is ideal



for use on pool decks, driveways, patios, etc. - anywhere water collects and needs to be carried away.

Deck-O-Drain is available in several different colors, including black, dura-white, desert tan, and stone gray. Also available is Signature Series Redwood, which features a wood grain finish and increased protection from pool chemicals and ultraviolet light.

For more information, contact Deck-O-Seal, a division of W. R. Meadows, Inc. at P.O. Box 397, Hampshire, Illinois 60140; phone: (800) 542-POOL; fax: (847) 214-2268; sales@deckoseal.com, or visit www.deckoseal.com.

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Wednesday, March 11, 2009

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MARCH 12, 13, 14, 2009

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31st ANNUAL WESTERN POOL & SPA SHOW ~ SEMINAR SCHEDULE

LONG BEACH CONVENTION CENTER ~ 300 E. PINE BLVD. ~ LONG BEACH, CALIFORNIA

Thursday, March 12, 2009

CLASSES ARE DOWNSTAIRS, SEASIDE ROOMS

REGISTRATION REQUIRED

Time	CLASSROOM 301	CLASSROOM 302	CLASSROOM 303	CLASSROOM 304	CLASSROOM 305	CLASSROOM 306	CLASSROOM 307	CLASSROOM 308
2 P.M. TO 4 P.M.	PRESSURE SIDE CLEANERS: PENTAIR ERIC CHRISTIANSEN	BASIC CHEMISTRY GLORIA WILSON HASA	HOW TO FIND A POOL LEAK LANCE ANDERSON	How to Install & Repair Pool/Spa Tile Brad Rose Precision Tile	PREP, APPLICATION & PRESERVATION OF POOL FINISHES NPC - R. DUKES	T/S & Repair of Barracuda Sweeps & Superior Water W/Nature2 Zodiac	USING POOL COATINGS FOR PROFIT KELLY TECH COATINGS	TITLE 20 & THE CHANGING FACE OF HYDRAULICS HAYWARD
4 P.M. TO 5:30 P.M.	T/S & INSTALLATION OFC Corona Discharge OZONE SYSTEMS CLEARWATER Tech	HOW TO INCREASE PROFITS J. DANIALS/N.SUENAGA	INSTALLLATION & T/S SOLAR PANELS & CONTROLS SUNTREK IND.	Staying Afloat in Slow Economies Remodeling,Repairing Pools / R. Lacher	RESEARCH OVERVIEW NATIONAL PLASTERERS COUNCIL	SWIMMING POOL INTERIOR REPAIRS E-Z PRODUCTS BOB BROOKS	HOT WATER CHEMISTRY TAYLOR TECHNOLOGIES	UNIVERSAL FD LO NOX HEATERS HAYWARD
EXH	IBIT HOURS 6-9	P.M.	OPEN TO THE T	RADE ONLY	ADMISSIO	N FREE	REGISTRATION	REQUIRED

Friday, March 13, 2009 CLASSES ARE DOWNSTAIRS, SEASIDE ROOMS REGISTRATION REQUIRED

Time	CLASSROOM 301	CLASSROOM 302	CLASSROOM 303	CLASSROOM 304	CLASSROOM 305	CLASSROOM 306	CLASSROOM 307	CLASSROOM 308
8 A.M. TO 10 A.M.	PENTAIR AND STA-RITE HEATERS T/S & REPAIR	ALGAE & STAIN PREVENTION C. ROMERO UNITED CHEMICAL	Goldline Aqua Rite Chlorine Generators Hayward/Goldline	ACID WASH TECHNIQUES FOWLER/McARTHUR	BLUE WATER GREEN EQUIPMENT JANDY	Installing Programming Variable Speed Pumps Jandy	Ph/ORP Automation/Industry Economy T. McGintry/Cat Controls	BASIC POOL &
10 A.M. TO 11 A.M.	HUMAN RESOURCES MANAGING EMPLOYEES LISA WILSON	HOW TO REPAIR & REPLACE POOL LIGHT FIXTURES R. FOUTZ. JR	PROPER TRANSPORT OF HAZ-MAT RON HETZNER / OREQ	PROPER SERVICE OF POOL/SPA FILTERS FOWLER/McARTHUR	T/S and Repair of GE Motors Jack Gobeler	INSTALL & REPAIR OF SOLAR CONTROLS HELIOCOL	PROPER USE OF TEST STRIPS ETS RON MERWIN	SPA CHEMISTRY ADVANTIS
11 A.M. TO 1 P.M.	POOL CLEANER WORKSHOP POOLVERGNUGEN MANUELA REIF	BASIC PUMP, FILTER & HEATER REPAIR DENNIS RETTELA	HOW TO SELL & PROPERLY INSTALL WATER FEATURES RON HETZNER / OREQ	BUSINESS Management Doug Latta	ELIMINATING SCALE & PLASTER DUST J. JOHNSON	SERVICEMAN TIPS ON VARIABLE SPEED PUMPS BEN HONADEL	HOW A POOL WORKS R. FOUTZ	Managing Credit & Collections in the Pool & Spa Industry/Michael T. David/ Tom Wise – Wise Software
1 P.M. TO 3 P.M.	PENTAIR PUMPS APPLICATIONS & PROGRAMMING	INTERMEDIATE WATER CHEMISTRY TAYLOR TECHNOLOGIES	T/S &REPAIR LO-NOX HEATER RAYPAK	Understanding Robotic Cleaner Technology Gil Erlich/Aqua Prod.	IDENTIFY & REMOVE PLASTER STAINS JACKS MAGIC	T/S & REPAIR PENTAIR HEATERS SPANISH	BUILDING A SUCCESSFUL SERVICE BUSINESS D. DICKMAN	Vanishing Edge & Perimeter Overflow S. Sargent, J. Sapp, R. Lacher
EXH	IIBIT HOURS 2-6	P.M.	OPEN TO THE T	RADE ONLY	ADMISSIO	N FREE	REGISTRATION	I REQUIRED

Saturday, March 14, 2009 CLASSES ARE DOWNSTAIRS, SEASIDE ROOMS REGISTRATION REQUIRED

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	Time	CLASSROOM 301	CLASSROOM 302	CLASSROOM 303	CLASSROOM 304	CLASSROOM 305	CLASSROOM 306	CLASSROOM 307	CLASSROOM 308
	8 A.M. TO 10 A.M.	T/S & INSTALLATION OF COMMERCIAL HEATERS RAYPAK	IMPROVING YOUR COMPANIES CUSTOMER SERVICE DAVID HAWES	INSTALLATION & REPAIR CHLORINE GENERATORS AUTO PILOT	BASIC WATER CHEMISTRY	LAWSUITS, FINES, & JAIL KEEPING YOUR SERVICE BUSINESS OUT OF LEGAL HOT WATER	Business Management Pedro Corriea SPANISH	JANDY ELECTRONIC HEATERS TROUBLESHOOTING JANDY	TROUBLESHOOTING POOL SURFACES ON BALANCE
	10 A.M. TO NOON	GOLDLINE CONTROLS POOL CONTROLS & CHEMICAL AUTOMATION	ADVANCED ELECTRICAL BILL HAMILTON PENTAIR	BASIC HYDRAULICS PUMP DOWNSIZING:	TERRY ARCO SEA CLEAR	RAY AROUESTY ARROW INSURANCE	SOCKET FUSION PLASTIC GAS LINE PEP	Proper Maintenance of Fiberglass Pools R. Dietz/Aqua Creations	ADVANCED POOL & SPA CHEMISTRY ON-BALANCE
	NOON TO 2 P.M.	PENTAIR AUTOMATION HANDS-ON SUNTOUCH PENTAIR	TIPS FOR NEW POOL TECHS DAVID ALLEN	TO DO OR NOT TO DO PENTAIR SUE ROBACH	ANTI-ENTRAPMENT, OUR CHANGING INDUSTRY STEVE DUNN / AQUATIC POOL PRODUCTS	HOW TO MAKE A MILLION DOLLARS SERVICING POOLS CHARLES BAIRD	Basic Pool/Spa Chemistry Pedro Corriea SPANISH	T/S & INSTALLATION OF COMMERCIAL HEATERS RAYPAK	17111== 0,0071
Ī	EXH	IBIT HOURS 1-6	P.M.	OPEN TO THE T	RADE ONLY	ADMISSIO	N FREE	REGISTRATION	REQUIRED

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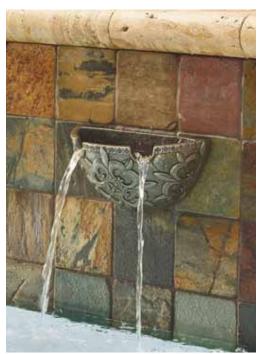
The new WallSpringTM Decorative Accents from Pentair Water Pool and Spa® are a nearly endless array of elegant architectural details for the perfect finishing touch on or near a swimming pool.

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Water watcher tags and safety brochures available to IPSSA members free of charge.

These pieces will be available in quantities of 50 per member on a first-come-first-served basis, while quantities last. Simply contact the IPSSA executive office to place your order (email ipssamail@aol.com or telephone 888-360-9505).

Additional pieces can be purchased at the cost of \$35 for a package of 50 tags and \$10 for a package of 50 brochures, plus shipping and handling.



(l to r)
Front and back of water watcher tags



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LETTERS

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Opinions expressed in published letters do not imply endorsement by IPSSA

One dollar per pool for SPEC

As we begin the final six months of the tenure of Don Burns at the helm of SPEC, we do so at a time of economic recession. After many years of hard work and struggle, SPEC had finally reached a comfortable level of funding. Then the economy turns, pool construction spirals downward and everyone everywhere is tightening their belts and watching every penny. Rightfully so. This downturn has returned SPEC to the days of years past with a severe budget deficit.

I doubt that I need to recite the accomplishments of SPEC; they are repeated often, and they are many. I do not need to ask you where your business would be without SPEC. Ask yourselves. While these times rightfully require us to watch every penny that we spend, can we afford to not fully fund SPEC? I don't think so.

If we all pitch in, we can make a dramatic difference in the budget of SPEC. IPSSA donates marvelously to SPEC every year. Several IPSSA chapters also support SPEC nicely. Still SPEC is hurting. If every IPSSA member

were to contribute just \$1 for every regular service customer on their route we would have a tremendous overall impact on SPEC while having just a small effect on each contributor! Really, how easy and painless would that be to do one time per year? I think that we could all afford it! \$1 per serviced! Remember, although IPSSA is a strong financial supporter of SPEC, each of you can be, and should be, an individual SPEC member! We need SPEC. California is the greatest place in the world to live, yet unfortunately working California is not easy. SPEC works for all of us.

Don Burns works for all of us too. Don is set to retire on June 30th of this year. I personally do not want him spending his time trying to raise money. I want him looking out for my business. For all of our businesses. We need him and SPEC doing that. This year and into the future. Let's pull together and fund SPEC and let Don ease into retirement rather than stressing into it!

Jerry Wallace Swim Chem Sacramento, California

Institute, at 703-838-0083 x274 or jheinz@apsp.org



APSP webinar series

Continued from page 3

• April 30 – Satisfied Customers Are Not Enough! — Excellence in customer service will separate your company from the competition...but how do you get there? Learn how to make your customers a "raving fan base" for the future!

• May 7 – Information to Action: Using Competitive Intelligence for Competitive Advantage — Today's business leaders struggle to juggle information. Learn how to do the kind of market research and competition research that will allow you to set your company apart, recognizes niche markets, and keep your services relevant in a challenging economy.

All webinars start at 2:00 pm EST on the date listed. Paid registrations unable to attend the live event will receive a link to view the archived version available after the event.

Cost per webinar is \$149, or register for all seven for just \$499 For more information contact Jennifer Heinz, APSP Career

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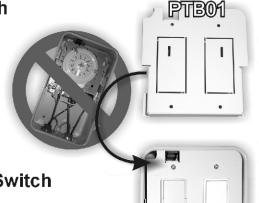
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This exam is based on IPSSA's Basic Training Manual-Part 2. To obtain a log-in ID and password, contact the IPSSA office at 888-360-9505 or e-mail ipssamail@aol.com. You will receive this information by the next business day.

Pool and spa service education in February

Continued from page 1

Listen Up! A Marketing and Inc., ANSI 7 Standards Writing Operations consulting firm -Learn how to professionalize and to promote your remodel sales group with a person who has orchestrated the sales of over 10,000 swimming pools.

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Committee — Dan Johnson, Past Member of the ANSI 7 Standards Writing Committee and the current Chair of the ANSI 5 Standards Writing Committee will present to you, in plain contractor language, your responsibility and liability regarding the new Federal Baker Act Law and ANSI/APSP 7 Anti Entrapment Standard.

THE ULTIMATE INDUS-TRY PANEL DISCUSSION -Presented by NPC Board Members, Industry Experts and **VIPS** — Join a panel of experts in discussion any issue currently facing our industry or the swimming pool industry as a whole.

INNOVATIVE REPAIR TECHNIQUES FOR CRACK-ED AND LEAKING SWIM-MING POOLS - Presented by Ron Lacher, Pool Engineering, Inc. — There are 1000s of cracked and leaking swimming pools whose owners are unable or unwilling to pay for the cost of traditional repairs. A literal gold mine awaits those contractors who are willing to apply innovative, yet simple, repair techniques to these 1000s of damaged pools..

SALT WATER POOLS -APPLICATION MYTHS AND TRUTHS - Presented by Kirk Mitchell & Association — This presentation will reveal through visual demonstrations, scientific data and insight, common myths and misunderstandings regarding pool salt, saltwater pool related problems and interactions with salt water chlorine generators and pool surfaces.

WINNING BIG IN TOUGH **TIMES** — Presented by Tom Fuller of Strategic Planet and Fellow Plasterers – See first-hand how real NPC members and plasterers are applying powerful principles for achieving stunning success and growth despite recent economic challenges.

PROBLEMS & SOLUTIONS IN THE PREPARATION, AP-PLICATION AND PRESERVA-TION OF SWIMMING POOL **SURFACES** — Presented by

Randy Dukes, Techlines Inc. and Aquavations/CL Industries - This seminar will continue to address ongoing problems with pool surfaces.

BEST TAX, INSURANCE & OPERATING COST REDUC-TION IDEAS FOR SMALL **BUSINESS OWNERS 2009 —** Presented by Lance Wallach, National Society of Accountants Speaker of the Year - Learn from one of the best accountants in the country.

POLY NATIONAL CAL POOL INDUSTRY RESEARCH **CENTER - A PRESENTATION** ON SWIMMING POOL TEST KIT AND CENTER RE-**SEARCH** - Presented by Dr. Damian Kachlakev, Dr. Corrine Lehr and Dr. Norvell Nelson -Your annual report on the research being conducted at the NPIRC, specifically, the Test Kit Research will be presented by the research

TRAINING YOUR EM-PLOYEES ABOUT SKIN CARE AND PROTECTION — Presented by the John Wayne Cancer Institute and John Wayne Cancer Foundation - Learn from one of the most successful melanoma research entities in the world about the dangers for skin cancer and how to prevent i

February 18, 2009 IPSSA Region 6 Table Top

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Continued on page 17

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Route Advice

We Don't Need More Excuses

By Charles Baird

Charles Baird is president of National Pool Route Sales and the author of The Millionaire Pool Man. He is a frequent contributor to The IPSSAN.

Lately the biggest excuse for pool service professionals maintaining the status quo and not improving their business models is the poor economy. While I will admit the economy is nowhere near as good as it has been in the past, it is nowhere near as bad for pool service professionals as it is for car dealers, major chains or other small retail businesses.

A few of the reasons our industry is partially immune to a downturn in the economy are as follows: pool service helps protect the value of a customer's real estate, most people lack the knowledge or time to be consistent, self service can cost the homeowner more money, and most pool service customers are not injured in a recession - they just do not lose their

Some of you might believe pool service is a luxury and you might disagree with my assessment, but I come prepared. First, it is very difficult to argue with the fact that proper pool service helps protect property value or at the very least helps to create a more desirable property. This is a big reason homeowners retain an exceptional pool service techniian. However, the service must remain consistent and exceptional.

During a recession customers will discontinue service with greater haste if they are dissatisfied. They are already pinching pennies and will not stand for something substandard. I have had pool service customers ask me why they should keep their service technician if he or she is not performing, and I cannot say they should. If a customer believes he or she can provide better service than what you are providing, you will lose that customer.

If your service is exceptional, even in a poor economy, a customer pinching pennies will retain your service and remain loyal. Case in point: we recently spoke with a current customer of a pool service technician selling his customer base through our company. The customer stated as follows: "We are real pleased with the service. No problems. The pool always looks great. We are pinching pennies because of the economv. but this service is one thing we will keep. If you have no money to go out, you can still stay home and enjoy your pool." This pool service technician is doing his job and will retain this customer. However, if this customer were unhappy, he would have discharged the pool service tech, without hesitation and both, more than likely, would have blamed the economy.

I am possibly more aware of the real reason homeowners discontinue service than some pool service professionals. Why? The answer is we make it a practice for our clients, to speak with customers who have discontinued service, to determine the reason for cancellation. Customers are consistently honest with us during these inquiries because we do not try to

persuade them to remain on our service or argue with them over the definition of service quality.

When explaining their reasoning for the discontinuation of their service technician, a customer will more than likely use an excuse that does not create a confrontational situation. In some past cases, when a customer explained the real reason for discontinuing service, the pool service technician became agitated and took the complaint personally. After defending his service to no avail, the pool service professional then tried to persuade the customer to remain on service by promising to change the unwanted behavior or the service quality.

Many customers do not like to feel pressured or coerced. I know many pool service professionals try to retain an unhappy customer by promising them better service, or by trying to reduce their service rate, and while there is nothing wrong with trying to retain your customer, many customers do feel pressured.

I have a client who recently lost a service customer and asked us to find out why. After speaking with the discontinued customer, we were shocked that the client actually wanted us to make the call. Our client was clearly at fault. The customer told us the service had been poor and when this was explained to their serviceman he became agitated, emptied the contents of the sand filter directly into the pool and left. Maybe you can see why some customers are reluctant to disclose to their service provider the real reason for discontinuing service. If a customer uses the economy or a family member servicing the pool as an excuse for termination, look deeper.

If you are losing a few customers to the economy, that can be expected. If you are losing many customers to the economy, re-evaluate your service quality. Make sure you are doing everything in your power to provide the service your customers expect. If you are providing the proper pool service, you cannot use the economy as an excuse to remain stagnant. Improve your rates. Improve your business model. Start with a few customers to make sure you both share a positive view of your service. If your customers are happy, they will pay a higher rate without hesitation. If they are unhappy they will quit even if you do not raise your rates. Make the decision to be better. Excuses are not synonymous with success. We will cover more on the economy in the next issue.

Until next time, have a blessed



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Ask Sue

Note to readers: We are pleased to offer this regular series of tech tips, provided by Sue Robach, regional training manager for Pentair Water Pool and Spa. If you have questions for Sue, send them to info@ipssa.com.

Spring is fast approaching and late winter is a great time to start planning for equipment tune ups. Inspecting pool equipment now, before the season really kicks off, will aid in the control of your repair schedule and prevent those emergency situations and stress for your customer during the swimming season. While most of these practices are done this time of year for pools that are operated year round, a spring tune up should be performed upon the opening of winterized pools.

Listen to the pump motor, if it is starting to sound loud, the bearings might be starting to fail which may be an opportune time to suggest a new motor, or for that matter, a more efficient energy saving pump. If you have noticed the filter pressure is not going all the way down after cleaning, or you are cleaning much more frequently, it might be time for new elements or sand.

A heater tune up is another common duty this time of year. To assure safe operation, clear all of the leaves and brush them away from the heater, then turn it on to verify if the heater will even fire.

Critters often find their way inside heaters, especially during the winter. They chew wires, loosen connections and build nests. So check the wiring harness and make sure that the wires are in sound condition. Remove the nests and any remnants stowed by these little friends, because they can catch fire and damage the heater. Be sure to use caution as these temporary tenants may still be in there and could surprise you.

Check all connections and make sure they are tight. Loose wire connections or corroded terminals can cause the heater to operate erratically or not at all.

Check the heater's burner system. If it uses a burner tray, check each gas orifice for spider webs and anything else that might impede the gas flow. Clean each orifice out with a solid copper wire. Premixed gas (PMG) units use a single burner. This can be checked by removing the blower and then the burner. Make sure that the burner gasket is in sound condition.

If the heater uses a standing pilot, make sure the pilot orifice is clean. You can use a small needle to remove debris from the hole.



Check the pilot generator by conducting a millivolt test using a millivolt meter or a multimeter. There are different types of pilot generators; for an older one, 450 -500 millivolts is a good reading. A questionable (old) generator will test below this range. A newer pilot generator will test well at 700 - 750 millivolts. Always verify each manufacturer's specifications.

An electronic ignition heater uses a hot surface igniter. Use an ohm meter to determine if it is still in good shape. A good hot surface igniter will generally test at 40 to 75 ohms. Readings above or below this range indicate that the igniter should be replaced.

The difference between the inlet and the outlet temperatures, which is called the temperature rise, can determine proper water flow through the exchanger, proper gas flow and proper venting. This requires the use of a Pete's plug and an accurate thermometer. Premixed gas units can measure exhaust temperature digitally on the board, for proper exchanger temperature. Refer to the manufacturers specifications for the proper temperature rise or exhaust temperature for each model. Visually inspect the internal bypass or thermal disc system to assure it is operating correctly. Any calcium, corrosion or wear could cause it to fail.

As a side note, I usually recommend to fire the heater at least once a mont, during the off season, to keep the spider webs out of the orifices so the heater is ready to fire in the case the customer might use the spa.

Equipment tune-ups are a great service to offer during the winter. Remember, scheduled spring and fall maintenance will prolong the life of the pool equipment.

Send Your Technical Questions to: The IPSSAN, P.O. Box 15828, Long Beach, CA 90815-0828 or email: ipssamail@aol.com

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Pools by Ben Inc. honored with California's Flex Your Power award

Flex Your Power, California's statewide energy efficiency campaign, has recognized Pools by Ben, Inc. as a leader in energy efficiency with a Flex Your Power Award. A total of 41 winners, including leading California companies such as Sustainable Spaces, Boeing, Pfizer, and the California Academy of Sciences, were selected from several hundred applicants for outstanding leadership in energy efficiency. Cumulatively, award winners in the last three years have saved more than three billion kilowatt hours, \$500 million, and reduced greenhouse gas emissions equivalent to removing more than 230,000 cars from the road. This year's 6th Annual Flex Your Power Awards Ceremony was held on Monday, December 15, 2008 in San Francisco.

Pools By Ben, Inc., founded and owned by IPSSA member Ben Honadel, was honored in the Innovative Products and Services category for its installation of energy saving swimming pool

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pumps in the Santa Clarita and San Fernando Valleys. For each pump replaced, Pools By Ben, Inc. saves between 100 and 200 kwH/month, reducing greenhouse gas (carbon dioxide) emissions each year by over 1 Metric ton.

Of the award winners, Director Walter McGuire of Flex Your Power said, "The awards present an opportunity for California to congratulate the leadership shown by this year's Flex Your Power award winners who have demonstrated that we can all save money and the environment. By reducing their energy use, this year's Flex Your Power award winners have saved more than \$30 million and reduced global warming emissions equivalent to taking 40,250 cars off the road."

"Many homeowners do not realize that the swimming pool pumps have become vastly more energy efficient in recent years. The new technology can reduce your energy bill the same way a hybrid car can reduce your fuel



Award Winner

expenses," says Ben Honadel. "Replacing pumps in the Santa Clarita and San Fernando valleys alone would reduce global warming emissions equivalent to installing 3 million compact fluorescent light bulbs."

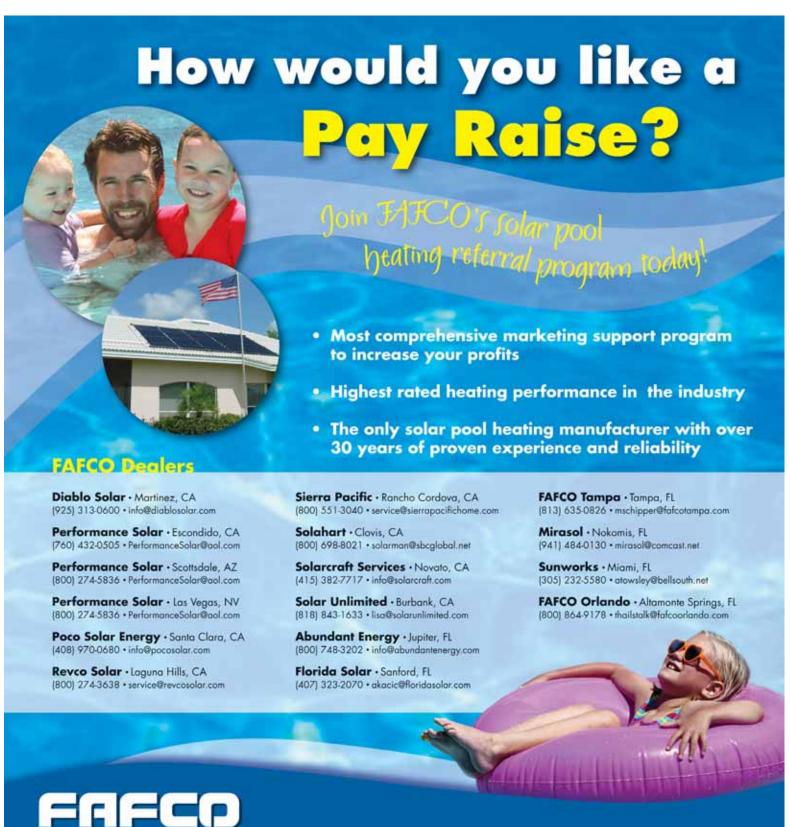
In addition to the California Public Utilities Commission, Flex Your Power Award winners were selected by senior representatives from the California Independent System Operator, California Energy Commission, California Water Conservation Council, League of California Cities, Los Angeles Department of Water and Power, Building Owners and Managers Association, Silicon Valley Leadership Group, and Southern California Edison. For more information on the 6th Annual Flex Your Power Awards, www.flexyourpower.org.

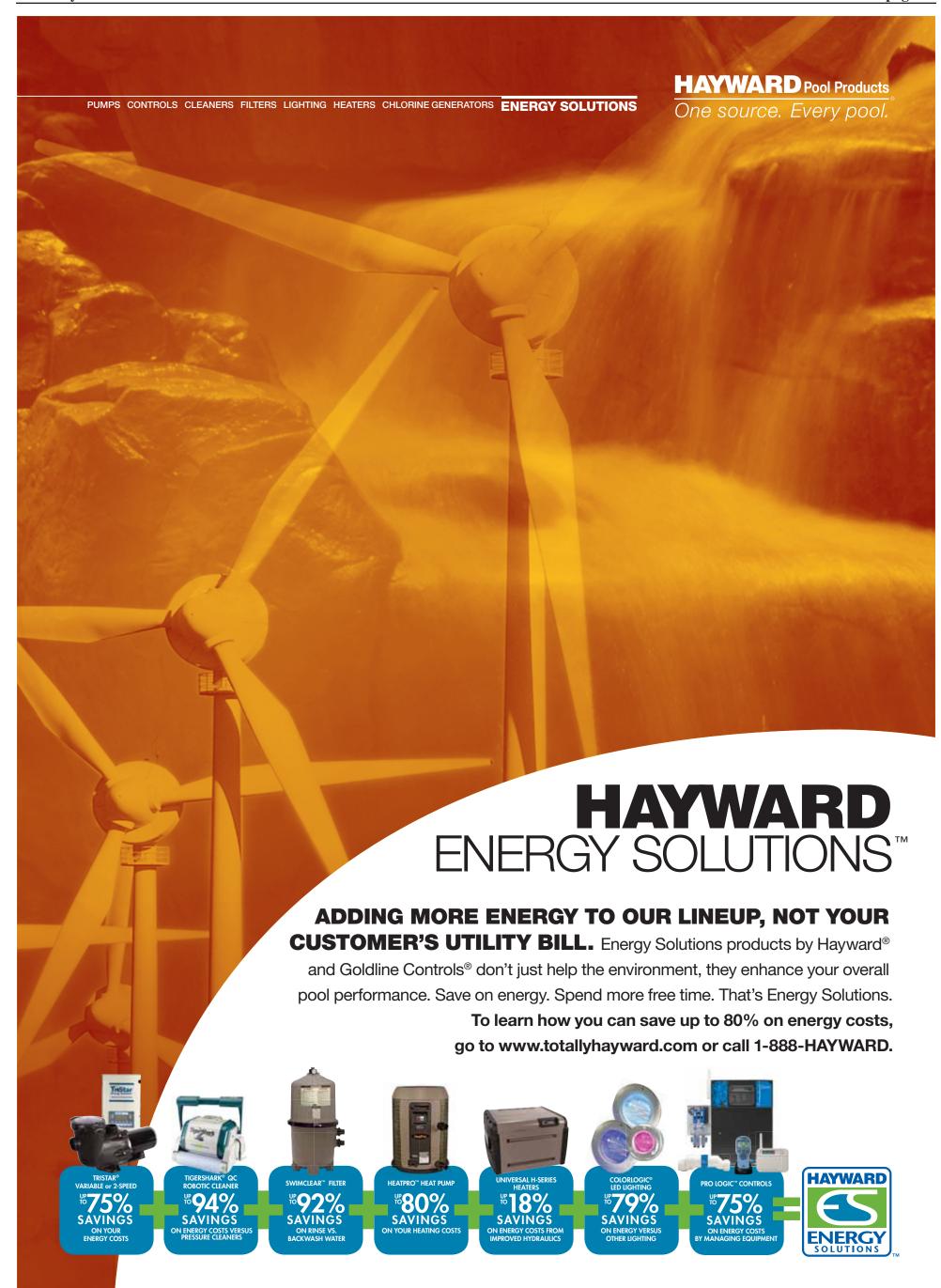
IPSSA Basic Training Manual Part 1 – Water Chemistry

Written by noted industry expert, Robert Lowry, IPSSA's Basic Training Manual-Part 1 focuses on water chemistry and covers: properties of water; pool types; volume calculations, standards and measurements; water chemistry and balance; chemistry of chlorination; types of chlorine; protecting chlorine; chlorine generators, bromine and ozone; water testing; and chemical adjustments. It also includes an extensive glossary and practice test questions, easyto-use chapter tabs, many graphics, charts and tables. IPSSA \$24.95 Price: Members; \$49.95 Non-mem-

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Nelson Silveria presented the Dan Nisly Award by IPSSA East Valley chapter

In December IPSSA's East Valley chapter in Arizona presented its second annual Dan Nisly Award to Nelson Silveria, given to the member who best exhibits a giving spirit and charity work in the community. The award was created in honor of fellow IPSSA member Dan Nisly, who inspires others with his volunteer efforts on behalf of Heart for Africa.



David George, the incoming president of the IPSSA East Valley chapter, opening his gift during the chapter's holiday gift exchange.



General Pool & Spa Supply presents a check to the IPSSA East Valley chapter as a percentage of the gross products bought by IPSSA members for the months of October and November. Each member also received a percentage back as credit to his or her account.

Included in the award is a \$500 donation to the charity of the recipient's choice. Nelson chose to support the Melonhead Foundation, a non-profit organization that supports the needs of children with cancer and their families who are seeking alternative methods of healing. These methods include any and all natural medicines and treatments, pro-

vided through a variety of facilities. It is the foundation's belief that a whole, healthy state of being is achieved through a complete program treating body, mind and soul. The foundation raises and disperses funds to patients for treatment needs and to the families for their personal needs in order to provide a positive nurturing environment for the patient.

In accepting the award, Nelson said, "This award means more to me than just any other award, because of what it represents and whom it is named after. Over the years I've watched Dan's drive and passion toward this organization, which has motivated and inspired me. I've also watched how much passion he has for Heart for Africa. I think we all at one time would like to help out organizations like these. By watching Dan I am inspired and driven to accomplish such things. Dan is a small man with a big heart and has a great passion for our organization. As a fellow IPP-SAN I look up to him and hope that he will stay with us for a very long time. I am blessed to have him as my friend. Thank you Dan, and God be with you."

Nelson Silviera began his business, Blue Island Pools, in 2000 and joined the IPSSA East Valley Chapter in 2001.

On his own initiative traveled from Arizona to San Diego to meet with the IPSSA safety committee to pursue his personal interests of learning more about water safety. He began to spread the word about water safety to his own customers as well seeking out safety knowledge from other sources such as Phoenix Children's Hospital and local fire departments. He has attended and participated in numerous water safety events in his local area.

Several years ago Nelson went through the course of study and tested to be certified as an instructor for the Certified Pool Operator classes. Since then he has taught numerous CPO classes.

He served on he committee for the formation of first Desert Pool and Spa show in Phoenix.

For two years Nelson served as vice-president of the East Valley chapter, during which time he rose above the call of duty by bringing to the group frequent educational short subjects at chapter meetings. Nelson has willingly served on various chapter committees, always willing to give his time and talents to assist the cause of the organization.

Be Sure it's Genuine



Texas legislative update

convened on January 13, APEC already was working on two issues affecting the pool industry.

SB 96 is a fencing and entrapment bill similar to the bills that were discussed in the 2005 and 2007 legislative sessions. This legislation could be interpreted to require a fence around an abovefence between the pool/spa and the back door of the home.

Also on APEC's radar is the current electrical code in Texas. In 2003 (before APEC was formed), Texas adopted changes to the electrical code which, when enforced, will require that all work involving removing and replacing bare

When the Texas legislature ground pool or spa, including a electrical wires (such as replacing and use a licensed electrician.

And, a licensing bill for the pool industry also is on the legislative horizon. For more details on Texans.



Pool and spa service education in Feb.

Continued from page 10

February 20-21, 2009 Orlando Pool & Spa Show **Orange County Convention** Center – Orlando, FL

www.floridapoolpro.com

This show offers more than fifty courses on topics which range from technical applications to business practices and are between one hour and a full day.

- Code Changes (Public Swimming Pools)
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 - · Advanced Water Chemistry
- · Air-Actuated Control Troubleshooting
- · Alternative Dispute Resolution
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- Chapter 489 Contractors' Responsibilities
- Chapter 489 Prohibitions and Penalties
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- Pool and Spa Professionals • Diagnosing and Trouble-
- shooting Today's Heat Pump
- Efficiencies in Pool Designs
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- GPS Based Fleet Management for Pool and Spa Business
- Green Market Segment -Energy Efficient Technology
 - Hot Water Chemistry
 - Hydraulics Made Easy
 - Installing High End Vinyl

Pools: What to do Before Adding

- Water • Introduction to Ozone Generators
- Legal Risks and Insurance Considerations for the Pool/Spa
- LP Gas & Pool Heaters: Achieving a Safe Combination
- · Motor Troubleshooting and Replacement
- Multi-speed Pump Usage to Maximize Efficiency
 - Pool Finishes
- Pool Surface Preparation: Cementitious Remodeling Surfaces

Continued on page 18

a pump, motor, or pool light) be done by a licensed electrician. A pool service company will not even be able to offer to do the work without proof that it will hire

these and issues, visit www.APECTEXAS.org. APEC- Texans Protecting YOUR COMPLETE

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Pool and spa service education in February

Continued from page 17

- Project Profiles: Execution of gregate Pool Finishes Technically Advanced Watershapes with Challenging Site Conditions
 - Pumps and Motors
- Recreational Water Illnesses (RWIs) in Spas
- Recreational Water Illnesses (RWIs) in Swimming Pools
- Refrigeration Fundamentals as they Relate to Swimming Pool Heat Pumps
- Resolving Conflict Constructively and Avoiding Workplace Violence
 - Risk Management Essentials
- Salt Chlorinators and pH and ORP Monitoring/ Dispensing
- Selling for Profit in a Retail Environment
 - Solutions in Chemistry
- Spa Blowers: How they Work, What They Do
- Technological Advancements in Swimming Pool Heating · Technical Knowledge of
- **Business Management**
- UV: Shedding a New Light on Recreational Water Treatment
- Variable Frequency Drive Technology
 - Water Chemistry for Ag-

- Water Chemistry: Source Water Problems
 - Workers Compensation
 - Workplace Safety
- AutoPilot Troubleshooting
- · Design and Installation of Solar Pool Heaters
- Drowning, Entrapment & Evisceration Accidents: How to Avoid Them and What to do When They Occur
- Eco Friendly Nature2: Reducing Maintenance and Increasing Profits
- Energy Efficient Pool and Spa Heaters
- Fiberstars: A Partnership into the Future
- Optimum Hydraulic Performance: Jandy Versa Plumb
 - Measuring for Vinyl Liners
- Pool Blaster: Swimming Pool & Spa Vac: Residential and Commercial Battery Operated
- PoolRx: How to Increase your Profits and Reduce your Chemical Usage and Work Load
 - SE US Drought Status
- Solar vs. Fossil Fuel Pool
 - Understanding and Imple-

menting the Virgina Graeme Baker Pool & Spa Safety Act

- Understanding Florida State Laws and Regulations That Affect The Pool & Spa Industry
 - "Walk Up" Operations Test

February 23-24, 2009 8th Annual National Drowning

Prevention Symposium Deauville Beach Resort, Miami Beach, FL

www.ndpa.org

KEYNOTE PRESENTATION Congresswoman Debbie Wasserman Schultz — Historical federal pool legislation successfully passed in 2007. What is the new political direction for improving aquatic safety, and how can we help with the next steps in policy?making?

Update on the Virginia Graeme Baker Federal Pool & **Spa Safety Act** — Scott Wolfson, CPSC & Alan Korn, Safe Kids Worldwide will provide an update on the VGB Federal Pool & Spa Safety Act: implementation, compliance and grant funding

Presentation by Education Committee - An introduction to the NDPA's new position paper on "Layers of Protection Around Aquatic Environments". Media Event: Saving Lives

with Layers of Protection — A live demonstration of products, strategies and actions that can provide layers of protection to reduce the risk of drowning.

- Using Psychology to Boost Program Effectiveness
- Fire Rescue Agencies' Role in Community Education
- · New Safety Products and Technology
- Identifying Neglect as Cause in Child Drowning Deaths
- Innovative Programs & Efforts Ready for Replication • Evidence VS. Assumption in
- Medical Conditions Encount-
- ered in Aquatic Settings • Looking Beyond On-Scene
- Patient Care • Is Your Program Working?

KEYNOTE PRESENTA-TION by John Cruzat, USA **Swimming** — Diversity in Aquatics: An overview and discussion Continued on page 20

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Collection Tips

When should you get paid?

By Tony Arsneault

Tony Arsenault is IPSSA's contact with the Transworld Systems Greenflag Profit Recovery program. He can be reached at anthony.arsneault@transworldsys tems.com.

I hear this (or at least a similar comment) from IPSSA members at least once a week. They say, "I have customers that only pay me every two or three months. Why won't they pay me on a regular monthly basis?" The answer is simple. You allow them to pay you whenever they want to, not when you expect to be paid. Most of

vour customers will pay as soon as you ask them to.

However, there are others who for some reason need an incentive to pay you (as if the service you have already provided wasn't enough).

Submitting these customers to Transworld attaches a consequence that may be what is necessary to get them to pay.

It seems to be working for IPSSA members who are using the service. To date, Transworld has collected just over \$50,000 for IPSSA members.

More than \$49,000 collected for IPSSA members through Transworld/Green Flag program

As of January 1, 2008, IPSSA members have recovered more than \$49,000 in delinquent accounts through the Transworld/Green Flag profit recovery program.

Only 257 members have signed up for the service. However, only 172 members have actually submitted an account, which means that only 4.6% of the total members are taking advantage of this benefit.

For more information on how you can take advantage of this member benefit, go to the "Members Only" page of www.ipssa.com.

Undisclosed employees are not covered

IPSSA rules and your insurance and assessment of fines. policy require that employees be added as employee members.

Failure to do so could result in denial of an insurance claim

Members with undisclosed employees are encouraged to contact their chapter ASAP to add these workers.

Pool MathTM Workbook from NSPF® now available in Spanish

The Pool MathTM Workbook, published by the National Swimming Pool Foundation® (NSPF®), is now available in Spanish. It is the industry's first textbook for English and now native Spanish-speakers that focuses solely on making swimming pool and spa calculations easier.

"Math is difficult for many people. Helping people in their native tongue makes sense, especially as they are learning English as a second language," explains Thomas M. Lachocki, Ph.D., CEO of NSPF. As with the English version, the Cuaderno de Trabajo Matematicas de Piscinas helps people calculate pool surface area, water volume, chemical dosage amounts, saturation index, filter surface area, flow rate, filter flow rate capacity, turnover rate, heater sizing, spa water draining frequency, make-up water amount, maximum user load, and total dynamic head. "The longer we are away from the classroom, the easier it is to lose our way to finding answers to basic math calculations," adds Alex Antoniou, Ph.D., NSPF® director of educational programs. "This workbook gives us all a way to practice and check the proper way to do basic pool math."

It begins with a basic math skills test, which allows the reader to determine their math ability. The heart of the book is divided into three parts. Part one reviews how to perform necessary calculations, provides important conversions, and gives examples. Part two has over 40 pages of sample math problems. More important "must know" calculations are highlighted to separate them from less important calculations. The third part provides stepby-step answers to solve each problem presented in the second part. Students can practice in part two and check their answer in part three.

Continued on page 21





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Phosphate Removal - Summary

Algae & Phosphates - What Is The Connection?

Algae is a plant that grows underwater just like plants or weeds that grow in soil. It has a lot in common with plants that grow above ground. Algae in a pool also depends on nutrients to grow.

Phosphates are one of algae's primary nutrients. It has been proven that phosphates are the limiting nutrient for algae growth. In other words, if all of the nutrients required for algae growth are present but the phosphates are removed, the algae won't grow. It's that simple.

This discovery was the result of extensive government research that was done to find a way of limiting the growing algae problem in national lakes and rivers.

It was found that if all of the nutrients required to grow algae are present, but the phosphates are eliminated, the level of algae growth is greatly reduced.

In fact, at 50 ppb of phosphates the rate of algae propagation is extremely low. At 100 ppb it is approximately 5 times greater and at 150 ppb a very substantial algae bloom can take place.

That's the reason you want to keep phosphates out of pool water. At a very low phosphate level, 50 ppb or below, algae is very easily controlled by the sanitizer.

That takes us to the next logical question. What is the best way to remove phosphates from swimming pool water?

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Natural Chemistry's PhosFree process is the only technology, in the market, that allows the user to remove phosphates from the pool water, while avoiding the hassle of creating a fine white cloud that takes days to eliminate as well as a lot of extra labor.

ALGAE & PHOSPHATE FACTS:

- algae depends on phosphates to grow
- maintain phosphate levels below 50ppb and normal sanitizer will prevent algae growth - guaranteed
- only Natural Chemistry has patented 'filter-based' phosphate removal technology

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Using the Natural Chemistry PhosFree program, the formula is added to the skimmer which then coats the filter. As the pool water circulates through the filter, the phosphates are removed. In just a day or two, the filter can be back washed and the pool is free of phosphates without ever experiencing clouding.

Near zero phosphate levels are then easily maintained with Natural Chemistry's weekly maintenance program. Natural Chemistry's PhosFree technology is patented. That's why other competitors have to add their formulas directly to the pool water.

No matter what claims are heard, it all gets down to whether you want to remove phosphates the hard way or the easy way.

Natural Chemistry's PhosFree is the easy way, is patented, and is unconditionally guaranteed.

Swimming Hall of Fame — How

America Learned to Swim: From

Benjamin Franklin to segregation,

Victorian morality to public pools

Pool and spa service education in Feb.

Continued from page 18 around how drowning-particularly in diverse communities—can be reduced and even eliminated through decisive action and national partnerships.

- US Lifeguard Standards Coalition
- The Art of Pool Safety Makeovers
- 2009 National Showcase of **Programs**
- Medical Interventions: Process & Unknowns
- Killer Currents and Their Impact on Human Society • National Showcase of
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the history of swimming in America will be covered. February 24-28, 2009 Southwest Pool and Spa Show

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 - APSP Professional Builder I
- IPSSA Basic Training Certification

IPSSA Basic Training Manual Part 2 – Equipment

Written by noted industry expert, Robert Lowry, IPSSA's Basic Training Manual-Part 2 focuses on equipment and covers: hydraulics, pumps and motors, filters, skimmers, fittings and valves, heaters, heat pumps and solar, plus automatic pool cleaners. It also includes an extensive glossary and practice test questions, easy-to-use chapter tabs, many graphics, charts and tables. Price: \$24.95 IPSSA Members; \$39.95 Nonmembers.

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Creating customer cheerleaders, part two

By Tom Grandy

Tom Grandy, is president of Grandy & Associates, a firm that provides business training exclusively to the service and trades industry. www.grandyassociates.com

Last month we talked about the hotel in Hawaii that could have made more profit and created customer cheerleaders if it had simply bundled its current pricing and thrown in a few extras.

Now picture this scenario. The tech arrives at the customer's home and greets the customer with a smile and announces he or she is there to take care of their problem. The tech then tells the customer, "Mr./Mrs. Jones I haven't looked at the problem yet but from what you are telling me I would guess it will take about an hour and a half to fix the problem. We charge \$100/hour for the time I am here, plus parts, but I won't know the parts' cost until I do the job. We also have a trip charge of \$50, plus a fuel surcharge of \$8.00, and a miscellaneous supply fee of \$5.00. If all goes well you are looking at about \$200 to \$250. However, if it takes me longer, and/or I have to go get parts that are not on the truck, it might be more.

From the customer's perspective, what are they thinking? "Gee, my husband doesn't make \$100 per hour; as a matter of fact I am not sure my doctor makes \$100/hour! Besides that, why do I have to pay for the tech to drive to my house, much less pay an added gas surcharge and a miscellaneous fee for supplies he may, or may not, use?" If that were not enough to worry about, "What if it takes the techni-

Pool Math™ Workbook now available in Spanish

Continued from page 19

"We've created a simple, convenient and inexpensive workbook, that truly makes pool math easier to understand," concludes Dr. Lachocki, "And, like the Handbook for the Certified Pool/Spa Operator® certification program (CPO®) this workbook uses full-color throughout to help students visualize concepts."

Orders for the Spanish and English versions of the Pool Math™ Workbook and other NSPF educational products may be placed on the secure website, www.nspf.org, by fax to 719-540-2787, or by telephone to 719-540-9119. The cost of each workbook is U.S. \$19.95 plus shipping. NSPF Spanish Coordinator, Silvia Uribe, is also available to assist customers.

The growing collection of multilanguage educational materials available worldwide from the foundation also includes the Certified Pool/Spa Operator® (CPO®) certification training (English, Spanish, and French), NSPF® Pool/Spa OperatorTM Handbook (English, Spanish, and French), Pool Operator PrimerTM online training program (English and Spanish), the Aquatic Play FeatureTM Handbook (English and Spanish), select seminars from the 2007 World Aquatic Health™ Conference in Spanish, the eProAcademyTM online training center (English and Spanish), and the recently launched Spanish website twin, www.nspf.com/espanol.

cian longer, perhaps three hours? Then how much will it cost me? I better watch him work to be sure he is not goofing off. After all time is money!" The call actually took longer than expected, and the final invoice was \$278.

Flat rate pricing perspective

The same tech arrives, again with a smile on his face. The tech then tells the customer he or she will take a look at the problem and will then provide a complete price for the repair, before the work is done. The tech checks out the job and then tells the customer the complete cost of the repair will be \$278. The customer now knows the complete cost up front and doesn't need to watch the tech. The customer is not concerned about how long it will take, gas surcharges, etc. The price is the same no matter how long it takes to do the job.

Flat rate customer cheerleader perspective

Now let's create a customer cheerleader. What could you add to what you are doing in order to exceed the customer's expectation? Let's start with training in the area

of customer relations. The cost to attend a class once a year would be perhaps \$500 per tech. Let's also supply calling cards to give to the customer at a cost of \$100 for 1000 cards. What else? Let's leave a small thank-you gift on each call at a cost of perhaps \$10. Clean up is very important. Why not provide the service techs with small vacuums and require they vacuum up after themselves. That will impress the customer, and it will take the tech an extra ten minutes on the call. Let your mind run wild for a few minutes. What else could you provide that no one else provides, kind of like the \$75 certificate to the spa at the hotel back in Hawaii? Let's assume the cost is another \$18.00/call.

Assuming the tech bills 50% of his/her time per year, that totals 1000 billed hours. The additional cost of the above things amounts to:

The repair takes the tech 1.5 hours, so the cost of the flat rate charge goes up \$34.18 (\$22.79 x 1.5 hours). Because we are exceeding the customer's expectations we are going to throw in an additional

Training (\$500/1000 billed hours) Cards (\$100/1000 billed hours)

Cards (\$100/1000 billed hours) .10/hour
Thank you gift (\$10.00 with average call lasting 1.5 hours) 6.66/hour
Purchase one vacuum per year at \$200/1000 billed hours
Time to vacuum per call (pay the tech \$20/hour x 10 minutes) 3.33/hour
Extra something you provide for \$18/call (\$18.00 / 1.5 hours) 12.00/hour
Increase in hourly rate \$22.79/hour

\$25.00 profit, so the entire cost of the call goes from \$278 to \$337.18.

Now the tech finishes the job and the customer is dazzled by his customer service, the offering of the business card, his taking time to vacuum up after himself, the thankyou gift and the extra you provided for the \$18.00 per call. Is the customer happy? Absolutely! Is he or she a customer cheerleader for your company? You bet! Was the cost of \$337.18 a problem? No! Did the company profit go up? Yes it did!

I had yet another company owner in boot camp last month that charged close to \$300/hour on flat rate. He was not gouging the customer. That's what it cost himm to operate, provide outstanding customer service and throw in all the extras. I have had at least ten companies attend the boot camp whose hourly rate exceeded \$300 per hour and they all had several things in common:

\$.50/hour

- 1. Happy customers whose expectations were routinely exceeded
- 2. Techs who were earning outstanding wages and benefits
- 3. Service sales in excess of \$2,000,000 and growing
- 4. The company earned a fair and consistent profit

Take a few hours out of your busy day and consider how you could dazzle your service customers. Next, calculate the cost to create those customer cheerleaders. From there, you will know what your new hourly rate needs to be. Because the rate is high, move as quickly as possible to flat rate pricing. Flat rate is good for you, good for your techs and good for the customers.



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WARNING

SVRS does NOT protect against the four other types of entrapment: hair entanglement, mechanical entrapment, limb entrapment, evisceration/ disembowelment.

New Guardian® motors available with integrated safety vacuum release system

A. O. Smith Electrical Products Company is introducing an enhanced version of its eMod® pool and spa motor technology under the Guardian® brand name that is safety vacuum release system (SVRS) compliant for suction lift applications.

In addition to delivering all of the features and benefits of the original line of A. O. Smith and Century® eMod pool and spa motors, the Guardian design reacts faster to full-body suction entrapments and is less prone to nuisance trips. The new Guardian motors are ETL listed to the ASME A112.19.17 SVRS standard and also comply with requirements for Safety Vacuum Release Systems in the Virginia Graeme Baker Pool and Spa Safety Act of 2007.

"This advancement is significant because the North American pool and spa industry has been searching for an SVRS that is economical, easy to install, maintenance free, and passes the ASME standard," Warren Doney, market manager of A. O. Smith Electrical Products Company, observed. "Our engineers have been working diligently to improve the response time of the original eMod system, and they have developed an improved product that meets the new standards."

Unlike a conventional SVRS. which is typically an add-on device, Guardian load-sensing electronics are fully integrated into the pool and spa motors.

"We think that the industry and the consumer will embrace this technology because a pool owner can upgrade their in-ground system simply by replacing their existing pump or motor with one equipped with Guardian technology," Doney pointed out.

As with the original eMod technology, the new Guardian automatically calibrates to the specific hydraulic and filtration

characteristics of the pool at initial start-up. The electronics constantly monitor the input power of the motor and detect any changes in the operating conditions of the pool such as clogged drain, jammed pump or locked rotor, drops in input power (that can cause "dry running" of the pump), or suction entrapment. Any time the electronics detect these conditions, the motor and pump shut off automatically, avoiding damage to the pump, motor, or pool system

"The motor is designed to fail in the "off" position," Doney explained, "meaning if the electronics are defeated or tampered with, the motor shuts off." The load-sensing circuitry is protected by an impact-resistant, high-density plastic housing. The protective compartment is attached directly to the motor and resists weathering, ultra-violet light, and is tamper-proof.

"While A. O. Smith Guardian motors equipped with load-sensing technology are an important part of a safe pool environment, they do not solve the total entrapment issue by themselves," Doney cautioned. For the full guidelines on entrapment refer to the Association of Pool and Spa Professionals web site, www.apsp.com or the U. S. Consumer Product Safety Commission at www.cpsc.gov

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Deck-O-Shield weatherproofs and protects virtually all waterfalls, decks, porches, patios, and walkways around pools, including mortar joint, concrete, brick, concrete block and stucco. Another advantage Deck-O-Shield provides is that the product will not alter the color or tint of the surface after application. There is no need for worry when applying Deck-O-Shield, because the product will have no adverse effects on surface appearance after application.



Deck-O-Shield is listed by GreenSpec, a directory of environmentally friendly, green building technology. Deck-O-Shield is water-based and has a very low VOC content.

For more information, contact Deck-O-Seal, a division of W. R. Meadows, Inc. at P.O. Box 397, Hampshire, Illinois 60140; phone: (800) 542-POOL; fax: (847) 214-2268; e-mail: sales@deckoseal.com or visit www.deckoseal.com.

Legislative Update

Continued from page 5

their home improvement projects. They must also read and sign off on a multi-page form warning them of the serious legal liabilities they face when acting as their own swimming pool or other home improvement contractor. The individual claiming an ownerbuilder exemption for a building permit must make the application in person. No more can consultants obtain such permits.

The California Building Officials' association (CALBO) has provided each local building department in the state of a set of model forms that meet the state's new law. Most appear to be complying with the requirement. However, SPEC has received sev-

eral complaints from members in Northern California that some local building departments are not in compliance. SPEC will contact any building department that appears not to be following the new California anti-unlicensed contractor consultant law and provide them with a set of the CALBO forms and the new statute. If SPEC members would like to have a copy of the newly required owner-builder permit application forms, just send us an e-mail request (spec@calspec.org).

VGB Act causing major confusion for public pool operators

There arguably has never been a legislative measure enacted in

California Spa and Pool Industry Education Council

The California Spa and Pool Industry Education Council (SPEC),

is a statewide umbrella non-profit trade association. SPEC

promotes the industry while it educates the spa and swimming pool-

owning public, local and state regulatory and legislative bodies on

critical issues for the pool and spa service industry.

Go to: www.calspec.org

enforcement assigned to the Consumer Product Safety
Commission CPSC) there are still applicability questions unanswered by that agency.

The Act provides that every public swimming pool and spa shall be equipped with dual main drains with approved drain covers. If not, to then public pools nation-

wide are required to have other

specified substitute systems

designed to prevent entrapment.

this country that has caused more

chaos than the Virginia Graeme

Baker Act passed by Congress and

signed into law by President Bush

in 2007 which went into effect this

past December 19th.

It is doubtful that anyone in this industry is unaware of the VGB Act and its conflicts, confusions and costs. A great many hotels, apartment complexes, swim clubs, YMCA facilities, etc.have already closed down. Without state legislation to take over enforcement responsibilities, there is no enforcement system in California and many other states. Of course, if there should be an entrapment in a non-compliant public pool, enforcement would certainly appear right behind the ambulance. So rather than run such a risk, pools are closing.

Angeles County's Environmental Health Director, with no enforcement authority, has issued an order for all 17,000 public pools under his jurisdiction to empty their pools and wait for the year or so it could take for county inspectors to check them all out. Considering that California is in a drought that is likely to produce pool and spa restrictions later this year, L.A. County has reportedly pulled back from its water-wasting campaign of emptying public pools. Nevertheless it marches ahead without benefit of clergy, attempting to enforce the unenforceable.

The federal act does not impose any mandates on residential pools.

However, there is a good source of information on the VGB Act, at least until the CPSC comes up with something new. Athletic Business produced a webinar two weeks ago with Scott Wolfson, Deputy Director of Public Affairs, CPSC, and Shawn DeRosa, attorney with DeRosa Aquatic Consulting. This 60 minute audio presentation can be heard on your computer. If you or your customers have concerns with this act just go to the Internet and enter: www.athleticbusiness.com\webinars. Scroll to the second offering, and click on this Webinar after turning up your speakers.

Repair contractors licensed to split main drains

Questions have arisen regarding the licenses required for splitting public pool single main drains to satisfy the dual main drain provisions in the VGB Act. After discussions with CSLB's top officials, SPEC has been informed that contractors with C53 and C61D35 licenses are licensed to change a single main drain to a dual drain system where the single is retrofitted with two drains separated by three feet, hydraulically balanced and fitted with compliant covers.

Public pool certification mandate under consideration

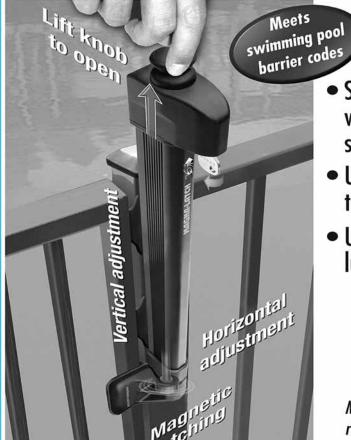
Continued on page 25

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Legislative Update

Continued from page 24

Public health concerns have opened new discussions regarding the mandating of a certified pool operator for California's public swimming pools. News reports of illnesses caused by improperly managed public pools across the nation have found legislative interest here. State legislation would be required to impose such a requirement on larger public pools. Writing such a law that would have a political chance for enactment would take great care. Residential pools are, for the most part under California law, those pools that are used by single families or two families (duplex housing) only. All others are public pools subject to Department of Public Health regulations.

With certification courses becoming available through convenient sources, the burden on individual pool operators has become less an obstacle, many argue. The larger problem in writing such legislation is to apply the law carefully to those larger pools and spas that attract the general public and large numbers of users. To require pools owned and operated for the benefit of small gated community residents, apartment complexes and the like could render such a measure politically dead on arrival.

SPEC's Legislative Committee chair Jerry Wallace states that the issue has been given to IPSSA for its recommendations. SPEC relies on IPSSA for direction on issues involving primarily the service sector.

Motor replacements must comply with State's Title 20

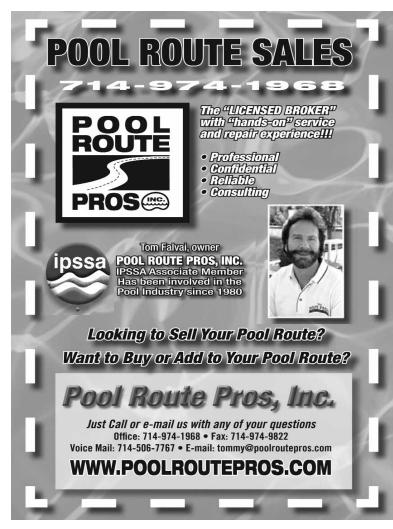
California's Energy Commission last month adopted new energy efficiency standards for pool and spa pumps and motors. California Code Regulations Title 20 changes followed some 10 months of public comments and recommendations. The more significant changes will affect sale of pool pumps and motors. Filtration pumps now sold in California must have the capacity of operating at two or more speeds. The earlier regulation failed to specify whether this requirement included replacement motors within its scope. The new language clearly includes replacement motors. The provision also defines capacity as total horsepower (the product nameplate hp and service factor). These changes will go into effect January 1, 2010.

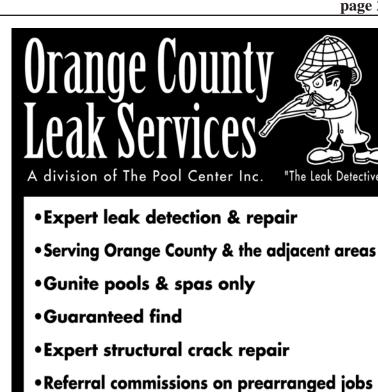
Still to be clarified by the Commission is a definition of capacity as total horsepower in the current language. Any clarification would be effective immediately and require new 3/4hp pumps, which generally have a 1.25 total hp, to be sold as two-, multi- or variable-speed for filtration applications.

SPEC facing serious financial challenge

Not unlike the rest of the nation, SPEC is facing serious financial challenges. Income from membership dues is far below past years' at this time. "With the legislature just starting its 2009-2010 session and the problems that we will face during the coming months from hostile measures that will have to be dealt with, our industry is going to have

Continued on page 26

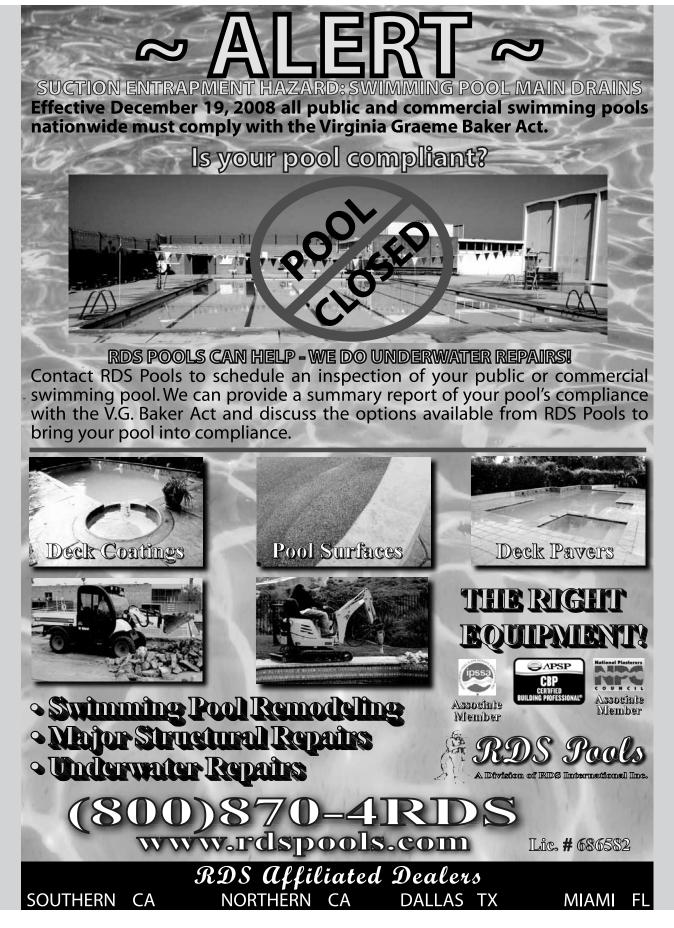




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m I}$ It also includes an extensive glossary and practice test questions, easy-to-use chapter tabs, many graphics, charts and tables. Price: \$24.95 IPSSA Members; \$49.95 Non-members.

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Pool Chlorination Facts - Also written by Robert Lowry, this book contains 30 years worth of gathered information, tips, tricks, techniques and myths -- all the things you ever wanted to know about using chlorine in a pool are here. Price: \$24.95 IPSSA Members; \$29.95 Nonmembers.

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Legislative Update

Continued from page 25

to provide more support than it has previously," Board Chairman Bruce Dunn says, "It won't be easy, because even in boom years only a small fraction of the pool builders and subcontractors have ever helped pay the costs for protecting our industry from unfairly discriminatory legislation and regulations. But it is not just 'nice' to know that SPEC is protecting our industry. Today it is critical that each of you who care for the future of your company write a check for whatever you can afford and send it to SPEC today."

Ernst & Young earlier this month issued its annual Business Risk Report. The report concluded that companies worldwide acknowledge the importance of a comprehensive risk management effort, particularly given the current economic climate. According to the survey, the 2009 top risk rankings are:

- 1. The credit crunch
- 2. Regulation and compliance
- 3. Deepening recession
- 4. Radical greening
- 5. Non-traditional entrants
- 6. Cost cutting
- 7. Management talent

- 8. Executing alliances and transactions
- 9. Business model redundancy 10. Reputation risks

Steve Patton, a principal in the Americas Business Advisory Services Practice of Ernst & Young, said, "In order to succeed, particularly in this volatile economy, organizations need to enhance their capability to identify and manage proactively the strategic risks facing their business and industry."

Your industry has just one solution to the second highest rated risk facing your business today, and that is SPEC. It is the only registered organization we have that can legally – and effectively – protect the swimming pool industry from regulation and compliance threats we face today. "Friends," SPEC Treasurer Vance Gillette stresses, "SPEC has to be in the Capitol halls every day, talking with local building and health officials every day, helping members get their governmental conflicts solved. Without your financial help all this will come to a stop. You need to manage your risk! Make no mistake, this is serious."

IPSSA water chemistry certification exam available on-line

All prospective members must pass IPSSA's Water Chemistry Certification Exam, which is offered on-line or in-person at a chapter meeting.

The exam is based on IPSSA's Basic Training Manual-Part 1, which can be purchased by calling 888-360-9505 (Monday-Friday, 8:00 a.m. – 4:30 p.m. Pacific Time

The exam contains 50 questions. You may refer to the manual when you take the exam, but you only have 60 minutes in which to complete it. You must get 90% or more of the questions right in order to pass.

You can take the exam as many times as you need.

There is no cost to take the exam.

To obtain a log-in ID and password, contact the IPSSA office at 888-360-9505 or e-mail ipssamail@aol.com. You will receive this information by the next business day.

Equipment certification also available

Although not a requirement for membership, pool and spa service technicians also can earn an equipment certification.

This exam is based on IPSSA's Basic Training Manual-Part 2.

To obtain a log-in ID and password, contact the IPSSA office at 888-360-9505 or e-mail ipssamail@aol.com. You will receive this information by the next business day.



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E-mail: mikegardnerpools@aol.com

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VFW, 8990 Kruthof Way, Fair Oaks Pres. Scott Houseman (916) 638-4100 DELTA: (Stockton): Third Wednesday., 6:30 p.m. Royce's Farm, 99 & Eight Mile Road Pres. Ian Jensen (209) 477-1372

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Second Wed., 6:30 p.m., Superior Pool Products 1200 Lawrence Drive #400, Newbury Park Pres. Louis Papera (805) 499-5105

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SANTA BARBARA

Second Mon., 7:30 p.m., Rusty's Pizza Parlor 232 W. Carrillo, Santa Barbara (downtown) Pres. Jim Caballero (805) 659-4714

VENTURA: Third Tues., 7 p.m. Yolanda's Mexican Cafe, 2753 Main St., Ventura Pres. James Eubanks (805) 983-1399

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

REGION 3 (NORTH L.A. COUNTY) B.O.R.D. Member: Bob Nichols

(626) 914-4813 E-mail: precision1980@verizon.net

ANTELOPE VALLEY

Second Mon., 7 p.m., SCP Antelope Valley, 4514 Runway Drive, Lancaster Pres. Carlos Majano (661) 492-1957 carlos@majanopools.com

CALABASAS

Third Wed., 7 p.m. Winnetka Convention Ctr. 20122 Vanowen, Canoga Park Pres. Walt Sweeney (818) 772-7665

DIAMOND BAR: First Thurs., 7:30 p.m. Oak Tree Lanes, Diamond Bar Pres. Ray Naseiro (909) 869-7665 **FOOTHILL**

Third Thurs., 7:00 p.m., American Legion Hall La Crescenta at Manhattan, La Crescenta Pres. Raul Fernandez (818) 563-9410 SAN FERNANDO VALLEY

> Third Wed., 7:30 p.m. Disabled American Veterans Hall 6543 Corbin Ave., Woodland Hills Pres. Elias Duran (818) 366-6977

SAN FERNANDO VALLEY METRO

First Tues., 7 p.m., Winnetka Community Center 20122 Vanowen, Canoga Park Web site: www.sfvmetro.com Pres. Dave Lopez (818) 832-4069 SAN GABRIEL VALLEY

Second Thurs., 7:00 p.m. Arcadia Women's Club, 324 S. First Ave., Arcadia Pres. Dale Given (626) 445-5060

SANTA CLARITA VALLEY

First Thurs., 7 p.m. SCP, 28230 Constellation Road, Santa Clarita Pres. Ken Tucker (661) 618-2145

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., 6:20 p.m. Wilshire YMCA, 225 S. Oxford Pres. Juno Yi (323) 850-8118

EAST LONG BEACH: Second Thurs., 6:30 p.m. Ecco's Pizza 2123 Bellflower, Long Beach Pres. Jim Burkhalter (562) 461-9555

SOUTH BAY Second Wed., 7 p.m., American Legion Hall

412 S. Camino Real, Redondo Beach Pres. Rick Morris (310) 755-5279

WESTSIDE

Second Tues., 6:30 p.m., American Legion Hall 5309 S. Sepulveda, Culver City Pres. Dean Sawa (661) 618-0033 WHITTIER: First Wed., 7 p.m. Superior Pool Products in Santa Fe Springs Pres. Tom Horning (562) 458-2881

REGION 5 (ORANGE COUNTY) B.O.R.D. Member: Bob Luedtke (714) 776-2638

E-mail: poolmanrobert@msn.com

ANAHEIM: Third Wed., 6:30 p.m. Roundtable Pizza, 2506 E. Chapman Ave., Fullerton Pres. Myron Novak (714) 776-8489

CENTRAL ORANGE COUNTY

Last Tues., 7 p.m., Coco's, 14971 Holt Ave., Tustin Pres. Doug Ward (714) 978-9044 DANA POINT: Second Tues., 6 p.m. Coco's, Crown Valley and I-5 Pres. Robert Sink (949) 916-8860

HUNTINGTON BEACH

Third Mon., 6:30 p.m., Round Table Pizza Warner & Euclid, Huntington Beach Pres. Michael Atwood (714) 313-2142 MISSION VIEJO: First Tues., 6 p.m.

Carrow's Restaurant, 28502 Marguerite Parkway, Mission Viejo

Pres. Christopher Dodd (949) 713-9919

NORTH ORANGE COUNTY Second Wed., 7 p.m.

Lakeview Café, Lakeview & Orangethorpe, Placentia Pres. Brett Gereau Jr. (714) 319-6584

ORANGE COAST

Last Monday, 5 p.m., Carrow's Restaurant Warner & Magnolia, Huntington Beach Pres.Tom Roberts (714) 965-4688

ORANGE COUNTY #1

Second Wednesday, 7:00 p.m., Marie Callendar's 91 Freeway at La Palma, Anaheim Pres. Luis Rea Jr. (714) 928-7966

ORANGE COUNTY #9

Second Wed., 7 p.m., Main Street Pizza Main Street, Garden Grove Pres. Jim Strother (714) 962-9710

ORANGE COUNTY POOL PROFESSIONALS

Last Mon., 6:00 p.m., Claim Jumper Banquet Room, 18050 Brookhurst St., Fountain Valley CA 92708 Pres. Jeff Theders (714) 435-9080

SADDLEBACK VALLEY: Last Tues., 7 p.m. Lone Star Steakhouse, 24231 Avenida de la Carlotta, Laguna Hills

Pres. Harold McCurdy (949) 581-8004

SOUTHWEST

First Wed., 6 p.m., ABC Pools 10560 Los Alamitos Blvd., Los Alamitos Pres. Ken Tipton (562) 430-8515

TUSTIN/IRVINE

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

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First Wed., 7 p.m. Lakeview Café, Lakeview & Orangethrope Pres. Jaime Aranda (714) 746-5138

REGION 6 (INLAND EMPIRE) B.O.R.D. Member: John Bettencourt (951) 925-2442 E-mail: bettencourtpool@msn.com

CORONA

Second Tues., 7:00 p.m., Marie Callenders 160 E. Rincon St. (at Main St.), Corona Pres. Frank Harrington (951) 796-8208 HEMET

Third Wed., 6:00 p.m., El Jalapeno 1999 N. State Street, Hemet Pres. Jim Ciccone (951) 303-4087 MENIFEE VALLEY

First Wed., 7 p.m. at My Buddies Pizza 2503 E. Lakeshore Drive #A, Lake Elisnore

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Second Tues., 7 p.m., Carrows Restaurant 11669 Foothill Blvd,, Rancho Cucamonga Pres. Ron Goodwin (909) 989-0406 PALM DESERT

Third Thurs., 7:00 p.m., Burger Time Restaurant, 78-365 Varner Road, Palm Desert. Pres. Phil Hendricks (760) 347-5300

PALM SPRINGS First Wed., 6:30 p.m. Elks Lodge, 67491 Elk Drive, 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., Old Spaghetti Factory 3191 Mission Inn Avenue, Riverside Pres. Nathan Smith (951) 687-1449 TEMECULA/MURRIETA

Third Wed., 7 p.m., Pat & Oscar's 29375 Rancho California Rd., Temecula Pres. Henry Herrera (951) 551-8113

REGION 7 (SAN DIEGO COUNTY) B.O.R.D. Member: Chuck Gough (760) 434-7623

E-mail: cabhgough@sbcglobal.net

CARLSBAD

Third Wed., 7 p.m. Killer Pizza From Mars, Oceanside Pres. Doug Hausman (760) 533-9779 **ESCONDIDO**

Third Wed., 7:30 p.m., Old Spaghetti Factory 111 No. Twin Oaks Valley Rd., San Marcos Pres. John Hackett (760) 723-2859 NORTH COUNTY COASTAL

Third Tues., 6:30 p.m. Coco's, 47 Encinitas Boulevard, Encinitas Pres. Jordan Nelson (760) 753-4996 RANCHO DEL MAR: Third Mon., 5:30 p.m.

Tio Leo's, 3510 Valley Ctr. Dr. Pres. Thomas Regalado (858) 560-8000 **SAN DIEGO:** Third Wed., 7 p.m., Mission Valley Resort

> 875 Hotel Circle S., Mission Valley Pres.Mark Curran (619) 579-1720 www.ipssasandiego.com

SAN DIEGO EAST COUNTY Third Tues., 7 p.m.

Carlton Oaks Country Club, 9200 Inwood Dr., Santee Pres. Dick Allen (619) 741-6517

SAN DIEGO METRO Fourth Thurs., 7:00 p.m.

Coco's, 1025 Fletcher Parkway, El Cajon Pres. Steve Elbik (619) 316-0690

REGION 8 (SOUTHWEST) B.O.R.D. Member: Mark Cyr (480) 831-2134

E-mail: qualichempoolsvc@aol.com

EAST VALLEY: Third Thurs., 6:45 p.m. Superior Pool Products 2350 W. Broadway Rd. #110, Mesa Pres. Todd Holloway (480) 794-0780 www.eastvalleyipssa.com

HENDERSON: First Wed., 7 p.m. SCP, 3585 Patrick Lane #12, Las Vegas Pres. Robert Fazio (702) 795-9596

IPSSA VIPS: Third Wed., 7:00 p.m. Elk's Lodge #335, 14424 No. 32nd St., Phoenix Pres. Bill Phipps (480) 483-6715

LAS VEGAS: First Thurs., 7 p.m. Vietnam Vet's Hall, 6424 West Cheyenne, Las Vegas Pres. Darren Shelledy (702) 228-8813 NORTH PHOENIX

Third Tues., 7 p.m., Sun Systems 2030 W. Pinnacle Peak Road, Phoenix Pres. William Goossen (623) 580-9802 SCOTTSDALE

Third Mon., 7 p.m., First National Bank of Arizona, 17600 N. Perimeter Drive, Scottsdale 85255 Pres. Kurt Schuster (602) 488-7335 TUCSON: Third Wed., 7 p.m. Superior Pool Products, 4055 N. Runway Drive. Pres.Ken Sanders (520) 299-1388

REGION 9 (TEXAS AND FLORIDA) B.O.R.D. Member: Phil Sharp

(210) 673-2909 E-mail: rivercitypoolservice@yahoo.com

AUSTIN

First Tues., 6 p.m., Austin Energy Club 721 Barton Springs Road, Room TLC 130 Pres. Frank Berlanga Jr. (512) 563-9971 CORPUS CHRISTI: First Thurs., 6:30 p.m. Wings 'n' More, 5990 S. Staples Street Pres. Brian Doggett (361) 949-8899

DALLAS

Fourth Tues., 6:30 p.m., Willow Falls Clubhouse 13603 Brookgreen Dr. (at Coit Rd.), Dallas, Texas Pres. Darrell Bolden (214) 388-4141 FORT WORTH

Third Tues., 7 p.m., La Playa Maya Restaurant 1540 N. Main Street, Fort Worth, TX Pres. Jason Bonser (817) 605-0194

RIO GRANDE VALLEY: Second Tues., 6:30 p.m. SCP McAllen, 1201 W. Warren Street, Pres. Christopher Myers, (956) 692-3377, ext. 89 **HOUSTON:** Second Tues., 7 p.m. IHOP, Katy Freeway, Kirkwood Exit

Pres. Jim Jacobsmeyer (281) 474-7665 MID CITIES DFW: First Mon., 7 a.m., SCP, 2107 Hutton Drive, Carrollton TX 75006

Pres. Jeremy Smith (214) 695-8717 SAN ANTONIO

First Mon., 6:30 p.m., Clear Springs Restaurant Loop 1604 at Aston Oaks Blvd. Pres. Fred Rose (210) 494-9784

REGION 10 (BAY AREA SOUTH) B.O.R.D. Member: Gary Ellyatt, (831) 663-2002

E-mail: ellyattgman@sbcglobal.net

MID-PENINSULA: Last Tues., 7 p.m. Highland Community Club 1665 Fernside Ave., Redwood City Pres. Andy Vaccarella (650) 474-2639

MONTEREY COAST: Fourth Wed., 6:30 p.m. Cabrillo Bowl, 580 Arthur Rd., Watsonville Pres. Robert Erwin (831) 663-2002 **REDWOOD EMPIRE: (Marin Co.)** Third Wed., 7 p.m., Round Table Pizza 1520 E. Washington Street, Petaluma

Pres. David Hall (707) 542-7665 SANTA CLARA VALLEY

Third Thurs., 7:30 p.m., Napredak Hall 770 Montague Expressway, San Jose Pres. Joseph McVeigh (408) 249-9731 SILICON VALLEY

First Wed., 6 p.m., Armadillo Willy's. 1031 N. San Antonio Road, Los Altos Pres. Dave Guslani (650) 322-3332 TRI-VALLEY

Second Thurs., 6 p.m.,

Athens Burgers, 6999 Dublin Blvd, Dublin

Pres. David Hawes (925) 828-7665 **REGION 11 (FLORIDA)**

B.O.R.D. Member: Todd Starner, (941) 915-2135 E-mail: tstarner@tampabay.rr.com

CAPE CORAL: Second Tues., 6 p.m.,

Worsham residence, call for location and directions Pres. Ira Worsham (239) 839-7665 GOLD COAST: (Ft. Lauderdale area) Second Tues., 6:30 p.m.

Wings Plus, 5880 W. Sample Road, Coral Springs Pres.Ana Labosky (954) 224-7733 www.ipssagoldcoast.org

MANASOTA: (Bradenton/Sarasota) First Mon., 7:00 p.m., D'Artino's 7230 52nd Place, Bradenton

Pres. Andrea Dospel (941) 531-4770 OSCEOLA: (Kissimmee/Orlando) Second Wed., 6:30 p.m., Fat Boy's Restaurant

2512 13th Street, St. Cloud Pres. Derric Raymond (407) 908-4555 **VENICE:** Second Monday

Mamma Leone's, 1266 Jacaranda Blvd. Pres. Todd Starner (941) 915-2135

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