

## The underground economy: California Contractors State License Board conference

By Bob Nichols  
*Bob Nichols is IPSSA Region 3 director and chair of the IPSSA Outreach Committee.*

On July 18, 2009 the California Contractors State License Board (CSLB) held a conference in Sacramento to discuss the impact and their mandated actions to combat the underground economy. This was an all-day event, and was well attended by what appeared to be more than 125 people from local law enforcement, CSLB staff, code enforcement agencies, district attorneys and several trade organizations. The pool construction and renovation industry was represented by such members as Alan Smith, Dick Del Pino, along with other contractors. My attendance, representing IPSSA, was the only swimming pool service industry

representation at the conference. I will not be able to compile the vast amount of information presented in just one article. The issues discussed about the underground economy by the various trade organizations followed the same problems that our membership deal with every day and were all pointing out the underground economy's negative financial impact on those who operate legally. The same questions seemed to come forward from every trade organization: "What can we do to combat this situation?" "Why is it so easy for these illegal operators to continue doing business?" "We cannot afford to compete for labor while the illegal operators continue to pay under the table and incur no tax liability?"

One of the questions I personally asked was...

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## 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.

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Call the financial office (888-391-6012) if you are not sure whether or not your Beneficiary Designation Form has been filed. If not, or if you want to change your beneficiary, a form is included with this issue of The IPSSAN, or you can download it from the members-only page of [www.ipssa.com](http://www.ipssa.com).

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

## A few friendly reminders from the IPSSA financial office:

- Write your account number on your payment for accurate posting
- Never staple your check to any paperwork
- Postmark your payment by the 10th of the month to avoid a late fee
- Notify us if you have changed your address or phone number
- Don't hesitate to call if you feel your check might not have been received
- If you haven't filled out a life insurance beneficiary form please do so
- If your beneficiaries have changed, call us up for a new form or visit the members-only page at [www.ipssa.com](http://www.ipssa.com)
- We offer automatic withdrawal through your bank or credit card
- For those on automatic withdrawal, be sure to notify us if your bank account or credit card number changes



Many IPSSA leaders were on hand on July 11 in Newport Beach to honor Don Burns as he retired as president of SPEC. Pictured here are (from left to right) Bob Foutz Jr., David Durkin, Terry Snow, Bob Nichols, Don Burns, Bob Luedtke (in the background), Javier Payan, Chuck Gough and Jim Romanowski. See page 7 for Don Burns' parting message to IPSSA.

## Xtreme Education: knowledge more than ever is the key to earning potential in a downturned economy

The Western Pool & Spa Show's dedication to educating those in the pool maintenance and construction industry was the basis for creating a new two-day series of advanced seminars designed to provide expert training, advanced product knowledge and networking opportunities to industry professionals. Xtreme Education, produced by the Western Pool & Spa Show, will feature advanced industry-specific education to help pool professionals learn, profit and grow their business. Xtreme Education will take place November 10 and 11, 2009 at the Long Beach Convention Center, Seaside rooms. A one-day pass is \$70, and a two-day pass \$120. Additionally, a CPO course will be offered for \$200, and a CPO Fusion course will be \$250.

When asked about the origins of Xtreme Education, Eric Nielson, Western Pool & Spa Show Board member remarked, "A few board members of the Western Pool and Spa Show were looking for some other way that the show could benefit the industry. We have been asked many times during the regu-

lar show if we could provide more advanced training opportunities. This, along with the economic downturn (which put a strain on the ability of the manufacturers to provide such training), made what appeared to be a glaring need." Nielson continued, "The Western Show has always been first about education, so the concept of Xtreme Education was born. The idea has become even more relevant in recent years with advancing technologies becoming more preva-

lent in the industry. Knowledge more than ever is the key to earning potential in today's market."

On both days, seminars are from 8 a.m.-12 p.m., and 1-5 p.m. These four-hour seminars will allow the instructor ample time to share information and knowledge with attendees. In most classes, hands-on product instruction allows attendees to work directly on the products they install and maintain. Classes will also provide materials

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### New address for IPSSA executive office

Effective September 1, the new mailing address for the IPSSA executive office will be:

10842 Noel Street #107, Los Alamitos CA 90720

We'll maintain the Post Office box address in Long Beach for a few months, to accommodate the transition.

Telephone and fax numbers will not change.

Come by to see us if you're in the area!

### Things to do in August

- Use sun screen
- Wear hats and other sun protection garments
- Drink lots of water

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

Official Publication of the

Independent Pool & Spa Service Association, Inc.

P.O. Box 15828, Long Beach, CA 90815-0828

(888) 360-9505 • (888) 368-0432 (FAX)

Email: info@ipssa.com

Website: www.ipssa.com

Executive Editors:

Adam Morley, Lane Clark, Bob Nichols, Eric Nielson

Managing Editor: Vickie Lester, CAE

Graphics and Production: Kim McGill

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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## Reno Rodriguez wins the June Education Corner Quiz

Reno Rodriguez, a member of the IPSSA Monterey Coast chapter, was randomly selected among all of the correct entries for the June 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 June quiz are: 1) The chemical that protects chlorine from sunlight destruction is called: a) Cyanuric acid, b) Conditioner, c) Stabilizer, d) All of the above, *the correct answer is d) all of the above.* 2) The regular sanitizer you are using determines the proper total alkalinity for the pool. a) True, b) False, *the correct answer is a) true.* 3) Adding 10.6 fl. oz. of sodium hypochlorite to 10,000 gallons of water will increase the chlorine level

by 1.5 ppm. a) True, b) False, *the correct answer is b) false.* 4) Getting liquid chlorine (sodium hypochlorite) in your eyes can

cause permanent corneal damage in only 15 seconds. a) True, b) False, *the correct answer is b) false.*

### Calendar of Events

Aug. 7-8	<b>CPO Class</b> Superior Pool Products Inc., Palm Desert, California www.anotherperfectpool.com/cpo
Aug. 9	<b>Region 7 Picnic</b> Admiral Baker picnic area, Mission Gorge, California www.ipssapicnicregion7.com
Aug. 21-22	<b>CPO Class</b> SCP, Orange, California www.anotherperfectpool.com/cpo
Sept. 11-12	<b>CPO Class</b> SCP, San Diego, California www.anotherperfectpool.com/cpo
Sept. 13	<b>IPSSA Region 5 Picnic</b> Halecrest Park, Costa Mesa, California Gayle Steward, 714-258-8390
Sept. 25-26	<b>CPO Class</b> SCP, Orange, California www.anotherperfectpool.com/cpo
Oct. 1-3	<b>Pool Industry Expo</b> Monterey Convention Center Monterey, California www.poolindustryexpo.com
Oct. 9-10	<b>CPO Class</b> Superior Pool Products Inc., Canoga Park, California www.anotherperfectpool.com/cpo
Oct. 23-24	<b>CPO Class</b> SCP, Orange, California www.anotherperfectpool.com/cpo
Oct. 28-30	<b>World Aquatic Health Conference</b> Sheraton Atlanta Hotel Atlanta, Georgia www.nspf.org
Nov. 6-7	<b>CPO Class</b> SCP, Riverside, California www.anotherperfectpool.com/cpo
Nov. 10-11	<b>Xtreme Education</b> Long Beach Convention Center, Long Beach, California www.westernshow.com
Nov. 13-18	<b>Int'l Pool   Spa   Patio Expo</b> Mandalay Bay Convention Center, Bayside Halls Las Vegas, Nevada www.PoolSpaPatio.com
Nov. 20-21	<b>CPO Class</b> SCP, Orange, California www.anotherperfectpool.com/cpo

### WELCOME NEW MEMBERS!

**REGION 1 – Capital Valley:** Mike Halverson. . . **El Dorado:** Brandon Maughan. . . **REGION 2 – Central Coast:** Ronald Clements. . . **Region 3 – San Fernando Metro:** Scott Blodgett. . . **REGION 4 – South Bay:** Richard Nelson. . . **REGION 5 – Dana Point:** Steve Seyler. . . **REGION 6 – Ontario/Rancho Cucamonga:** Julian Mora. . . **REGION 7 – San Diego:** Dustin J. Wendt, Mark Middledorf. . . **REGION 9 – Waxahachie:** Robert Sarratt. . . **Houston:** Jeff Blankenburg. . . **REGION 11 – Osceola:** Imre Juza. . . **Manasota:** William Brescia III

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# Education

# Corner

All members who mail an entry with the correct answers will become eligible for a drawing at the end of the month for an IPSSA watch. All correct entries will go into a year-end drawing for other IPSSA merchandise. IPSSA members are the only eligible participants and only one entry per month is permitted. Each month, the winner of the drawing will be published in The IPSSAN. Entries for this month must be received by **SEPTEMBER 20, 2009.**

- Chlorine's biggest job is to kill organisms.  
A. True  
B. False
- The evaporation rate in Southern California is generally considered to be:  
A. 4 to 6 feet per year  
B. 5 to 7 feet per year  
C. 6 to 8 feet per year  
D. 10 feet or more per year
- Free chlorine in water is the total of HOCl (hypochlorous acid) and OCl- (hypochlorite ion).  
A. True  
B. False
- Low calcium hardness will cause: difficulty balancing the water, etching of plaster, corrosion of metal components and:  
A. Foaming  
B. Eye irritation  
C. Skin irritation  
D. All of the above

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Correct Answers: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_  
(Please indicate A, B, C, or D for each answer.)

Mail Entry to:

IPSSA Quiz, P.O. Box 15828, Long Beach, CA 90815-0828  
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Entries for this month must be received by **SEPTEMBER 20, 2009.**



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California Capitol Report

# Legislation to implement the VGB Act clears Senate Health Committee

By Peter Conlin

Peter Conlin is vice president of the California Spa and Pool Education Council (SPEC).

On July 15, the Senate Health Committee passed AB 1020 (Emmerson) by a vote of 9-0. This marks an important step in the journey of this legislation; Senate Health was the final policy committee that will consider the proposal and the last practical chance for any opposition to demand changes. No substantive opposition surfaced,

meaning the bill is all but certain to move in its current form. (Time for a technical note: the bill passed out of Senate Health with a motion of “do pass as amended.” The committee approved a set of amendments that should come into print during the week of July 20-24th; that’s the version I expect will make it into law.)

It’s not too early to score AB 1020 as a win for the pool industry. The terms of the legislation hew closely to the federal Virginia

Graeme Baker Act, meaning no significant new regulatory burdens will fall on pool contractors or service technicians as a result of this legislation. Just as important, the legislation establishes a compliance process – built around a standardized compliance form issued by the California Department of Public Health – that will promote consistent enforcement among the counties. SPEC, in consultation with IPSSA, developed the compliance-form amendments in response to frequent comments/complaints voiced by SPEC and IPSSA members that VGB compliance standards vary between counties and sometimes even within a particular county office of environmental health. The compliance form should reduce and eventually eliminate these variations. Let SPEC know of any difficulties you are having in this regard.

Two matters related to AB 1020 deserve your notice. The legislation does require any public pool built after January 1, 2010 to be constructed with a split main drain, the one substantive provision that goes beyond the policy terms of the VGB Act. This “new construction” provision will have little practical effect, however, because it reflects the existing practice of pool contractors to insist on split main drains to limit liability. As to timing, IPSSAN readers should be aware that public pools will be required under state law to be compliant by July 1, 2010. I want to stress that this provision does not alter the existing federal law, which has required since December 19, 2008 that all public pools comply with the VGB Act anti-entrapment standards. The deadline in state law merely controls when county environmental health offices will have the direct authority to enforce the anti-entrapment standards. The correct answer to any pool operator who asks about compliance is and remains that “current federal law requires public pools to be compliant today, right now.”

The VGB process didn’t begin and won’t end with the passage of AB 1020. Despite the compliance-form, we can expect, at some point in time, some county official will claim that more or different documentation is required to prove compliance. We’ll have to deal with that practice when it occurs. From feedback I’ve received from SPEC members, I understand that certain counties have raised inspection fees significantly in an effort to grab new revenue. Within the next few weeks SPEC will be circulating a survey among the membership to track fees by county; we might, in the future, have to contest these increases. (State law requires that a county charge a fee only for the costs of work performed. This standard is designed to prevent revenue-seeking behavior. But counties tend to push the envelop in this regard, and we will have to plan our response if and when the practice reaches excessive levels.) These examples make the basic point: in the field, we will be dealing with VGB compliance issues for years to come.

## Financial office thanks chapters with prompt payments

The Financial Office thanks the following chapters, whose members all paid promptly in July before second notices were required: Region 1: Tracy, Gold Country, Delta, Solano. Region 2: Conejo. Region 3: Diamond Bar, Foothill. Region 4: Central Los Angeles, East Long Beach. Region 5: Huntington Beach, Yorba Linda, Tustin/Irvine, Orange County Pool Professionals. Region 6: Riverside, Menifee Valley. Region 7: Rancho Del Mar, North County Coastal. Region 8: North Phoenix, Las Vegas, West Valley. Region 9: Austin. Region 10: Redwood Empire, Monterey Coast. Region 11: Palm Beach.

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Xtreme Education

Continued from page 1

to take home for future reference. CPO certification classes are also being offered, as well as a CPO Fusion course, which is a blend of online class completion and classroom instruction for certification.

- Courses offered:**  
**Tuesday, Nov. 10, 2009, 8 a.m.-12 p.m.**
- Advanced Heater Millivolt to Low NOx, Tom Apt – Raypak
  - Pumps and Hydraulics, Mike Lucas – Zodiac
  - Electrical Principles from A to Z, Pentair
  - Suction Cleaners – Salt

- Systems, Hayward
- Strategies for Growing Your Business, Charles Baird – Millionaire Pool Man
- CPO, Steve Donohoe
- Tuesday, Nov. 10, 2009, 1-5 p.m.:**
- Advanced Heater Millivolt to Low NOx, Tom Apt – Raypak
- Jandy Control Systems, Mike Lucas – Zodiac
- Electrical Principles from A to Z – Pentair
- Salt Systems – Goldline Controls, Hayward
- Risk Management, Ray Arouesty – Arrow Insurance

- CPO, Steve Donohoe
- Wednesday, Nov. 11, 2009, 8 a.m.-12 p.m.**
- Advanced Water Chemistry, OnBalance;
- LX Heaters, Mike Lucas – Zodiac
- Hydraulics, Title 20 and 24 Compliance, Pentair
- Heater Installations Gas to Forced Draft, Hayward
- Business Structure and Tax Planning, Gary Garbowitz, CPA
- CPO Fusion, Steve Donohoe
- Wednesday, Nov. 11, 2009, 1-5 p.m.**
- Pool Plaster Problem Solving, OnBalance

- HiE Heaters, Mike Lucas – Zodiac
  - Hydraulics, Title 20 and 24 Compliance, Pentair
  - Hydraulics and Variable Speed Pumps, Hayward
  - QuickBooks for the Pool Business, Russell Long
  - CPO Fusion, Steven Donohoe
- When asked what challenges Xtreme Education would present to the Western Pool & Spa Show all-volunteer Board, Peter Haverlation, president, replied, “Any time you start a new venture like this there will be risks. This is something totally new for us. We seem to have the full support of the manufacturers, and they are just as excited about it. The Western Pool & Spa Show is putting every effort behind the Xtreme Education program to make it a success. We hope people will take advantage of the fantastic opportunity that this will afford them.”
- As an inaugural special, every

IPSSA chapter will receive one two-day pass, which they will auction off at their chapter meeting at a minimum bid of \$100. All monies retained will be donated to SPEC (Calif.) or the local legislative advocacy group in each respective state.

Registration for Xtreme Education, Nov. 10-11, 2009, is online at [www.westernshow.com](http://www.westernshow.com). Class space is limited so early sign-up is critical to ensuring a spot in the class of your choice. On-site registration will be available; but you may risk not getting into the class of your choice. If you register for either a one-day pass for \$70 or two-day pass for \$120 at Xtreme Education, you will have the opportunity to pre-register for the Western Pool & Spa Show (Feb. 25-27, 2010) seminar package at a discount of \$50 (regularly \$70). There will also be a daily drawing at Xtreme Education for a free netbook, which will be chosen randomly from those in attendance.



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California Capitol Report

Continued from page 4

**The new guys**

As of July t, upon the retirement of Don Burns, Norwood Associates has taken over primary responsibility for the government affairs activities of SPEC. John Norwood and I welcome the opportunity and the particular challenge of replacing Mr. Burns, who had become an institution in the spa and pool world. Familiarity – with the issues and with each other – will take

some time to develop. Please contact us, either by phone or by email, if you have any questions or suggestions. The SPEC office number in Sacramento continues to be (916) 447-4113. You can email John Norwood, who is the new president of SPEC, at [jnorwood@calspec.org](mailto:jnorwood@calspec.org). My email address is [pconlin@calspec.org](mailto:pconlin@calspec.org). We can only benefit from your input.



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LETTERS

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Opinions expressed in published letters do not imply endorsement by IPSSA.

**Sand filter maintenance**

This is a response to an article in July 2009 issue of The IPSSAN regarding energy savings through effective filtration. In the section for “proper maintenance of filters” a small and inaccurate paragraph about the maintenance and backwashing procedures for sand filters was discussed. There is certainly too little information about sand filter maintenance, and most information says to backwash sand like you would a DE filter. These are two completely different filters, and each react differently to the backwash process.

After installing and maintaining sand filters in commercial and residential pools for the last 20 years and three years working at Central Valley Culligan, I have developed an understanding of the mechanics of backwashing and maintaining sand filters. So, here is my take on the matter.

First, here is an understanding as to what takes place inside of the sand filter when you backwash. When working at Culligan, I had the privilege of backwashing DI tanks into clear plexiglass hoppers above the DI tanks. Observing the action of this medium in the clear hoppers gave me an understanding of the backwash process for sand filters.

The sand begins as a compacted mass which is the filter medium. When you start the backwash process, water enters through the laterals at the bottom of the tank and begins to fluidize the sand bed. This means that as water rises in the tank, the sand particles are separated by this water action and the whole sand bed begins to rise and agitate in the tank. Dirt and other debris rises out of this fluidized mass and out the backwash line. Continuing this process until the backwashed water runs clean is the key! Stopping this process in the middle of the backwash and returning to the filter mode does the following. Dirt and debris that had begun to rise out of the sand is now suspended in the middle of the mass. As you run the filter in the filter mode, this suspended dirt and debris gets driven deeper into the fluidized sand bed, thereby causing some of this debris to be returned to the pool. Going to backwash again, the sand bed has to be re-fluidized, has to begin to rise in the tank again and the debris has to begin to be removed again. What a waste of water and time, plus the result is more bypasses to the pool when you finally go to the filter mode.

The proper way to backwash a sand filter is to continue backwashing until the water runs relatively clear. Turn off the pump and wait at least 30 seconds for the sand bed to settle and re-stratify. If you have a push pull valve, return to the fil-

ter position and restart the pump. If you have a multi-port valve, wait the 30 seconds and go to the rinse mode. Start the pump and rinse the filter for one more minute. Then go to the filter mode and start the pump. Stopping and starting the backwash several times is not the way to clean a sand filter. It's great for a DE filter, but not so good for a sand filter.

Sand filters, along with DE and cartridge filters, will need proper maintenance for continued proper filtration.

One misconception about sand in the sand filter is that it wears out. Some say that the sand loses its angular shape and cannot filter efficiently. Sand does not wear out. It does become encrusted with scale or oils, in which case either the water chemistry is off or excessive oil from body, hair and suntan oil has coated the grains of sand. Regular use of oil enzymes, backwash additives and annual or bi-annual overnight soaks with a sand filter cleaner will remove the scale and oil buildup in sand filters.

Sometimes a cake of oil and dirt will cover the top few inches of sand. Removing the top two to four inches of sand and replacing it with new sand to the required free-board level is all the filter will need to filter like new, along with the other suggestions.

When a sand filter has been in operation for years without proper maintenance, it is then best to replace the sand and start fresh.

If your sand filter is in a hard water area, then you need to monitor the hardness of the pool water and add soft water to get the hardness levels down to proper water chemistry levels. Otherwise you will have to add an anti-scale additive to the water.

If these procedures are followed, a sand filter will provide excellent water clarity forever.

*David Wolff*  
*IPSSA Fresno Chapter*

David is right on in his response to my article "How to Realize Energy Savings through Effective Filtration." I was trying to keep the article to a certain size, and in doing so forgot to mention that, along with other procedures that need to be followed, you should run in backwash until the water is clear.

David is a valued member of our service community.

Thanks David, for helping to educate our service community. Great advice.

*John Ott*  
*National Technical Training Manager*  
*Hayward Pool Products*

**IPSSA sick route program**

I just read *The IPSSAN* (July 2009) and saw the story on the sick

coverage for the Lee Krause.

People in businesses and associations are always talking about creating and being valuable to members. If there is a better example of an association being valuable to a member as demonstrated in this story, I have not heard it.

This program is so fabulously valuable. I think this is one of the reasons that IPSSA prospers while so many struggle.

You guys should be proud of yourselves. What a great example of helping our colleagues when they are down!


All the best to Jim D. and the rest of the IPSSA contingent.

*Thomas M Lachocki, Ph.D.*  
*Chief Executive Officer*  
*National Swimming Pool Foundation*

Los Angeles County issues strict VGBA regulations


The Los Angeles County Department of Public Health has issued interim policies pending enactment of State legislation that would incorporate the provisions of the Virginia Graeme Baker Pool and Spa Safety Act. These new local policies go beyond the requirements of the Federal legislation. Effective January 1, 2009, all public pools must be renovated with split main drains when a pool is resurfaced, renovated or drained for any reason, even if the pool has been equipped with a safety vacuum release system or automatic pump shut off system. The county will require a plan check to determine whether the installation meets the ASME/ANSI standards. A permit is required whenever any person replasters, renovates, makes plumbing changes, changes drain covers or drains a pool for any reason, including acid washes. A plan approval is required even when only when drain covers are being replaced. Drain covers replaced by divers will not be approved as a drained pool is required for proper inspection.

Additional information can be obtained at the department web site at [http://www.lapublichealth.org/EH/docs/ep\\_sw\\_pools\\_vgb.pdf](http://www.lapublichealth.org/EH/docs/ep_sw_pools_vgb.pdf) and at [www.ipssa.com](http://www.ipssa.com)



CPO manuals available from IPSSA

Quantity	Item	IPSSA Member Price	Non-Member Price	Amount
	CPO handbook	\$49.95	\$59.95	\$
	CPO handbook, Spanish edition	\$56.95	\$69.95	\$
	CPI training program (CD)	\$54.95	\$60.00	\$
Subtotal				\$
Sales Tax (8.25%)				\$
Shipping and Handling (\$7 per item ordered)				\$
TOTAL (make checks payable to IPSSA)				\$
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Address				
City/State/Zip				
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June 30, 2009

Ms. Vicki Lester  
P. O. Box 15322  
Long Beach, CA 90815-0322

Dear Vicki:

This is a day that many of us look forward to with mixed emotions. Tomorrow will be my first day of retirement.

After some 36 years of representing the California's swimming pool and spa industry before government at every level in this state, I look back over so many accomplishments and remember the multitude of men and women in this industry without whom there would have been few, if any, victories.

I will miss the hurly burly of the Capitol Building, of course. But mostly I know that it will be you and your colleagues that I will miss the most. You have made it possible for SPEC, and for me, to protect and advance this business through many hostile challenges. We became colleagues and friends over the years.

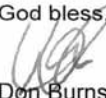
I cherish you and thank you for the support you have given to one another by joining together to fight for good laws and against ill conceived ones. For in uniting through SPEC you have made it possible for me to be effective in representing you. Thank you for your confidence. Thank you for your help. Thank you so very much for your friendship.


Tomorrow the work goes on with John Norwood and Peter Conlin at the helm. They will take SPEC to newer and higher levels of achievement in the years ahead. Give them the support that you have given me and you will enjoy the protection from wildly unpredictable governments in California. You will need this effectiveness in the future more than ever. I am leaving the best – you – in the hands of the best: John and Peter.

For your patience, your tremendous support and for your friendship, I thank you most sincerely. Thirty-six years with you has passed with extraordinary speed. Fifty-two years in California's Capitol as a business advocate...Oh the stories that could be told!

A slower pace, less politics. Life is good!

God bless,

  
Don Burns



California Spa and Pool Industry Education Council  
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(916) 447-4113 Fax: (916) 444-7835 Website: [www.calspec.org](http://www.calspec.org) Email: [spec@calspec.org](mailto:spec@calspec.org)



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**Tallahassee Report**

**CILB issues draft pre-licensure requirements**

**By Jennifer Hatfield**

*Jennifer Hatfield is director of government and public affairs for the Florida Swimming Pool Association (FSPA).*

I will be attending the IPSSA Region 11 board meeting in July to discuss government relations issues and initiatives, including the recent proposed Construction Industry Licensing Board draft

regarding pre-licensure for Florida contractor applicants. More on this will be presented in a future column.

The Florida Department of Business and Professional Regulation issued a press release recently regarding the use of

licensed pool and air conditioning contractors (see sidebar to this column). DBPR also recently came out with Board newsletters, and this link should take you to the CILB newsletter: [http://www.myfloridalicense.com/dbpr/os/CILB\\_News.html](http://www.myfloridalicense.com/dbpr/os/CILB_News.html)

**Beat the summer heat and only use state-licensed pool and air conditioning contractors**

The Florida summer is in full swing, and it is hot! Many Florida consumers will be adding swimming pools and tuning up their air conditioning units to help beat the heat this summer. The Department of Business and Professional Regulation is reminding consumers, when making changes or improvements to their homes, to use state-licensed contractors.

“In the rush to stay cool this summer, remember to check your pool and AC contractor’s license and references before signing a contract and work begins,” said DBPR Secretary Charles W. Drago. “Then go to [MyFloridaLicense.com](http://MyFloridaLicense.com) to ensure your contractor’s license is in good standing.”

Unlicensed contracting threatens the financial and personal safety of consumers, leaving them with little to no recourse. State-licensed pool and air conditioning professionals are also impacted by unlicensed activity. Unlicensed individuals often underbid licensed professionals, but they usually do not carry workers’ compensation or liability insurance, posing an increased threat to consumers and cutting out licensed professionals.

DBPR executes a three-tiered approach to combat unlicensed activity through education, prevention and enforcement. Here are some tips to help consumers protect themselves against unlicensed activity:

- Always ask to see the State of Florida license.
- Note the license number and verify that the license is current and in good standing. To check a license, call 850-487-1395 or visit [MyFloridaLicense.com](http://MyFloridaLicense.com).
- Ask for references and check each one.
- Do not pay cash and be cautious of writing checks made payable to individuals, especially when dealing with a company.
- Get everything in writing, including a detailed description of the work to be completed, a completion date and the total cost.

The department’s mission is to license efficiently and regulate fairly. The department licenses more than one million businesses and professionals ranging from real estate agents, veterinarians, and accountants to contractors and cosmetologists. For more information, please visit [MyFloridaLicense.com](http://MyFloridaLicense.com).

**Consumer video about unlicensed contractors**

The California Contractors State License Board recently leased a video commercial on the perils of hiring unlicensed contractors. View it at <http://www.youtube.com/watch?v=NblhofdtzUc>. There is a link to it on the “Links” page of [www.ipssa.com](http://www.ipssa.com).

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# Poolcorp announces new VIP Vendor: SeaKlear

Poolcorp announces the latest addition to the VIP Vendor Program: SeaKlear. SeaKlear, a brand of HaloSource, Inc. joined the Poolcorp VIP Program for the 2009–2010 years. The VIP Program provides opportunities for Poolcorp and SeaKlear to collaborate on various marketing promotions designed to help grow the industry.

SeaKlear joins other VIP Vendors including Hayward Pool

Products/Goldline, Pentair Water Pool & Spa, Zodiac Pool Systems, Inc., A.O. Smith, Latham International, Raypak, SGM, Inc., S.R. Smith, Tara and Wilbar. SeaKlear is the exclusive chemical VIP vendor and their products include both pool and spa water treatment solutions. For more information on SeaKlear, visit [www.seaklear.com](http://www.seaklear.com).

Poolcorp’s VIP Program was developed to maintain and build

relationships with manufacturers, in order to deliver the most trusted brands in the pool and spa industry directly to our customers. The VIP Vendor Program pairs Poolcorp with top manufacturers to deliver the best, most recent products.

The VIP Vendor Program is the critical leverage point in the formation of a highly successful business alliance. As an exceptional marketing tool with the power to create impressive results, the program gives participating

manufacturers what they need to compete at the highest levels in the industry.

For more information on the Poolcorp VIP Program, please visit <http://www.scppool.com/our-programs/vipprograms>.

## Poolcorp announces summer promos designed to help grow the industry

Poolcorp is launching summer promos to help pool and spa professionals reach consumers and grow their businesses. The summer promos feature attention-grabbing, multi-layered, turn-key marketing pieces, including direct mail postcards, door hangers, etc., that can be used by pool and spa professionals to increase awareness and drive sales. Available to all SCP and Superior customers, Poolcorp offers the following summer marketing promotions:

The 5-5-10 promo offers pool builders the tools they need to target new customers around their current job sites. A promo called Protect Your Investment arms service professionals with tools to convince their customers of the importance of maintaining their pool service during these tough economic times. The Staycation promo helps builders convince consumers to make a vacation investment right in their own backyards, while the Happy Pool and Retail Blockbuster promos

encourage existing pool owners that it’s time to remodel and upgrade their equipment and backyard leisure products.

Pool Dealers can find complete details for my [poolmarketing.com](http://poolmarketing.com). Prices for participating in the summer promos range from \$495 to \$550 (depending on the promotion). For more information on other available marketing tools, call 1-888-GRO-POOL.



### Summer Safety Pool Covers, Inc.

*Saving Lives, Water and Energy in Your Backyard!*

As summer approaches, there are two things at the forefront of most homeowners’ minds: swimming pool safety and energy conservation. With the significant number of drowning deaths that occur in unattended swimming pools each year as well as rising energy costs, safety swimming pool and spa covers as well as safety fencing offer protection and peace of mind to homeowners with children and pets. A company specializing in cutting-edge swimming pool safety products offers a wide range of benefits from child safety to water conservation and ease of maintenance. Safety swimming pool covers provide security while minimizing maintenance costs and time. Acting as a barrier against leaves, insects, and other debris, pool covers allow homeowners to spend less time skimming and more time swimming. Safety covers also offer the perfect solution to homes struggling with how to cut back when faced with rising energy costs. Daytime water temperature increases as much as 10 to 15 degrees and nighttime heat loss is reduced by up to 90%, which offers significant savings on your heating bill. And with reduced water evaporation comes less chemical evaporation, which means chlorine can last as long as two weeks. Many homeowners wrongly assume that having a unique pool shape means it will have to remain uncovered. Whether your pool is a classic rectangle, a curvaceous kidney shape, or offers a breathtaking view from an infinity edge, choose from a variety of top-of-the-line automatic, semi-automatic, and manual pool covers to suit your needs. If automatic options aren’t feasible for your particular pool, you can still reap the benefits of a pool cover with manual styles that snap directly onto the surrounding deck. And if a manual cover doesn’t apply, a full line of safety fencing provides the added protection you need to create a safety zone around your pool without detracting from the beauty of your backyard.

**For more information and a free in-home consultation, you can call Pool Covers, Inc., serving the entire Bay Area, toll-free at 800-662-7665. Or visit: [www.poolcoversinc.com](http://www.poolcoversinc.com)**

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# ~ ALERT ~

**SUCTION ENTRAPMENT HAZARD: SWIMMING POOL MAIN DRAINS**  
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Is your pool compliant?



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Contact RDS Pools to schedule an inspection of your public or commercial swimming pool. We can provide a summary report of your pool's compliance with the V.G. Baker Act and discuss the options available from RDS Pools to bring your pool into compliance.



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2009 International Pool | Spa | Patio Expo  
opens attendee online registration

Online registration is now open for the 2009 International Pool | Spa | Patio Expo, taking place November 16-18, in the Bayside Halls at the Mandalay Bay Convention Center in Las Vegas, Nevada, with the educational conference taking place November 13-18.

Online registration is available at [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com), where information is accessible 24-hours a day, seven days a week. Registering in advance will save attendees not only money, but also time by not having to wait in long on-site registration lines.

"Online registration is a quick and easy process for attendees," said Donna Bellantone, director of the International Pool | Spa | Patio Expo. "Whether they plan to spend a single day or multiple days, there's a registration package offering exactly the experience they are seeking."

**Registration packages**

The best value, the Super Pass, includes conference seminars on

Monday, Tuesday and Wednesday, as well as admission to the Expo, one of the three Power Panels, the Welcome Party at House of Blues and the APSP Live Workshops. Advance prices are \$195 for APSP members and \$255 for non-members.

The Day Pass includes conference seminars on Monday only, Tuesday only or Wednesday only, as well as admission to the Expo, one of the three Power Panels, the Welcome Party at House of Blues and the APSP Live Workshops. Advance prices are \$115 for APSP members and \$140 for non-members.

The Executive Academy includes four high-level seminars on Monday, Tuesday and Wednesday, as well as admission to the Expo, one of the three Power Panels, the Welcome Party at House of Blues and the APSP Live Workshops. Advance prices are \$295 for APSP members and \$355 for non-members.

The Expo Only option includes Expo admission on Monday, Tuesday and Wednesday, as well as admission to one of the three Power Panels and the APSP Live Workshops. There is no admission fee for APSP members who

Continued on page 19

2009 International Pool | Spa | Patio  
Expo launches state-of-the-art website

The 2009 Int'l Pool | Spa | Patio Expo has unveiled an all-new, redesigned website that offers a bold new look, simplified navigation and improved usability

that will help users access information more quickly and easily.

Located at [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com), the new look and additional features were designed to provide centralized content, making navigation fast and easy for attendees and exhibitors.

"Int'l Pool | Spa | Patio Expo continually strives to provide the best to our attendees and exhibitors," said Donna Bellantone, director of the Expo. "The website redesign enables users to find information quickly and easily, ultimately bringing even more value to their show experience."

The ramped up website enhances user-friendly navigation by featuring three distinct sections designed especially for the type of target user — attendees, exhibitors or press — with content based specifically on their needs.

Within each section is a wealth of information categorized under menu tabs located at the top of the page. Each tab contains a drop-down menu of related pages that are only visible when the user's cursor hovers over the tab.

To help highlight important information, modules are included on almost every page. Modules are custom content areas that change frequently depending on the subject matter.

"The new website offers incredible information about the show in a manner that is clean and crisp," said Bill Weber, president and CEO of APSP, the show's official sponsor. "I encourage all of our members to use the website frequently."

**ConnectionPOINT**

One of the highlights of the new redesigned website is the addition of the attendee and exhibitor portal, ConnectionPOINT. Serving as the event headquarters, ConnectionPOINT is a private, personal section that is accessible only with a customized e-code.

Attendees will access ConnectionPOINT to print conference handouts and certificates, participate in conference blogs, review PoolSpaPatioCONNECT matches, create a detailed show agenda, search show specials, obtain a Visa letter, read industry news and much more.

Within the exhibitor version of

Continued on page 18



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One Man’s Opinion

# The long journey ends

## (part two): factory fresh

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

Every year the good folks at HASA Chemical have an open house party. They always have lots of good food, good drinks, good music, and a tour of the chlorine plant. The tour is a how-to intro into the making of liquid chlorine (bleach). My wife and I have wanted to go for several years, but for one reason or another we never made the 65-mile journey to Saugus for the party. We finally decided to go, and as we were planning for the trip I said to my wife, “I’ll clean out my work truck and we’ll take it to the party. That way I can stock up on some factory-fresh chlorine.” She looked at me with that “I cannot believe you just said that” look that wives have, and simply said “no.” I laughed and told her I was joking (I wasn’t but she won’t know that until she reads this) and gassed up the car. The party was what everyone told us it would be, a great time.

During the tour I learned a lot about making chlorine. Mark

Wilson told us that liquid chlorine (bleach) has three enemies: contaminants, heat, and time. He told us HASA could control two out of three. The chlorine is checked for contaminants every half-hour. They look for impurities by giving the sample a filter test; if it passes from point A through the filter to point B, it is free from contaminants. Then they check the strength of the chlorine; too weak and the whole batch is reworked until it’s right. Time is another factor HASA can control; chlorine gets weaker as it gets older, so once the chlorine passes the impurity test it goes to the bottling machine, and from the bottling machine to the truck and to the supply houses. I could not have gotten any chlorine that night. There wasn’t any there. Everything they made Friday was gone; no factory-fresh chlorine for me to pick up. The last factor is heat and that is up to God because there is no way for HASA or anybody else to keep the chlorine cool in July and August.

If you find a way to keep chlorine cool and stronger, longer call me or them! As it should be.

Collection Tips

# More than \$120,000 collected for IPSSA members through Transworld/Green Flag program

**By Tony Arsneault**  
*Tony Arsneault is IPSSA’s contact with the Transworld Systems Greenflag Profit Recovery program. He can be reached at anthony.arsneault@transworldsystems.com.*

As of July 1, 2009, IPSSA members have recovered more than \$120,000 in delinquent accounts through the Transworld/Green Flag profit recovery program.

Only 323 members have signed up for the service. However, only 243 members have actually submitted an account, which means that only 6.6% 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](http://www.ipssa.com).

# Ask Sue

*Sue Robach is, regional training manager for Pentair Water Pool and Spa. If you have questions for Sue, send them to [info@ipssa.com](mailto:info@ipssa.com).*

**I just picked up an account that has one of those Prowler robotic cleaners. What maintenance will I have to perform to keep it operating correctly?**

Because these units are primarily self contained, meaning they have an onboard filter system which captures all of the dirt and debris inside of the unit, it is important to clean the filter as part of your weekly maintenance program. Each manufacturer may have a different method of accessing the filter, but to answer this specific question, I will discuss the procedure for Pentair’s Prowler robotic cleaners.

To clean the filter bag, just follow these easy steps:

Turn the unit upside down and locate the four lock tabs in the four corners of the unit. Release the lock tabs by pushing toward the roller and pull up on the bottom cover. Remove the bottom cover and the filter bag assembly from the shell, by pulling straight up.

Now you can remove the bag from the stainless steel frame on the bottom cover. (The bag looks like a pair of boxers with the legs sewn closed.) Simply empty the contents of the filter bag and then wash it with cold water.

To reinstall the clean filter bag, align it properly, keeping the label (found near the bag opening) in the middle of the bottom cover or the middle of the cleaner body. Shape the filter bag around the stainless steel frame.

Put the filter bag and cover assembly back into the cleaner body, tucking the filter bag in so that the cover snaps into the shell.

Along with cleaning the filter bag, you should always check to make sure the power cord is properly installed in a grounded GFCI-protected outlet. Be sure that the cord is spread out straight and not

tangled. This enables the cleaner to cover the complete pool.

The cleaner propeller is located on the top of the unit. If for some reason the unit stops moving and you know the filter bag is clean, it is possible that hair or debris may have clogged the propeller. You can clean the propeller by removing the two screws located on the top of the unit. Remove the outlet top with the gentle assistance of a screwdriver. The propeller now can be pulled out and cleaned. To reinstall the propeller, observe the flat side of the shaft and align it to the flat surface of the propeller hole. Reinstall the outlet top and secure it with the two screws.

For the most part, these are the things to keep an eye for, to make sure the Prowler is working at its peak effectiveness and efficiency.



Sue Robach

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

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California Contractors State License Board conference

Continued from page 1

ly found striking was “Why are these illegal operators able to purchase products and supplies at wholesale distribution without proper seller permits or CSLB licensing?”

I will make every attempt to relate the conference leaders’ answers to these questions in this article. Future articles will include many of the other issues discussed at the conference.

**What can we do to combat this (underground economy) situation?**

The CSLB chair, chief of enforcement, and regional field enforcement members repeatedly called for the various industries’ assistance by reporting illegal activity. The numerous sting operations done by the CSLB along with other agencies are often prompted by individual referrals and usually lead to a successful elimination of illegal operators.

Another point brought forward was the need for contractors to continue to inform the public of the risks of hiring an unlicensed contractor. These risks appear to be somewhat complicated until you

look at them carefully. Plainly stated, when a consumer hires an unlicensed contractor to perform work, the consumer assumes all the liability for the work performed, injured employees and tax implications. Hiring an unlicensed contractor is the same as hiring an employee; the consumer assumes 100% of the risk. It was commented by the insurance delegation at the conference that insurance companies are taking a active role to combat the underground economy and some claims for damage may in the future be denied because the consumer hired an employee not a licensed contractor to the perform work. General liability claims will be scrutinized for the same issues.

**Why is it so easy for illegal operators to continue doing business?**

Again, the consensus of comment was that the consumer must be educated and made aware of the risks involved when hiring an unlicensed contractor. The assumption of the risks by the consumer are obviously market (price) driven, due to the fact that an unlicensed contractor has a calculated 40% advantage when bidding the work

to be performed, as stated by Pete Tuminia, program manager, Criminal Investigation Task Force. With the continued efforts of the CSLB, Division of Labor Standards, Board of Equalization, local city and county district attorneys and other enforcement and tax collecting agencies to form a Joint Enforcement Strike Force (JESF) and sharing of information, it will make it more difficult for illegal operators to continue doing business.

Yes, illegal contracting usually includes tax fraud. Mr. Tuminia reported that nationwide the underground economy accounts for \$974 billion in tax fraud, with an estimate of \$1.5 billion in California alone. It is obvious why these enforcement and tax regulating agencies are eager to stop the underground economy.

**We cannot afford to compete for labor while the illegal operators continue to pay under the table and incur no tax liability?**

The JESF, which involves agencies that collect taxes, and the labor standards agencies are now able to share information.

What this means is that pur-

chases that are taxable and the individual tax information can be compared to the “one person cannot do it all” rule. An example of this is the requirement of roofers to have worker’s compensation insurance; they cannot work under the day labor or contract services-type thinking for wages or insurance requirements.

As the JESF continues to enhance the information-sharing program, it will become more difficult for illegal operators. The terms “contract services” or “independent contractor” are clearly defined within the scope of the Division of Labor standards.

One point expressly presented was that when a contractor hires a non-contractor for a specific specialty, the non-contractor is deemed to be an employee regardless of the relationship or agreement. Thereby, the contractor assumes all risks and liability including taxes on wages.

Another point was that the continued relationship between the contractor and the independent contractor for the same routine or scheduled work may be the precluding factor that the independent is actually an employee. For further clarification contact the Cali-

fornia Employment Development Department, [www.edd.ca.gov](http://www.edd.ca.gov).

**Why are these illegal operators able to purchase products and supplies at wholesale distribution without proper sellers permits or CSLB licensing?**

There was no definitive answer to this question given at the conference. For an answer to this question I visited the Board of Equalization at their West Covina, California office.

Under California law, anyone selling tangible personal property in California must first obtain a seller’s permit. It is illegal to engage in business without a seller’s permit or after a permit has been suspended or revoked. Violators may be subject to misdemeanor fines up to \$5,000 and/or up to one year in jail.

I was told there are no exceptions to this law. Licensed construction contractors and licensed handyman services usually do lump-sum billing and purchase supplies and whole goods including sales tax. If billing is itemized then, sales tax is to be collected and paid to the California Board of Equalization. Trades such as janitorial services provide the products necessary as supplies and do not collect sales tax on such items.

There is no regulation specific to purchasing wholesale; it is believed by the Board of Equalization that legitimate wholesalers have contractor pricing including sales tax and general public pricing including sales tax. If they do sell to the general public, the pricing is of a retail nature. Products purchased for resale are purchased without sales tax, and the reseller must have a seller’s permit issued by the Board of Equalization. Most wholesale facilities do not wish to sell to the general public and incur the administrative cost of collecting sales tax.

Those who were to purchase from the wholesaler and pay sales tax they would either be licensed contractors or general public. The possession of a business license does not preclude these requirements, in fact it indicates that there is resale involved and a seller’s permit is required. Products or supplies intended for resale may be purchased only by those with a current seller’s permit, unless it is contractor-based lump-sum billing for which sales tax would be collected by the wholesaler. Brought to my attention by the California Board of Equalization is the following section of the California Business and Profession code, Chapter 1, section 128:

“Notwithstanding any other provision of law, it is a misdemeanor to sell equipment, supplies, or services to any person with knowledge that the equipment, supplies, or services are to be used in the performance of a service or contract in violation of the licensing requirements of this code. The provisions of this section shall not be applicable to cash sales of less than one hundred dollars (\$100). For the purpose of this section, ‘person’ includes, but not limited to, a company, partnership, limited liability company, firm or corporation. For the purpose of this section, ‘license’ includes certificate or registration. A violation of this section shall be punishable by a fine of not less than one thousand dollars (\$1,000) and by imprisonment in the county jail not exceeding six months.”

Continued on page 15

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# Pentair offers IntelliFlo® and IntelliPro® VS+SVRS sales tools

In an effort to help builders and retailers boost aftermarket sales, Pentair Water Pool and Spa® has updated several sales tools, notably a flyer promoting renovations, counter mats, and in-store floor displays. The updated sales tools now tout the benefits of the newest additions to the IntelliFlo and IntelliPro pump family: the models with built-in Safety Vacuum Release Systems (SVRS).

The new equipment renovation flyer has been designed as a mailer or leave-behind piece, for service and remodeling companies, as well as retailers. It describes equipment that may be ripe for upgrades and divides them into three consumer-oriented categories: Bare Essentials, Comfort and Convenience, and Ambiance. Tabs bearing those category names help pool owners quickly access the items of interest.

The IntelliFlo and IntelliPro counter mat has also undergone a facelift to draw attention to the savings story of the IntelliFlo and IntelliPro family of pumps. A happy woman holding a fan of \$100 bills appears beside the headline, “Unbelievable savings!” The mat also lists the primary advantages of variable-speed pump technology: energy savings, product longevity, quiet operation, and, with the



VS+SVRS models, added protection against entrapment.

Pentair also has updated its pump floor displays to tout the benefits of the VS+SVRS models. Two different floor displays are available, one for IntelliFlo, the other for IntelliPro.

To order these tools, dealers

can call 888-755-7946, fax 800-582-2112 or e-mail [pool.literature@pentairwater.com](mailto:pool.literature@pentairwater.com) and request #Ps-112 for the flyer, #P2-055 for the counter mat, #P3-183 for the IntelliFlo VS+SVRS floor display, or #P3-184 for the IntelliPro VS+SVRS floor display.



Mike Geremia presents Bruce Dunn with an award recognizing his long service as chair of the California Spa and Pool Industry Education Council (SPEC) Board of Governors.

## California Contractors State License Board conference

Continued from page 12

The opportunity to represent IPSSA at this conference was rewarding to me, and I encourage all of our members to become involved in the battle to combat the underground economy. The rules and regulations have been developed to provide a level playing field of competition where profits are realized by informed managerial decisions and the right to operate your business in the best interest of your family, employees and the consumer.

Illegal operators will continue to plague all businesses, and it is up to organizations like IPSSA to inform their members and provide benefits for all members to improve their

positions in the business market. The IPSSA scholarship fund has been and continues to be a major benefit of IPSSA membership.

In order to improve your position in the market place, the IPSSA Scholarship Fund is available to assist you with the cost of education, be it managerial or technical. This fund operates entirely on donations and requires your personal support as well as the support of your chapter and region.

Information about the IPSSA Scholarship Fund and how you, your chapter or region can contribute, can be found at [www.Ipssa.com](http://www.Ipssa.com), or by contacting the Scholarship chair Ray Arouesty at Arrow Insurance, 800 833-3433.

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## New study: keep kids with diarrhea out of pool - swim diapers not best solution

A new scientific study demonstrates that swim diapers will somewhat reduce, but will not prevent, the spread of recreational water illness (RWI) of the most common cause of documented outbreaks, cryptosporidium (crypto). Scientists from the University of North Carolina-Charlotte (UNC-Charlotte) reported at the Swimming Pool & Spa International Conference in London, England (March 17-20, 2009) that swim diapers help by slowing down the release of disease-causing germs, but the benefits are short lived. Crypto is spread by diarrhea from infected people or mammals and is the single largest illness threat to pool users. To prevent the spread of crypto, officials advise that people should not get in the water if they have diarrhea.

The researchers measured the amount of microsphere that released from swim diapers worn by children. The microspheres were plastic particles that have a similar size (five microns) to that of crypto. Normal swim trunks, common disposable diapers and reusable diapers with and without vinyl diaper covers were tested. Swimming trunks without a swim diaper of any kind had the poorest performance; almost 90% of the microspheres were released into

the water within one minute.

Swim diapers released at least 50% of the microspheres within one minute. Placement of a vinyl diaper cover over a disposable swim diaper slightly improved performance. In all cases, 25% or more of the microspheres were detected in the water within two minutes. "When a fecal accident contains about a billion disease-causing crypto oocysts, hundreds of millions of oocysts get into the water within minutes," explains Dr. James Amburgey. "The retention of diarrhea in swim diapers is very short-lived. Swimmers only need to ingest about 10 crypto oocysts to become infected. What are the odds you will know the moment the child has an accident and immediately remove him/her from the pool?" The research was conducted by James Amburgey, Ph.D., Michael J. Arrowood, Ph.D., and Roy R. Fielding, B.A. M.Ed. Five scientific seminars, including a presentation by Dr. Amburgey, will address crypto at the sixth annual World Aquatic Health™ Conference in Atlanta, Georgia, October 28-30, 2009.

Crypto, a parasite that causes diarrhea and dehydration, is one of the most common causes of documented recreational water illness outbreaks. It is found in infected people's stool and cannot be seen

by the naked eye. This germ is highly resistant to chlorine disinfectants used in pools. The CDC reports that crypto outbreaks continue to increase. In recent years, outbreaks have impacted thousands. Because crypto is resistant to chlorine, as bathers visit other pools, the outbreak spreads from

facility to facility. Regional outbreaks have spread throughout certain states (New York, Utah, Texas and New Mexico) and can last for months.

The UNC-Charlotte research is the first scientific evaluation of swim diaper-use to shield against crypto outbreaks. Swim diapers are widely used around the world at public and private pools to contain solid fecal accidents. "It seems like common sense that people

who have diarrhea should not go into a public pool, nor should they let their children. This study confirms that parental restraint is the key to preventing crypto outbreaks, not swim diapers. Swimming with diarrhea is irresponsible because it places other people's health at risk," reinforces Thomas M. Lachocki, Ph.D., CEO of the National Swimming Pool Foundation® (NSPF®) which funded the research.

## IHTA joins the American National Standards Institute

The International Hot Tub Association has announced its acceptance into the American National Standards Institute (ANSI) with the strategic plan of writing and revising standards for the portable hot tub industry.

IHTA was founded on the purpose of advocating and protecting the hot tub industry from unwarranted regulation now and in the future. ANSI facilitates the development of American National Standards (ANS) by accrediting the procedures of standards developing organizations (SDOs). These groups work cooperatively to develop voluntary national consensus standards.

Accreditation by ANSI signifies that the procedures used by the standards body in connection with the development of American National Standards meet the Institute's essential requirements for openness, balance, consensus and due process.

IHTA's Board of Directors has established a portable hot tub Engineering Committee which will assist the organization in defining sound technical areas which are in

need of standardization. With new standards being established, the organization can use these domestic standards as a model for future international standards to benefit international members.

In many instances, U.S. standards are taken forward to International Standardization Organizations (ISO) through ANSI, where they are adopted in whole or in part as international standards. For this reason, ANSI plays an important part in creating international standards that support the worldwide sale of products, which prevent regions from using local standards to favor local industries.

"It's our intent to educate as many government officials as possible regarding the differences between the portable hot tub industry and the swimming pool industry. No longer can we afford to be considered the same industry," stated Mitch Brooks, executive director for the group. "There is no doubt in my mind that the IHTA is becoming the primary voice of the portable hot tub industry!"

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2009 International Pool | Spa | Patio Expo launches state-of-the-art website

Continued from page 10

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# California Contractors Board most wanted suspect arrested in Tulare County

One of the California Contractors State License Board (CSLB) most wanted suspects has been arrested in Tulare County. Unlicensed contractor Harold Woodward Galbraith, Sr., 64, of Porterville, was taken into custody May 1, 2009 in Visalia.

Galbraith was wanted on an outstanding \$25,000 felony warrant for diversion of construction funds and financial elder abuse.

An alert Tulare County building official noticed that Galbraith had pulled several owner-builder permits, and recognized him from CSLB's Most Wanted web site.

Galbraith became aware that law enforcement was after him. He surrendered himself to authorities at the Tulare County courthouse with the hope that he would be released on his own recognizance. Instead a judge ordered Galbraith into custody.

Galbraith has a long history of illegal activity in Tulare, Fresno, and Madera Counties. His apparent method of operation has typically been to ask for excessive up-front deposits, preferably cash or cashier checks, then he either abandons the job, delays it, or does poor work. His victims include

elderly and rural homeowners who try to save a few dollars by using the owner-builder process. Galbraith's contractor's license was revoked by CSLB in 1997.

"People aren't on our most-wanted list by accident," said CSLB registrar Steve Sands. "These are the worst of the worst when it comes to unlicensed operators. Unfortunately, many consumers don't realize the serious risks they take when hiring people to work on their property without first checking their qualifications. It only takes a few minutes to verify a contractor's license by using CSLB's web page or toll-free telephone number."

The Tulare County District Attorney's office believes there are other Galbraith victims who have not yet come forward. Potential victims are urged to contact Investigator Mark Lopez at (559) 624-1054.

CSLB's Most Wanted web site features the most egregious unlicensed violators in California who are known to prey on vulnerable and unsuspecting homeowners. Complaints against these unlicensed individuals have been lodged with CSLB, law enforce-

ment agencies, and district attorneys around the state. There are active warrants for the arrest of the people on the list.

Anyone who sees these individuals on the street or has any information on their whereabouts is asked to contact their local police or sheriff's department. After contacting local law enforcement, call the CSLB in northern California at (916) 255-2924 or in southern California at (562) 345-7600.

CSLB urges consumers to follow these tips when hiring a contractor:

- Be especially hesitant when approached by someone offering home improvement services door-to-door.
- Verify the contractor's license by checking online at [www.cslb.ca.gov](http://www.cslb.ca.gov), or via CSLB's automated telephone system at 1-800-321-CSLB (2752).
- Don't pay more than 10% down or \$1,000, whichever is less.
- Don't pay in cash, and don't let the payments get ahead of the work.
- Check references; get three bids and a written contract.
- Contact CSLB if you have a complaint against a contractor.

## DEL Ozone field coverage

In view of the current economic issues that are plaguing the world economy and our industry, DEL Ozone is formulating plans to adapt to the situation ensuring continued support for its valued distribution and dealer base. Effective July 20, 2009, all field representation for DEL's residential pool products will be managed by Jeff Jones and Rick Taylor, direct employees of DEL Ozone (contact info below).

DEL Ozone is appreciative of the diligent efforts of its independent rep agencies, and this action is by

no means a reflection on them. DEL Ozone wishes them continued success in their future endeavors.

The members of the DEL Ozone team are excited about the future and look forward to growing the business with you, their valued customers.

DEL Ozone Contact List:  
**Jeff Jones, Residential Pool National Sales Director & Western Region**  
800-676-1335 x291; [jjones@delozone.com](mailto:jjones@delozone.com)  
Continued on page 20

## 2009 International Pool | Spa | Patio Expo opens attendee online registration

Continued from page 10

register in advance, while non-members pay \$20. Admission to the Welcome Party at House of Blues is not included, so tickets may be purchased separately for \$20.

The Builders Institute Saturday/Sunday Pass includes admission [with lunch] to the two-day program, as well as admission to the Expo, one of the three Power Panels, the Welcome Party at House of Blues and the APSP Live Workshops. Advance prices are \$455 for APSP members and \$555 for non-members.

The Builders Institute Sunday Pass includes admission [with lunch] to the one-day program, as well as admission to the Expo, one of the three Power Panels, the Welcome Party at House of Blues and the APSP Live Workshops. Advance prices are \$265 for APSP members and \$315 for non-members.

The Technical Service Institute Sunday Pass includes admission [with lunch] to the one-day program, as well as admission to the Expo, one of the three Power Panels, the Welcome Party at House of Blues and the APSP Live Workshops. Advance prices are \$195 for APSP members and \$245 for non-members.

The Genesis 3 Design Schools allow attendees to choose one of the four 20-hour courses, in addition to a Super Pass, admission to the Expo, one of the three Power Panels, the Welcome Party at House of Blues and the APSP Live Workshops. The advance registration fee is \$1,450.

Registrants may also add the Executive Academy package for only \$100.

"Registering in advance not only saves money, it also enables attendees to hit the show floor before their com-

petitors," said Bill Weber, President and CEO of APSP, the show's official sponsor. "I encourage all of our members to register early for the best savings."

For more information about the International Pool | Spa | Patio Expo, please call (972) 536-6350 or (888) 869-8522 or visit [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com).

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**David Ekman**  
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[dekman@raypak.com](mailto:dekman@raypak.com)  
California-Orange County

**Rusty Alderson**  
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# Are you asking your accountant the right question?

By Bill Kinnard

Bill Kinnard is founder and president of Integrity Options and is a licensed trainer of Grandy & Associates' Basic Business Boot Camp. [www.grandyassociates.com](http://www.grandyassociates.com)

You've seen it. You may have even participated in it. Near the end of every year, small business owners from across the country are driving new trucks and buying new equipment for the shop. They have to! They met with their accountants and were told they need to go out and spend some money or they will get nailed with taxes the following spring. How can they argue with their accountants? After all, that's what you're paying him for, to give you good

solid advice regarding the financial side of your company.

After working with contractors for more than 25 years, I've seen the annual dance repeated over and over again. If you fall into this boat, you're not alone. Towards the end of each year, small business owners everywhere are told that they need to spend money to avoid the penalty of taxes, then in February, March and April, they are running 60, 90, 120 days or more behind on paying suppliers. In a typical year, many are just now digging themselves out of that hole. However, this year the slower economy has made the climb even more difficult.

**The problem is not your accountant!**

In most cases, your accountant is not to blame. Chances are, whether you realize it or not, he or she is doing exactly what you are asking them to do. You're typically looking at some year-end planning and asking if there are ways to keep your taxes under control. Even if you don't ask this question directly, chances are that's the thought process of your accountant.

Often the advice provided is that you need to spend some money before the end of the year in order to reduce the amount in taxes you'll have to pay next spring. You go out and buy that

new truck, job trailer, or bobcat, and, in your mind, you have done what is best for your company. Did the advice meet the objective? When you purchased that new truck, did that accomplish the objective of lowering taxes? Sure it did. It provided an additional write-off that you could take. Based on the question you asked your accountant (whether you uttered the words or not), they accomplished exactly what you were looking for.

**Did you ask the right question?**

How specific were you when you sat down with your tax accountant? Did you let him assume why you were meeting, or did you ask specific questions? The correct question should have been "How can I lower my tax burden while still maintaining the cash flow I need to run my company throughout the next year?" That's different, and will result in a different answer.

If you simply look at each year on its own, without considering the ramifications that decisions will have on the next year, you are setting yourself up for financial pain and heartache. As a team, you and your accountant need to look at how to reduce your tax burden, while maintaining the cash flow you will need to carry yourself through the typical down months that tend to start out the

year for many contractors.

In order to accomplish this, you will need to project your cash flow needs for the next year. Look at your projected sales and expenses for the next year and see what you will need to get through the lean months.

Contractors go out of business for one of two reasons: either improper labor pricing or lack of cash flow. Those that go out of business due to lack of cash flow tend to do so in what would have been their most profitable year. They just couldn't get through the lean months first. Work with your accountant to get in the best possible position, while hanging on to this cash for when you need it. It will make the accountant's thinking process change, but would you rather pay the absolute minimum in taxes and go out of business in the first half of next year or pay slightly more in taxes, but be able to stay current with, and take discounts from, your suppliers.

There is a process to creating a cash flow budget. If you need some help with this process, now is the time to start. Don't wait until November or December. You still have time on your side to fix problems. If you wait until that sit-down with your account, it may be too late. Make the changes you need to while time is still on your side.

## DEL Ozone field coverage

Continued from page 19

**Rick Taylor, Residential Pool Eastern Regional Sales Manager**  
800-676-1335 x292; [rtaylor@delozone.com](mailto:rtaylor@delozone.com)  
**Jennifer Engelmeier, Aftermarket Spa Sales Manager**  
800-676-1335 x232; [jen@delozone.com](mailto:jen@delozone.com)  
**Dana Nelson, Customer Service**  
800-676-1335 x249; [o3info@delozone.com](mailto:o3info@delozone.com)  
**Jim Brown, Residential Warranty & Technical Support Manager**  
800-676-1335 x225; [jbrown@delozone.com](mailto:jbrown@delozone.com)  
**TrioPure Technical Support**  
800-676-1335 x293; [triopure@delozone.com](mailto:triopure@delozone.com)  
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800-676-1335 x248; [warrantysupport@delozone.com](mailto:warrantysupport@delozone.com) or [aftermarketspa@delozone.com](mailto:aftermarketspa@delozone.com)

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# Eight things we can learn from Joe the plumber - Part 1

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](http://www.grandyassociates.com)

There are two ways to learn how to run a profitable business. The first and most-often taken path, is simply to start the company and learn as you go. Sometimes that works and sometimes it doesn't. A better way would be to find a very successful company, get to know the owner, and allow him or her to mentor you. In other words, learn from their mistakes and find out what works for them. Most business principles are pretty generic; therefore they work in most businesses. Don't worry about mentoring taking all the problems out of your business. Chances are, even with mentoring, you will still make a lot of mistakes all by yourself!

I have shared the following true situation with contractors for years. I'll be talking about real situations from a real company in this article, but the name of the company will not be used. However, just so we can kind of stay current with national events, we will call our company Joe the Plumber. You might remember hearing about Joe during the recent presidential election. If not, don't worry about it as this is a made up name anyway!

This will be a two part series. This month I am going share the true story of Joe the Plumber. Next month we will discuss eight things we can learn from Joe's story.

Think back to 1995. Joe was having a tough time. He was what I would call the typical plumbing company. He was doing service, new construction and remodeling. The bottom line was pretty clear. Joe was working really hard but not making any money.

They say necessity is the mother of invention, and that's what spurred Joe to make a change. After taking a close look at his company Joe realized he was not doing any of three things well, so Joe made a decision, a decision to be profitable! Joe decided he was going to become the absolute best service plumbing contractor in his city. That right, Joe decided to do one thing and to do it really, really well. That got the ball rolling.

We all know how hard it is to find time to really think during the course of the normal business day, so Joe took a couple months off. He needed time to think and he needed time to plan. If he was going to make the switch to 100% service work he also knew things would have to change dramatically. The current model simply did not work, not even in the service department. Then the thought hit him. "Why don't I design my new company the way I want it to run?" and, with that, the process began. Joe began to look at his company through different eyes. He decided to address each weakness he had, so he could do it the right way in his new company. To do what Joe wanted to do also made one other fact crystal clear: when it was all said and done, it was going to cost a lot of money to run the company the way he wanted it to run. That meant he would have to switch to flat-rate pricing. What was the

unknown? What rate would he have to charge per hour to be truly profitable?

Joe took that time off, found a quiet place to think, and began addressing the problems he had in his current company in order to correct them in his new service company. Joe addressed the following items:

## 1. High employee turnover rate

Joe was experiencing high technician turnover. His techs would stay a year or two, and then move on for an additional \$1.00/hour down the street. That had to stop.

Solution: The new company was going to pay the techs well. The modeling of the new company would be based on his average tech making between \$50,000 and \$100,000 a year and the company would pay all the techs medical, dental and vision insurance. In addition to that, Joe decided to include a 401(k) plan and profit sharing. With that kind of program, he could surely attract and retain the top techs in the area. (By the way, last year, Joe's average tech made \$93,000 plus benefits!)

## 2. Junky looking trucks

Joe's vehicles looked bad. He had pickups, vans and basically a mishmash of old vehicles.

Solution: The new company would be different. The new company would have only new (very expensive) box vans. The reasoning was quite simple. First, the box vans would serve as moving billboards which would help market the company. Because they were new and kept clean, the initial impression to the customer was very good.

The move to box trucks, however, was a little more foundational. Joe was well aware of the cost of non-billable time. It was very expensive to have his techs driving back to the shop, or the distributor's facility, to pick up parts that were not on their truck. The new box

vans would literally carry everything needed on the job. The basic parts would be on the truck, but so would things like water heaters, toilets and sump pumps. The new company could not afford to run the new highly paid techs all over town to pick up parts. Box vans became part of the business plan for the new company.

## 3. Techs were poorly trained in customer service

Customer service is a huge part of being highly successful. The initial impression the tech gives the customer can make or break the relationship. Joe's guys were not very good at customer service.

Solution: If Joe was going to meet his goal of being the best in the city, he was continuously going to have to train his techs in customer service, customer relations and add-on sales. The new business plan included massive amounts of training dollars!


## 4. Poor response time to his customers needs

Joe had another problem. Customers would often call his company only to find out it was going to be several hours or perhaps days before he could send out a service tech. Everyone knew, including Joe, that the customer wanted service she they wanted it, not in two days.

Solution: After a bit of thinking Joe came up with a way to overcome this problem as well. The new company model would include one additional tech and one additional box van that he did not normally need. In other words, his model included an extra tech and all his costs (insurances, taxes, uniforms, cell phone, etc.) just sitting around waiting for the phone to ring so that he could provide immediate service. The customers would love it. An idle tech, with all the related overhead costs, was going to be very expensive, but that didn't bother Joe. If he was going to be the best in town, he would do what

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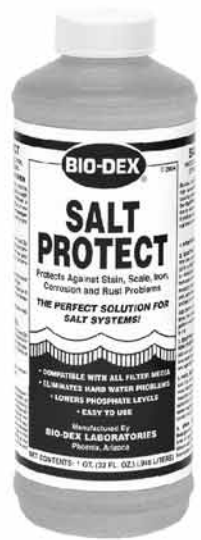
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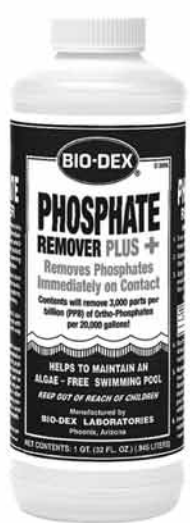
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Route Advice

# Losing accounts?

By Charles Baird

Charles Baird is president of National Pool Route Sales and the author of *The Millionaire Pool Man*.

A few months back we wrote

about retaining or losing accounts in a failing economy, but perhaps we were a little remiss in the article because I am still running into pool techs losing customers, and these pool techs are still blaming

the state of the union. While you will lose a few customers in a failing economy, this loss should be a minor inconvenience, and you should still be acquiring new customers to replace the ones lost. A failing economy is no excuse for losing a large percentage of your customers.

Many customers who discontinue service with a service tech will search for an excuse to avoid confrontation. In the absence of a poor economy they use excuses such as: my friend bought a route and he is going to service the pool, my son is home from college and he will service the pool, or I want to service the pool myself for awhile. All of these excuses are used, along with the economy, to discontinue service, but how many of these excuses are actually valid? Some are, but most are not.

We all make mistakes in our daily business that eventually cause us to lose accounts. Some of the mistakes are minor, and some

of the mistakes are major. Some are attitude and work ethic, and some are because of a lack of knowledge. Attitude and work ethic are the two most prevalent reasons for customer loss and they are also the easiest to remedy. Change your attitude and seek more training. Also, the better you are at your profession, the more comfortable you become with your business and the more comfortable the relationship between you and your customers.

Even with all the mistakes we make in business, there is usually that one deciding moment when the account goes south. It could be something very simple that causes the migration, but the underlying reasons are usually more fundamental. Regardless the excuse for termination, once the account decides to go south there is usually nothing you can do to stop the migration. You must stop the migration before the customer reaches that deciding moment.

There are many customers on your route who are struggling even while you are reading this article, but they are still customers. It may be because they have had problems in the past with pool techs, and you provide the best service they can expect. If this is the case, I applaud your effort, but it is not enough. Great service will only carry you so far. Just being a great tech is never enough, especially when the economy is in a downward cycle. You must be special. The customer must believe it will be difficult to replace you when the economy rebounds. A good, friendly and responsive attitude helps to make you special. Also, you must provide a service that other pool techs do not provide; the inspection sheet and newsletter starts you on the right path.

I have been promoting inspection sheets and newsletters for

years with limited effect. If you are not providing an inspection sheet and newsletter for your customers, you cannot complain about the economy, the college kid, the friend who purchased a pool route or the homeowner servicing his or her own pool. You cannot complain because you have not done everything in your power to avoid the loss. You can complain if the house is boarded up and abandoned, but short of this, there is always a way to save an account. However, saving the account must be accomplished before the account reaches that deciding moment.

When the economy is great and people are happy, they will accept a little less service. However, when the economy slows down people will not accept poor service, and many will not accept just good service. They want more service for their dollar, and if you cannot give them what they need or want, they will find it elsewhere. The deciding moment is when a customer looks at the tech and asks, "What does he do for the money?"

In a poor economy, if customers believe you provide the same service as every other pool tech. Even if you provide a good service, they will eventually head south for the recession or look for someone less expensive. They may believe they can find someone to perform the same service you provide for less. However, if they believe you cannot be replaced, if you provide an exceptional service as a pool tech and a business person, if you give them more service for their dollar, if you communicate with them through newsletters and inspection sheets, if you make your service special, and if you connect with your customers, they will get rid of every other service they have before they discontinue their pool service. Remember, if they do not have the money to spend on outside activities, they need a healthy pool. It is your job to give them that healthy pool. It is also your job to let them know just how important your services are and what the cost could be, both in health and finances, if they decide to head south.

Until next time, have a blessed month

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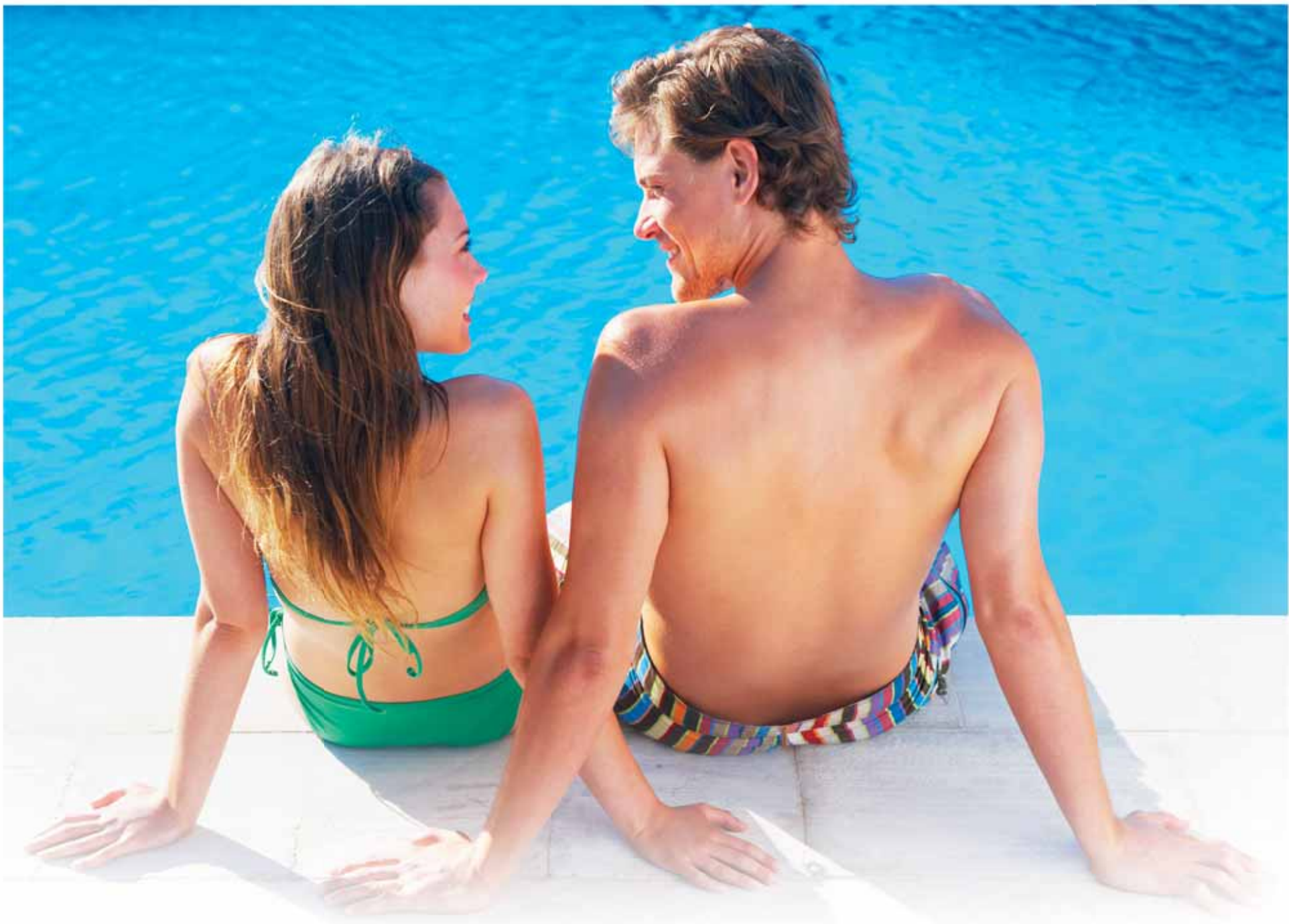
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# Right-sizing your chlorinator

By Ray Denkewicz

Ray Denkewicz is project manager for chlorination, Hayward Pool Products.

Pools come in innumerable shapes and sizes. So many, in fact, that it can cloud consumers’ judgment on the appropriate chlorination system for their specific needs.

On a base level, the amount of sanitizer needed in any given pool is determined by pool volume. And, since chlorine levels are measured in PPM (parts per million = milligrams of chlorine per liter), it follows that pool volume is the best determinant of chlorine use as well.

### What’s the best fit?

Experience has taught us that a chlorinator capable of producing 1.5 pounds of chlorine per day is sufficient to supply the chlorine demand for a 40,000 gallon pool that runs its pump eight hours a day. However, pool owners are often looking for greener, more energy efficient sanitization systems that will lower their operation costs while giving them the sanitization they need.

Naturally, larger pools need larger chlorination systems, or incorrectly-sized chlorinators have to run their pumps more than

eight hours. This isn’t energy efficient -- unless a pool owner is using a variable speed filter pump set on a low speed (See The Variable Speed Pump Variable below). Smaller pools, conversely, can use smaller chlorination systems or their pumps can be run for less than eight hours. However, the latter approach is not typically recommended because a minimum period of time is required for the pool to filter properly. This time is typically eight hours and represents one pool turnover (i.e. the time required to pass an equivalent volume of the pool through the filter).

So, for all pool sizes, the best, most energy efficient approach is to right-size the chlorinator.

Right-sizing chlorination, pump and filtrations systems ensure they only pay for what they need.

### The selection process

Most chlorinators come in only one or two sizes. Still, this is a vast improvement over what was previously available. Historically, like the old eight-cylinder engine vehicles of yesteryear, chlorinators were simply oversized.

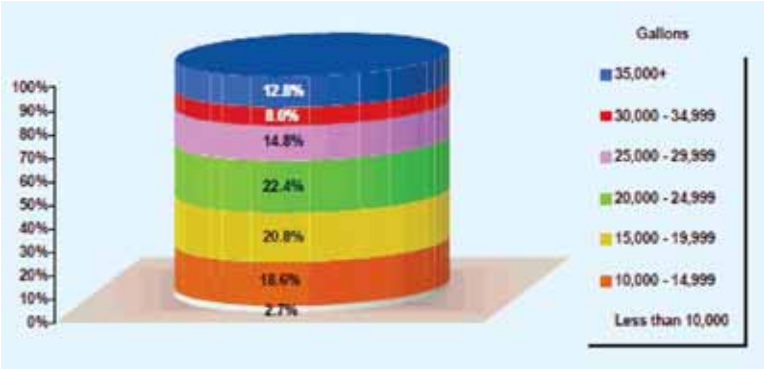
Looking at the IG Pool installed base (figure 1---data adapted from PK Data, 2008) we

see that approximately 21 percent of pools are below 15,000 gallons; approximately 43 percent are between 15,000-25,000; and the remaining 36 percent are 25,000 gallons and above.

When selecting a chlorinator, be certain of its chlorine output under the conditions in which it will be used. For example, some chlorinator manufacturers tout very high chlorine outputs. But these outputs were measured under extreme lab test conditions, which do not reflect how the product needs to perform on an actual pool. Some other chlorinator manufacturers do not report output values or they leave out critical information in order to assess properly the true chlorinator performance. So, in order to operate a pool at 3,000 ppm salt, you need to select a chlorinator that has been tested and certified by the National Sanitation Foundation (NSF) at that salt concentration.

### The subject of salt

Salt concentration dramatically determines product performance and lifespan. Products need to be run within the specified salt concentration range supplied by the manufacturer for optimal performance. Low or high salt levels can dramatically affect chlorinator



Condition	Effect
Salt level too low	Oxygen is made at the expense of chlorine, which lowers electrical efficiency and accelerates wear on electrodes and shortens product life.
Salt level too high	Current density (current per square area of electrode) increases and causes accelerated wear on electrodes.

performance and lifetime.

### The two-speed and variable speed pump variable

A current US trend toward energy efficiency (some states and regulatory agencies requiring this by law) has lead to increased use of variable and two speed pumps. A two-speed pump running at half speed would need 16 hours of filtration to filter the same water a single speed pump would accomplish in eight hours. Remember, a two-speed pump at low speed, pumps half the water at 1/8 of the electrical cost as it would on high speed (pump infinity law). Because you are running the pump twice as long on low speed to pump the same amount of water as you would at high speed, the electrical cost would be approximately 1/4 of the cost on high speed.

Most salt cells need to have the plate chamber flooded to produce

the maximum amount of chlorine possible. As long as this is accomplished, and the salt level is correct, the chlorine production is the same whether the GPM through the cell is 30 or 100 GPM. Most chlorinators have a flow switch to ensure the cell has the minimum GPM to operate (The AquaRite requires 13 to 17 GPM+/-). Therefore, if the chlorinator is set at 50 percent of pump run time, for eight hours to chlorinate a pool at high speed, you should be able to get the same chlorine output at 25 percent for 16 hours. In other words, 25 percent at 16 hours would produce approximately the same amount of chlorine as a pump running at 50 percent for eight hours.

The variable speed pump brings a whole added dimension within the added flow capabilities. With a two speed, you had 100

Continued on page 26

## IPSSA Mid-Cities chapter teams with Children’s Medical Center to promote water safety

Leaders of the IPSSA Mid-Cities chapter partnered with Children’s Medical Center in Dallas to put on a mock-drowning event, as part of the center’s Know Before You Go safety program.

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**Price: \$24.95 IPSSA Members; \$49.95 Non-Members.**

**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.

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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.

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**Intermediate Training Manual Part 1 – Water Chemistry** -- Written by noted industry expert, Robert Lowry, IPSSA’s *Intermediate Training Manual-Part 1* focuses on water chemistry and covers: algae; more sanitizers (biguanides, UV, chlorine generators and mineral technology); ammonia, chloramines, combined chlorine, nitrates, nitrogen-containing compounds and organic contaminants; cloudy water and clarifiers; pool start-ups; your questions and FAQs; miscellaneous tips, tricks, short cuts, quick facts and conversions. It also includes an extensive glossary and practice test questions, easy-to-use chapter tabs, many graphics, charts and tables.

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Quantity	Title	Price	Total
	Basic Training Manual-Part 1 Water Chemistry	\$24.95 IPSSA Members \$49.95 Nonmembers	\$
	Basic Training Manual-Part 1 Water Chemistry & Workbook	\$31.95 IPSSA Members \$59.95 Nonmembers	\$
	Basic Training Manual-Part 2 Equipment	\$24.95 IPSSA Members \$39.95 Nonmembers	\$
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Right-sizing your chlorinator

Continued from page 25

percent (high) or 50 percent (low). The variable speed pump lets you control the speed from 5 percent to 100 percent. As long as the minimum flow rate for the salt cell is met, the variable speed can run at a very low percentage. In the Western U.S., we see variable speeds running as low as 30 percent for 22 to 24 hours a day. This could allow the chlorinator to be turned down substantially to produce the right amount of chlorine needed. Remember, the GPM

at each specific percentage is determined by the total dynamic head (resistance to flow).

The cost saving benefits would be twofold: one being the reduction in electrical costs and the second being less wear and tear on

the chlorinator.

Selecting a cell size

Another consideration is selecting a cell size. There are a number of variables that determine which cell size is the best choice beyond just pool gallons. They include bather load, geographic location, whether the application is indoor or outdoor, etc.

Guideline for Selecting the Right Size Chlorinator	
Pool size (gallons)	Chlorine output
25,000-40,000	1.5 lbs/day
15,000-25,000	.093 lbs/day
Up to 15,000	0.56 lbs/day

Eight things we can learn

Continued from page 21

he had to do and would charge what he needed to charge. Joe simply built the extra tech into the cost of running the company, just like rent and utilities.

5. Too many customer complaints

Joe's current company was getting way too many customer complaints. Not only did he receive far too many complaints, but when they did come in, they were handled poorly. That had to be solved in the

new, highly successful, and profitable company that was on the drawing board.

Solution: This one took a while, but Joe found a way to solve it. The additional training in customer relations would definitely lower customer complaints, but he knew there would still be complaints. Soon Joe had a plan. He called it "100% Customer Satisfaction!" The bottom line was that Joe would personally handle all customer complaints.

To help solve each complaint would cost money, so Joe built 3% of his projected gross sales into the overhead of the new service company. With money in hand and time to talk personally to the customer, complaints would be solved quickly and efficiently.

6. Techs needed a vested interest to work hard

Joe also understood human nature. It was going to take some kind of an incentive program to make his potentially profitable techs work hard.

Solution: Joe solved the problem by paying all his techs minimum wage to begin with. The techs then earned the remainder of their income by earning a percentage of all the dollars they billed out. The neat part was that it was a sliding scale. The first \$2,000 brought in during the week would earn a certain percentage. When the gross sales increased, so did the percentage they earned, always retroactive back to the first of the week. As the techs worked harder, they would make more money. Problem solved!

7. Joe was not making a decent profit

Joe's current situation was not unlike many contractors in the industry. The owner was working really hard but wasn't making much, if any, profit. That had to stop and stop soon.

Solution: This was simple. Joe was going to total all of his real costs of doing business and then add in a decent profit. If he was going to invest the time, energy and money it was going to take to be the best in town, he for darn sure better be making a decent profit.

Joe addressed the problems listed above and he built all the costs of doing business into the model of his new company. Joe knew from the outset his rate was going to be high so he was fully prepared to move to flat-rate pricing so his needed hourly rate would never be seen by the customer. Well, Joe was right. He ran the numbers and guess what? Way back in 1995 Joe's hourly rate for his new company needed to be about \$250/hour to cover costs while still making a decent profit.

Charging \$250/hour today on flat rate is not all that unusual, but back in 1995 it was downright scary. But, Joe was committed. He made the changes and charged what he had to charge. Today Joe truly is the best plumbing service company in town and today his rate is well over \$300/hour! Guess what? Customers love him and Joe is making a nice profit!

Next month we are going take a few steps back and see what we can learn from what Joe has done. We'll talk about eight foundational principles we can learn from Joe the

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Pres. David Talbot (760) 720-1546  
**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.  
Brett's BBQ, 1505 Encinitas Blvd., 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: Kurt Schuster**  
(602) 488-7335  
E-mail: badgerpool@yahoo.com

**EAST VALLEY**  
Third Thurs., 6:45 p.m., Superior Pool Products  
2350 W. Broadway Rd. #110, Mesa  
Pres. Dave George (480) 969-5685  
www.eastvalleyipssa.com  
**HENDERSON**  
First Wed., 7 p.m.  
SCP, 1425 Helm Drive, Las Vegas, NV  
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., 6:30 p.m. (shop talk),  
7 p.m. meeting Home & Garden Expo Center  
13802 N. Scottsdale Rd. #142, Scottsdale  
Pres. Mike Ryno (520) 299-1388

**TUCSON:** Third Wed., 7 p.m.  
Superior Pool Products, 4055 N. Runway Drive.  
Pres.Ken Sanders (520) 299-1388

**WEST VALLEY**  
First Wed., 7:00 p.m., Cloud Supply  
1100 N. Eliseo, Felix Way, Avondale  
Pres. Robert Jaques, 602-740-7846

**REGION 9 (TEXAS)**  
**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  
**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  
**RIO GRANDE VALLEY**  
Second Tues., 6:30 p.m.  
SCP McAllen, 1201 W. Warren Street,  
Pres. Christopher Myers, (956) 692-3377, ext. 89  
**SAN ANTONIO**  
First Mon., 6:30 p.m., Clear Springs Restaurant  
Loop 1604 at Aston Oaks Blvd.  
Pres. Fred Rose (210) 494-9784  
**WAXAHACHIE**  
First Wed., 7 a.m., SCP,  
1909 S. Great Southwest Parkway, Grand Prairie  
Pres. Neal Holt, (972) 617-9877

**REGION 10 (BAY AREA SOUTH)**  
**B.O.R.D. Member: Dick Nichols,**  
(408) 978-1948  
E-mail: dnickols@geniepoolandspa.com

**FREMONT**  
Second Mon., 6 p.m., Bronco Billy's Pizza Palace,  
3940 Smith Street, Union City  
Pres. Bruce Barrios (510)) 750-2866  
**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) 438-7575  
**REDWOOD EMPIRE (Marin Co.)**  
Third Wed., 7 p.m., Lucchesi Park, Petaluma Park,  
320 N. McDowell Blvd., Petaluma  
Pres. William Thompson (707) 838-9696  
**SANTA CLARA VALLEY**  
Third Thurs., 7:30 p.m., Napredak Hall  
770 Montague Expressway, San Jose  
Pres. Viral Patel (510) 376-8800  
**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 Starnner,**  
(941) 915-2135  
E-mail: tstarnner@tampabay.rr.com

**CAPE CORAL:** First 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 Plus9, 9880 W. Sample Rd, Coral Springs  
Pres.Ana Labosky (954) 224-7733  
www.ipssagoldcoast.org  
**MANASOTA (Bradenton/Sarasota)**  
First Mon., 7:00 p.m., Call for meeting  
location and directions  
Pres. Andrea Dospel (941) 920-2205  
**OSCEOLA (Kissimmee/Orlando)**  
Second Wed., 6:30 p.m., Fat Boy's Restaurant  
2512 13th Street, St. Cloud  
Pres. Derric Raymond (407) 908-4555  
**PALM BEACH**  
Second Wed., 6:30 p.m., All Natural Pool & Spa,  
14589 Southern Blvd., Loxahatchee,  
Pres. Bill Straub (561) 784-0057  
**VENICE**  
Second Monday, 7 p.m.,  
Mamma Leone's, 1266 Jacaranda Blvd.  
Pres. Mark Pifer (941) 915-3202



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