THE IPSSAN

Mission Statement: The Independent Pool & Spa Service Association, Inc. exists for the mutual professional benefit and growth of its members and for the continued improvement of the pool and spa service industry.

VOLUME XXIII, NUMBER 1 January 2011

IPSSA proposed bylaws amendments

The IPSSA Board of Regional Directors has approved several amendments to the IPSSA Inc. bylaws. Members will be asked to vote on each of the proposed amendments in a ballot that will be mailed to all regular members in good standing in December. The ballot deadline will be January 31, 2011. If approved, the amendments will go into effect February 1, 2011.

• **Amend bylaws Section 6.1.a.** to remove "from time to time with the boundaries of each such region ("Region") set forth on the attached Exhibit B. The boundaries may be adjusted or changed from time to time by the BORD." This amendment also would remove Exhibit B.

Argument for the amendment: Because the boundaries for IPSSA regions do change from time to time, it is cumbersome and expensive to require a membership vote for a bylaws amendment to change them.

Argument against the amendment: All IPSSA members should have a say in the composition and boundaries of IPSSA regions.

• **Amend bylaws section 6.2.c to read:** Each Chapter shall hold an election for President of that Chapter and the person so elected shall become a member of the Regional Board and one of the two representatives on the Regional Board from that Chapter. The second representative from that Chapter to serve on the Regional Board shall be appointed by the Chapter pursuant to the Chapter's Standing Rules. Such representative shall serve until a successor has been elected and installed. Each representative, including a representative elected to fill a vacancy shall hold office until expiration of the term for which elected and until a successor has been elected and installed.

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IPSSA annual leadership seminar scheduled for February 12

February 12, 2011 is the date to save, for IPSSA's annual leadership seminar, returning by popular demand for a ninth year in a row to the Hyatt Regency Newport Beach.

Details on the leadership seminar have been mailed to all chapter presidents. Everyone is welcome and encouraged to participate in this excellent program, designed to give you all the information you need to run a successful chapter.

Even if you've attended before, there will be new information presented that will be of value to your chapter. Please note, however, that **all newly elected chapter presidents and treasurers (those who were elected this fall) are required to attend.** Otherwise, your chapter will be fined $250 for each officer who fails to attend. Even if you served as president or treasurer before, if your chapter held an election this fall and you were elected, you are required to attend.

Following the leadership banquet will be a casino fundraiser benefiting SPEC and the IPSSA scholarship fund, plus the always fun leadership banquet.

Registration details will be posted at www.ipssa.com under the Resources and Links tabs.

Important changes to IPSSA insurance effective April 1, 2011

(1) Property damage deductible will increase to $500 from $250

(2) Subcontractors must carry liability limits of $1,000,000 instead of $500,000

Questions? Contact Arrow Insurance Service, 800-833-3433.

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Lane Clark, Jim Romanowski, and Gary Ellyatt staffed the IPSSA booth at the 2010 International Pool Spa Patio Expo in Las Vegas in November. Terry Snow, Mike Denham, and Josh Baker also were on hand.

Results of IPSSA research protocol #1 Can a salt water pool be maintained properly with once-a-week service?

By Lance Sada

Lance Sada is IPSSA's liaison to the National Pool Industry Research Center (NPIRC) and to the National Plasterers Council (NPC). He is a member of the IPSSA Menifee Valley chapter.

In this article I will presenting the results of the IPSSA protocol 1. A description of the research protocol was published in the December 2010 issue of *The IPSSAN*. The complete protocol will be posted on www.IPSSA.com January 15.

Before I get started, I would like to announce that the National Pool and Spa Research Foundation (NPSRF) received a matching grant award from the government. The government will match up to $150,000 of donations received by people like you, so please donate to help the swimming pool service industry. The timeframe for us take advantage of the matching grants offer is short: your donation must be received by February 15, 2011. If you are interested in donating please email your request to npirf@comcast.net and make sure you mention that you are an IPSSA member.

The results of the protocol are as expected to some degree for those of you who service chlorine generator pools. I am going to condense the results somewhat due to space considerations; the tables mentioned will be on the website.

Pool 9 was prepared for this study with both compositional and mechanical upgrades. Prior to this study, the pool was used for a different sponsored program using standard water chemistry parameters with bleach as sanitizer.

The IPSSA Protocol 1 project was conducted in three stages. Stage 1 included pool preparation, equipment installation, and equipment installation and testing to comply with the protocol requirements for the project. Stage 2 comprised the operation of the pool within the guidelines of the protocol. Stage 3 was a continuation of Stage 2 with the addition of

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Things to do in January

➤ **Plan your year**
➤ **Evaluate and refine your business systems**
➤ **Take a vacation**

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THE IPSSAN

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

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Jose Garcia wins the November Education Corner quiz

Jose Garcia, a member of the IPSSA Riverside chapter, was selected randomly among all of the correct entries for the November Education Corner Quiz and will receive an IPSSA sports watch. All correct entries submitted during 2010 will be eligible for a big drawing at the end of the year for more IPSSA logo items.

The correct answers for the November quiz are: 1) While many sanitizer products provide benefits, only EPA registered disinfectants are appropriate to prevent disease. A) True B) False. *The correct answer is A) True*. 2) Another word for base is alkaline. A) True B) False. *The correct answer is A) True*. 3) Pool volume is the amount of space that an object occupies and is expressed in cubic feet. A) True B) False. *The correct answer is A) True*. 4) Water samples should be taken from the pool at the easiest or most convenient place. A) True B) False. *The correct answer is B) False*.

* WIN AN IPSSA Sports Watch

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 FEBRUARY 20, 2011.

1. Hardness increaser is incompatible with sodium bicarb.
   A. True
   B. False

2. The three categories of chlorine are:
   A. Elemental, organic and natural
   B. Organic, inorganic and natural
   C. Elemental, organic and inorganic
   D. Dry, liquid and gas

3. Low total alkalinity will cause the pH to be unstable.
   A. True
   B. False

4. HOBr (hypobromous acid) is the killing form of bromine.
   A. True
   B. False

Name _____

Address _____

City_____ **State**_____ **Zip**_____

Telephone Number (____) _____

Chapter _____

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

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

Mail Entry to:

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

Or Fax to: (888) 368-0432

Entries for this month must be received by FEBRUARY 20, 2011.

Calendar of Events

January 6-7	**CPO Class** SCP, 5648 Copley Drive, San Diego, California www.anotherperfectpool.com/cpo
January 19	**IPSSA Region 5 HOTT Show** Phoenix Club, Anaheim, California www.hottshow.com
January 20-21	**CPO Class** Superior Pool Products, 4900 E. Landon, Anaheim, California www.anotherperfectpool.com/cpo
January 20-22	**Desert Pool and Spa Show** Phoenix Convention Center, Phoenix, Arizona www.dps-show.com
January 22	**21st Annual IPSSA Region 7 Table Top Show** Four Points Sheraton, San Diego, California www.region7tabletop.com
February 3-4	**CPO Class** Superior Pool Products, 4900 E. Landon, Anaheim, California www.anotherperfectpool.com/cpo
February 11	**IPSSA Board of Regional Directors Meeting** Hyatt Regency Newport Beach, Newport Beach, California www.ipssa.com
February 11	**IPSSA Annual Business Meeting** Hyatt Regency Newport Beach, Newport Beach, California www.ipssa.com
February 12	**IPSSA Leadership Seminar and Banquet** Hyatt Regency Newport Beach, Newport Beach, California www.ipssa.com
February 11-12	**Orlando Pool and Spa Show** Orange County Convention Center, Orlando, Florida www.floridapoolpro.com
February 16	**IPSSA Region 6 Table Top Show** University of Redlands, Redlands, California www.region6ipssa.com
February 16-19	**Southwest Pool and Spa Show** Arlington Convention Center, Arlington, Texas www.swpoolandspashow.com
February 17-18	**CPO Class** SCP 780 Columbia Avenue #1, Riverside, California www.anotherperfectpool.com/cpo
March 31-April 2	**Western Pool and Spa Show** Long Beach Convention Center, Long Beach, California www.westernshow.com

Financial office thanks chapters with prompt payments

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

Region 1: Tracy, Sacramento City, Elk Grove, El Dorado, East Contra Costa

Region 2: Central Coast

Region 3: Diamond Bar, Foothhill, Calabasas

Region 4: Central Los Angeles, Whittier, East Long Beach

Region 5: Anaheim, Central Orange County, Huntington Beach, Surf City, Tustin/Irvine, Southwest, Orange County #1

Region 6: Ontario/Rancho Cucamonga

Region 8: Henderson, West Valley

Region 9: Dallas

Region 10: Redwood Empire, Monterey Coast, Fremont

Region 11: North Georgia, Cape Coral, Venice

WELCOME NEW MEMBERS!

REGION 1 — East Bay: Phillip Varlas. . . **REGION 2 — Visalia:** Nick Sanchez. . . **REGION 3 — San Gabriel Valley:** Eric Flores. . . **REGION 5 — Anaheim:** David Raighn, Clifford Roost. . . **REGION 6 — Corona:** Mary Jean Younger. . . **REGION 7 — Escondido:** Steven Nauman. . . **San Diego:** Seth Rauscher. . . **San Diego East County:** Brandon Wiese. . . **REGION 9 — San Antonio:** Ben Kimbell. . . **REGION 10 — Monterey Coast:** Matthew Jib Bowe. . . **REGION 11 — Gold Coast:** Bryan Forth. . . **Venice:** Graham Holbrook

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Highlights of November 5-6, 2010 IPSSA Inc. Board of Regional Directors Meeting

PRESENT: Jerry Houseman, Region 1 Proxy; Lane Clark, Region 2 Director; Elias Duran, Region 3 Director; Adam Morley, Region 4 Director; Bob Luedtke, Region 5 Director; Nathan Smith, Region 6 Director; Chuck Gough, Region 7 Director; Kurt Schuster, Region 8 Director; Phil Sharp, Region 9 Director; Dick Nichols, Region 10 Director; Todd Starner, Region 11 Director; Vickie Lester, CAE, Executive Director; Clint Cramer, CPA, Financial Office; Ray Arouesty, Arrow Insurance Service

GUESTS: Scott Houseman, Capital Valley Chapter, Region 1; Vernon Daly, Fresno Chapter, Region 2; Charles Dudley, Fresno Chapter, Region 2; Mark Fisk, Antelope Valley Chapter, Region 3; Walt Sweeney, Calabasas Chapter, Region 3; John Venti, Diamond Bar Chapter, Region 3; Saul Krochmal, San Fernando Metro Chapter, Region 3; Eric Nielson, San Fernando Metro Chapter, Region 3; Dave Perry, San Fernando Metro Chapter, Region 3; Peter Haverlation, San Fernando Valley Chapter, Region 3; Lionel Marlow, San Fernando Valley Chapter, Region 3; Scott Stines, San Fernando Valley Chapter, Region 3; Ivan Vance, San Fernando Valley Chapter, Region 3; Ben Honadel, Santa Clarita Chapter, Region 3; Kent Sipmson, Santa Clarita Chapter, Region 3; Lance Sada, Menifee Valley Chapter, Region 6 & NPIRC Liaison; Mark Lyons, Santa Clara Valley Chapter, Region 10

NOVEMBER 5: A confidential matter was discussed during an attorney-client privileged session on November 5. No actions were reported out of the privileged session.

FINANCIAL REPORT AND CENSUS: Cramer reported that for the period ending September 30, 2010, there were $516,682 in revenues and $370,625 in expenses for the general fund, with a net surplus of $146,057. Assets were $618,942, liabilities were $2,228 and equity $616,713. The Scholarship Fund took in $12,670 in revenues (including interest) and had $6,568 in disbursements, with a net balance of $171,917. The reserve fund balance is now $431,049. The September 30, 2010 membership census shows a total of 3,662 members.

ADMINISTRATION: Lester reported that the website has been updated, with corrections to the member search function and to the shopping cart. Sharp reported that the annual performance review and contract renewal for Lester Management Services is in progress. By secret ballot Nobby Mandolf from Region 7 was approved as the recipient of the 2011 Terry Cowles Memorial Award.

EDUCATION: Nichols reported that there are problems getting electrical and business practices handbooks written. The committee is considering production of smaller workbooks instead, or downloadable best-practices documents. The committee is working on content for the 2011 Leadership Seminar.

ENTERTAINMENT & TRADE SHOWS: The next BORD meeting will take place at the Hyatt Regency Newport Beach, February 11. Florida volunteers will staff the IPSSA booth at the Orlando Pool and Spa Show.

EXPANSION: Starner reported on a problem with Monarch Brushes product failures in Region 11. Starner reported the North Georgia chapter will use the $1,000 grant to attend the 2011 Leadership Seminar. Starner requested approval of Region 11's seat on the BORD of Regional Directors. MSC to table the request and refer it to the Expansion Committee. Duran and Starner will help revise the "Join IPSSA" brochure.

FINANCE: MSC to approve the 2011 budget, as presented. Nichols reported that there was misuse of funds in a regional bank account. He encouraged all regions and chapters to review their financial oversight and control procedures. Although there is a policy that chapter funds can be withheld for failure to file tax data on time, this policy has not been enforced. However, after the 2011 Leadership Seminar, the policy will be enforced. MS to add to non-reimbursable expenditures "travel originating or terminating outside the director's region." Motion withdrawn.

THE IPSSAN: The second class permit application has been filed and is being processed by the United States Postal Service.

MEMBER BENEFITS: MSC to approve AquaBond as an associate member. The committee has agreed to bring production of regional directories in-house and not contract with Kelly Associates. The association continues to receive nondues revenue from the Transworld Greenflag Profit Recovery program.

FINANCE: MSC to amend policies and procedures to add under Reimbursable Travel, "Travel expense reimbursements will be limited to reasonable costs to and from the BORD member's address within his/her region" and to add to Non-Reimbursable Expenditures, "Travel costs originating or terminating outside the director's region."

OUTREACH: Gough recommends no further follow-up with the Joshua Collingsworth Memorial Foundation about coproduction of safety signs for pool gates. Lance Sada reported on National Pool Industry Research Center activities. IPSSA funded a specific service industry protocol this year at the center regarding salt water pools. MSC to publish the research protocol and final results in The IPSSAN, in serial installments. Sada was commended for his work on Research Center issues. SPEC is working with the California Contractors License Board on the problem of unlicensed contractors. Gough presented a proposal for production of personalized magnetic truck signs with the IPSSA logo. It was

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Highlights of November 6, 2010 IPSSA Management Company Board of Directors Meeting

FINANCIAL REPORT: Cramer reported that for the period ending September 30, 2010 there was $157,181 in income, $164,166 in expenses for the general fund, with a net deficit of $6,985. Assets were $867,020 liabilities were $783,072 and equity $83,948. MSC to approve the 2011 budget as presented. MSC to move 50 cents of the dues allotment per member per month from IPSSA Inc. to IPSSA Management Company.

INSURANCE REPORT: Arouesty reviewed highlights of claims reported in 2010. No premium increase is expected when the policy comes up for renewal in April 2011. For accidents happening after April 1, 2011, the deductible for property damage claims will increase from $250 to $500.

BORD meeting

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agreed to turn this over to the Member Benefits committee for recommendations on implementation. Gough was commended for his work on this project. Walt Sweeney reported that a potential problem with Los Angeles County Health Department commercial pool inspectors has been averted. New inspectors have been hired and emphasis will be on VGB compliance issues.

BYLAWS: MSC to amend bylaws Section 6.1.a. to remove "from time to time with the boundaries of each such region ("Region") set forth on the attached Exhibit B. The boundaries may be adjusted or changed from time to time by the BORD." This amendment also would remove Exhibit B. The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to amend bylaws section 6.2.c to read: Each Chapter shall hold an election for President of that Chapter and the person so elected shall become a member of the Regional Board and one of the two representatives on the Regional Board from that Chapter. The second representative from that Chapter to serve on the Regional Board shall be appointed by the Chapter pursuant to the Chapter's Standing Rules. Such representative shall serve until a successor has been elected and installed. Each representative, including a representative elected to fill a vacancy shall hold office until expiration of the term for which elected and until a successor has been elected and installed. The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to amend bylaws section 6.2.f to specify that corporate proxies at BORD meetings shall not have a right to vote according to California corporate law. The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to amend bylaws section 6.2.g. to remove, "The Regional Secretary shall mail copies of the minutes to all Chapter Presidents within that Region within 30 days following the meeting." The intent is to move this to policies and procedures. The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to amend bylaws section 7.2.a. to read, "If a director is elected to the BORD due to the creation of a new region, that director shall serve a two (2) year term, unless:(1) that director is from an even-numbered region, as so designated by the BORD, and is to take office in an odd numbered year or; (2) that director is from an odd numbered region, as so designated by the BORD and is to take office in an even numbered year." The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to amend bylaws section 7.4.e.2.(a) to read, "Notice of the time and place of special meetings shall be given to each director by one of the following methods: (1) by personal delivery of written notice; (2) by first-class mail, postage prepaid; (3) by telephone, either directly to the director or to a person at the director's office who would reasonably be expected to communicate that notice promptly to the director; (4) by electronic means. All such notices shall be given or sent to the director's address or telephone number as shown on the records of IPSSA." The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to amend bylaws section 7.4.e.2.(b) to read, "Notices sent by first-class mail shall be deposited in the United States mails at least seven days before the time set for the meeting. Notices given by personal delivery, telephone, or by electronic means, shall be delivered at least 48 hours before the time set for the meeting." The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to remove the reference to telegraphic communications to section 9.4.c of the bylaws. The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to amend bylaws section 12.1 to read, "Each member entitled to vote at a corporate membership meeting shall have the right to do so either in person or by one or more agents authorized by a written proxy, signed by the person and filed with the secretary of IPSSA. A proxy shall be deemed signed if the member's name is placed on the proxy (whether by manual signature, typewriting, facsimile or otherwise) by the member or the member's attorney-in-fact." The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MSC to add a sentence to bylaws Section 7.3 that "a BORD member may not serve more than two terms of office within any ten year period." Regions 3, 4, 5, 7, 8 and 10 voted for the motion. Regions 2, 6 and 9 voted against it. The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote. MS to remove from Standing Rules Article II, Section 3, "A regional director may not serve more than two terms of office within any ten year period." Regions 2, 4, 6, and 9 voted for the motion. Regions 3, 5, 7, 8 and 10 voted against the motion. Motion failed. MSC to replace Standing Rules Article II with the following: Section 1. Regional Director, Secretary, and/or Treasurer. The Regional Director shall be elected from among the representatives of a region for a term of two years. Section 2: Election of Regional Director. The Regional Director shall be elected according to the IPSSA Inc. Bylaws Article VII, 7.2.a no later than October 15th of the appropriate year. MSC to remove from Standing Rules Article III, Section 4 the sentence, "The President shall sign all contracts and formal documents of the Chapter." MSC to change the phrase "or outside the State of California" to "within the region." in Standing Rules Article III, Section 5. MSC to remove the following sentence from Standing Rules Article IV, Section 9: "A Chapter Supporter is one who does not qualify under IPSSA Inc. Bylaws, Article IV, Section 4.1." MSC to remove the following sentence form Standing Rules Article IV, Section 10: "Membership dues of Honorary Members, if any, and other charges shall be paid by the chapter." MSC to replace Standing Rules Article V, Section 1 with the following: All regular members shall maintain licenses required in the city/county/state in which they conduct the business of servicing/repairing pools/spas. Members must be working under a current City Business License from the city in which they conduct their business. Maintenance is defined as "the upkeep of property or equipment" and "to keep in an existing state." Repair is defined as "to restore by replacing a part or putting together what is torn or broken" and "to restore to a sound healthy state." MSC to replace Standing Rules Article V, Section 2 with: A prospective member of IPSSA shall file an application thereof with the Chapter of IPSSA whose principal office is located in the nearest proximity to said applicant's normal and usual service route. Such application shall contain a concise account of the applicant's professional experience and training in such form as may be prescribed by the Board of Directors of the applicable Chapter. Said application shall also contain the name, address, occupation and statement of qualifications of the applicant and be signed by a member of the applicable chapter, as sponsor of the applicant for membership. Every applicant must attend three out of

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Desert Pool & Spa show

INDEPENDENT POOL & SPA SERVICE ASSOCIATION, INC. ipssa

Region 8

Phoenix Convention Center

January 20, 21, 22, 2011

Saturday Product Exhibit Expo
Classes -- Thurs. Fri. & Sat.
2 Full Days of CPO Training

Loads of Drawings and Prizes !!!

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At IPSSA, Region Eight, It is our goal to provide classes which will improve your knowledge of the industry and help your business grow. This show has something for everyone. Learn from the experts about Pool and Spa Chemistry, Green Energy, Automation, Basic and Advanced Troubleshooting, and How to keep your business profitable and safe, just to name a few.

Day and evening classes will be held Thursday, January 20 and Friday January 21. Morning classes will be held Saturday January 22.

The Expo in the exhibition hall will be open from 10 AM till 4 PM, Saturday, January 22

Attention: Vendors, Distributors, & Manufactures to reserve your booth or for more information, go to www.dps-show.com or call 602-539-1855

Website marketing

Online customer reviews: your customers are talking about you!

By Griffin Davis

Griffin Davis, vice president of marketing for Market Hardware, Inc. (http://www.contractor-web-success.com), has worked in Internet marketing and small business marketing since 1993. Market Hardware helps IPSSA professionals compete on the Web and offers special discounts for IPSSA members

OR

If your pool and spa business has been established for more than a year, it is quite likely that your customers have posted an online review about their experience with you, and have given you a rating available to anyone who uses the internet. The number of ratings and reviews of IPSSA member businesses grows in number every day in most local markets in the U.S. Increasingly, potential customers are influenced by what they read about you on the web.

Starting around 2005, leading search engine directories and some local listing sites started to allow site visitors the opportunity to rate local service businesses with anecdotal comments and numeric ratings (three of five stars for example). In 2010, these local ratings are a growing determinant in which business gets the call when consumers look for local service businesses.

Research firms The Kelsey Group and comScore conducted a survey in 2007 that revealed as many as 40% of consumers will not even consider using a service business with a one-star rating. That is a stark example but it illustrates the impact reviews can have on your revenue.

You can find local reviews on all the major search and directory sites such as Google Maps, Yahoo! Local, Citysearch.com, and Yelp.com, as well as leading internet yellow page sites like www.superpages.com and www.yellowpages.com.

Generally, these reviews from consumers are not monitored and they are permitted to post any comment about you that they want. The sites don't remove these reviews or modify them unless they are obscene or fraudulent. As a matter of policy, sites that maintain ratings services deny appeals from business owners to pull negative reviews. (Recently, Yelp.com began allowing direct interaction with reviewers in some cases but that site is the exception.) If a business disagrees with a particular review or rating it receives, there is not an effective way to get that rating turned around.

Reading reviews about your business that are projected to the whole world is a bit disconcerting at first. But take it in stride and don't disregard its impact just because it's a new twist on word-of-mouth reputation. And don't expend all your energy trying to get a negative review removed from the internet.

Instead, take these two positive steps:

1) Stay aware of what people are posting about you online.

2) Encourage good customers to post honest reviews.

Ask your best customers to post honest appraisals of your work and rate you accordingly. Calling directly or emailing them with the URL links to review sites is the best way to ask for their help. Internet business reviews are so common now that they probably know all about it and won't need a long explanation. Give them the web address of one or two (I recommend Google Maps and Yahoo Local for small markets and CitySearch and Yelp for medium to large markets) and encourage them to share their thoughts about the quality of your work.

Online reviews and ratings are here to stay and will have an ever growing impact on how potential customers perceive your business. Check these sites regularly or get your web marketing company to do it for you. If you don't pay attention to your online reputation, you are ignoring an important buying consideration that many of your potential customers are using right now.

Texas Legislative Update

Texas Office of Attorney General opinion regarding pool-related electrical licensing

By Jake Posey and Steve Koebele

Jake Possey and Steve Koebele are external lobbyists for the Aquatic Professionals Education Council (APEC), an organization that promotes the interests of the swimming pool and spa industry in Texas by providing education to the industry, state, local government and consumers. www.apectexas.org

The Office of the Attorney General just published an opinion, saying that limited license electrical work by pool professionals is allowed only on residential (not commercial) pools and spas. APEC respects the opinion, but strongly disagrees with the limited review and technical reading that lead to the conclusion.

Residential and commercial pool and spa owners know a simple fact: Texans want laws and public policy that support jobs and quality customer service. Accordingly, APEC and the thousands of related pool professionals (in lockstep with residential and commercial pool and spa owners across Texas) look forward to obtaining relief from the Texas legislature, which will next convene in January 2011.

If you have been following our columns, this legislative session that begins the first of January will be an extremely busy and controversial session. We need your support as members, with donations and please spread the word to have everyone in the pool and spa industry join the APEC email list.

As we understand the opinion at this time, residential pools include single family homes and multi family homes up to four stories.

IPSSA REGION 7 PRESENTS

21st Annual Regional Table Top Show

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Ask Sue

By Sue Robach

Sue Robach is national training manager for Pentair Water Pool and Spa. If you have questions for Sue, send them to info@ipssa.com.

Whether due to the season or the economy or both, the early months of the calendar year are often slow for the pool industry. That is why trade shows, dealer trips, and the like are scheduled for this time of year.

It is also why you should consider taking a day or two or three to participate in one of the many fine training opportunities our industry has to offer.

You can find many manufacturers' training classes in the trade newspapers and magazines or catch a class at any of the industry shows. We at Pentair have a training website, www.pentairtraining.com, where you can register for classes online (which I recommend so that we can plan for your training materials and food). These courses range from basic hydraulics or electrical training to product specific training on variable frequency drive pumps, automation, heaters, LED lighting, automatic chlorine generators, heat pumps and more. Every workshop is a unique learning environment that provides in-depth knowledge for specifying, installing, troubleshooting and servicing today's most advanced pool equipment.

Here is a sampling of the Pentair training workshops coming up in January:

Jan 11, 1 day, Mt. Laurel, New Jersey

Jan 11, 1 day, Overland Park, Kansas

Jan 13, 2 day, Wichita Falls, Kansas

Jan 18, 1 day, Anaheim, California

Jan 18, 1 day, Santa Rosa, California

Jan 20, 1 day, San Jose, California

Jan 25, 2 days, Maryland Heights, Missouri

Jan 25, 2 days, Ontario, California

The complete schedule is available at www.pentairtraining.com.

Other manufacturers offer their registration process on their websites as well. Many distributors will host classes at their locations and advertise them at the branch or on your billing statement. IPSSA also offers classes at meetings to help their members understand all aspects of swimming pool maintenance and repair. The Association for Pool and Spa

Sue Robach

Professionals (APSP) and the National Swimming Pool Foundation (NSPF) offer complete courses for the basic pool operator or how to manage a commercial pool.

There is even a training center that was specifically built for swimming pool education in Sacramento, California called FPSIE, which stands for the Foundation for Pool and Spa Industry Education. There are many different courses offered there and you can get a schedule by visiting their website at www.fpsie.org.

It is so important to stay up-to-date with innovations and new products, especially in the service trade. Whether you have been in the pool industry for 30 years or you just got started, there is a wide range of educational opportunities out there to help keep you current in our ever changing pool industry. Take advantage of it. It is your key to capitalizing on new business opportunities, especially in a climate that produces fewer and fewer of them.

Send Your Technical Questions to:

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

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

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There is no cost to take the exam.

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

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Catch his observations "Blame It on the Pool Guy" at
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WORKSHOP SCHEDULE 2:00 TO 6:00 PM

Classes / Instructors	Time
Maximizing profits through Operational efficiencies Mike Allesandri / VP operations PEP	1 hr.
Pentair: Programming Easytouch / Intellitouch	2 hrs.
Pentair: Max-E-Therm / MasterTemp Heaters Wendy Cordin	2 hrs.
Hayward: Navigator hands on rebuild	2 hrs.
Hayward: Variable speed technology Jon Ott	1 ½ hrs.

Classes / Instructors	Time
Deck-O-Seal: Preparation and installation	2 hrs.
Jacks Magic: Stain Identification and removal Richard/Blake sales	2 hrs.
HASA: Water chemistry Scott Ragsdale	2 hrs.
Tailgate talk: Open forum Panel to be announced	2 hrs.

For more information call (951) 303-4087 or visit www.region6ipssa.com

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Who is affected by the new Americans with Disabilities Act revisions?

This was originally published in the November 2010 Prevention Advisor by the National Swimming Pool Foundation, www.nspf.org. Reprinted with permission.

Entities affected by the 2010 revised regulations generally fall under either Title II or Title III of the Act. Title II outlines regulations for any public entity. A public entity is any activity, service, program or facility owned by any governmental agency. Title III regulates places of public accommodation, commercial facilities, and private companies that offer courses and examinations related to educational and occupational certification.

The ADA does not affect any type of residential dwelling, such as a private residence, an apartment complex, a condominium, or a home owner's association. However, if any of these residential facilities operate an element of public accommodation within their premises, these elements would be subject to ADA regulations.

Here are some examples of situations where a residential entity would fall under ADA regulations with respect to swimming pools:

• A private residential apartment complex sells memberships to their swimming facilities. This situation would be considered providing a public accommodation.

• A Home Owner's Association pool is used for swimming competitions that are open to competitors from outside the association. This situation would also be considered offering a public accommodation.

• A condominium actively rents out their units when owners are absent, including advertising, taking reservations over the phone, and providing either meals or housekeeping services. In this instance, the condominium would be considered a hotel.

• A vacation timeshare that operates as a hotel. This facility would be considered a hotel.

• If any residential entity strictly limits use of their facilities to residents and their guests, they would not be subject to ADA regulations.

Although residential facilities are not required to comply with ADA regulations for swimming pools, they must comply with the Fair Housing Act. Under this legislation, a privately owned residential community must provide a barrier-free pathway up to the edge of a pool. In addition, they cannot prevent a resident from using their own apparatus to gain access to the pool, providing it does not provide a hazard for other residents. In other words, if a resident has a portable pool lift and keeps it in storage when not in use, the facility cannot prevent that resident from using the lift to gain access to the pool.

Private clubs are also excluded from ADA regulations in some cases. Final determination would be based on the control of operations, membership requirements, and the amount of fees involved. Operations that have limited or no membership requirements and minimal dues charges do not fall under the private club exclusion. If a private club limits use of their facilities strictly to members and their guests, then the club would not be subject to ADA regulations. However, if that club hosts swimming competitions or any other type of activity that opens the pool to nonmembers, the club would be required to follow ADA regulations for their pool.

For more information, visit http://www.ada.gov

To order copies of any documents, call the ADA Information Line at (800) 514-0301 or (800) 514-0383 (TTY).

For technical assistance on the guidelines for swimming pools, wading pools, and spas, call the Access Board at (800) 872-2253 or (800) 993-2822 (TTY) or email ta@access-board.gov.

To download the Access Board accessibility guidelines, click this link http://www.access-board.gov/recreation/guides/pools.htm.

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Results of IPSSA research protocol #1

Continued from page 1

periodic additions of a chemical mixture designed to simulate use of the pool by bathers. This extra stage was added, with IPSSA permission, because Stage 2 had already produced the results that were more than sufficient to fulfill the requirements of the protocol.

The protocol was executed from Stage 1 at the beginning of May 2010, through the end of Stage 3 in September 2010. From early May through June 18, all of the program's analytical requirements were performed, as scheduled, to give the pool chemical analytical procedures a preliminary testing. The pool chemistry analytical results for Stage 1 are given in Table 1.

The data shown in Table 1 indicated that the pool 9 calcium concentration was slightly high, prior to May 21, but decreased after that date. This pool had 9 inches of water removed and replaced on May 22 which resulted in a lowering of the calcium concentration. However, the lower calcium concentration only could be maintained temporarily as the incoming water at this time had a calcium hardness of 170 ppm. Replacement of the evaporation would quickly increase the calcium concentration.

It must be noted that the data presented in Table 1 are the results of the analytical measurements made before any chemical adjustments were applied. Per protocol, all adjustments were made after the Friday analytical results. Thus, the first post adjustment analytical results are reflected in the Monday analytical measurements. The consequence of this three-day interval between analyses is reflected by the rapid rise in pH noted by the acid add on Friday and the Monday analysis. Acid was added to the pool on Fridays to lower the pH to the desired range, but by Monday the pool had returned to a higher pH level value.

It can also be seen that the chlorine concentrations in Stage 1 were quite variable even though there was only one operator adjustment made (June 18) to the chlorine generator in this time period. It was concluded that the ORP controller in the existing control box must be enabled in order for the chlorine generator power supply to be functional. As this situation was counter to the protocol, the chlorine generator was changed out to allow for independent control as noted above. This change-out allowed for transition to Stage 2.

Stage 2: primary protocol test period

The primary testing for the protocol was performed in Stage 2 between June 21 and August 11. The analytical data for Stage 2 are shown in Table 2. As seen in Table 2, pH proved to be the most difficult pool chemistry parameter to control with only a weekly correction. The pH was adjusted downward each Friday by the addition of acid in the quantity determined by the demand analysis. It was found by an independent measurement over time, as shown below, that this quantity of acid did, in fact, drop the pool pH to the lower end of the specification. Nevertheless, by the time of the next scheduled analysis on Monday, the pH had already risen outside the specifications, i.e., above or equal to 8.0.

The other pool chemistry parameter which showed a weekly variation was the chlorine level. It can be seen that the daily variations found in Stage 2, were considerably attenuated compared to the Stage 1 chlorine levels, indicating that the independently controlled chlorine generator provided a more stable operation and its installation was warranted in spite of the delay in the start of Stage 2. However, the chlorine concentrations increased over the weekend between the Friday and Monday analyses. It is not clear what process was the driver in this action. No adjustment to the chlorine generator was made other than the one shown for June 25.

The controller on pool 9 does have a web reporting function that allows for the tracking of some pool chemistry parameters as a function of time. This added pool parameter reporting capability allowed for the monitoring of the rate of pH increase in the pool following the Friday acid addition. The reported data are given in Table 3. It can be seen in Table 3 that the Friday acid addition decreases the pool pH to the lower end of the specification. Often, the pool pH was lowered below the target 7.4 level by 0.1 to 0.2 units. Nevertheless, it was found that the pH would rise to greater than the upper boundary of the specification by Saturday, the day after the pH adjustment. The pH then continued a slow rise through the week until the next adjustment day. It should be noted that the pH levels above 8.0 would not be measured using the colorimetric method in the poolside test kit specified in the protocol. At the end of Stage 3, the auto acid-add function of the pool 9 controller was activated on September 10. As seen in Table 3, this unit operation provides for stabilization of the pool pH in the specified range.

Stage 3: primary protocol test period plus addition of the simulated bather

The data recorded in Stage 2 showed that, while the water pH rapidly increases to an out-of-specification level after the weekly chemical adjustment, the free chlorine was maintained at a steady state concentration within the desired pool water chemistry parameters. The pool does not see any bather usage, which is a major factor in free chlorine consumption, thus the observed stasis of the active chlorine levels is not surprising.

In discussion with the IPSSA program leader, it was concluded that the relatively stable concentration of the free chlorine in the test pool would not likely be attained in a pool that saw regular use by bathers. However, any incorporation of real bather activity in the Pool Center pool would

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Results of IPSSA research protocol #1

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present a highly uncontrolled and irreproducible addition to the study. An approach around this issue would be to employ a mixture of synthetic chemicals, which would closely mimic bather activity. A full discussion of the development of a formulation of the body fluid analogs (BFA) that make up the synthetic bather is presented in Appendix D. It was agreed that the primary objectives of the study were achieved and the scope of the program could be expanded by incorporation of controlled, simulated bather use, making the study simulate the operating pools. The weekend doses were usually combined on Friday with the Friday dose added just after sampling and the Saturday and Sunday doses added after analysis on Friday.

It is apparent from the data in Table 5 that the dosing with the synthetic bather solution did not materially change the analytical results found in Stage 2 (Tables 5 and 2). The pH rise from Friday to the following Monday is consistent with the Stage 2 data as noted in Table 3.

Recapping, the pH value reported in the Friday analytical results is the value measured before any pH adjustment is made, per the protocol. The acid adjustment usually lowered the pH to a range of 7.2 to 7.4. The only notable difference between the data in Tables 2 and 5 was found in the occasional decrease in the fraction of the total chlorine present as free chlorine. This was expected given the addition of doses of urea and uric acid. The results from Stage 3 showed that the addition of the synthetic bather components did not materially alter the results found in Stage 2.

There was one other observation noted. It was found that the measured calcium hardness values increased fairly rapidly after the synthetic bather solution was dosed into the pool. The measurement of the calcium standard, however, was found to be very accurate. It is highly unlikely that the bather solution contributed this amount of calcium. Rather, one or more of the components of the synthetic bather solution may have interfered with the test kit measurement.

Conclusions

Pool water chemistry adjustments based upon a once-per-week analysis and chemistry adjustment for a salt pool, using only mechanical timer-driven pump and chlorine generator, do not provide for stable, in specification, pool water chemistry parameters. In particular, the uncontrolled pH increase that occurred after the once weekly pH adjustment was a constant factor in all of the stages of this study. This pH increase to above specification values was rapid and occurred in much the same magnitude in all 3 Stages of the study.

The total chlorine concentrations were, on the other hand, fairly stable over the course of the full study. The concentration of the free chlorine was subject to change through adjustment of the duty cycle of the chlorine generator as would be expected for an electrochemical process. There did not appear to be a strong response of the chlorine levels to the synthetic bather dosing although a decrease in the fraction of the total chlorine present as free chlorine was noted several times.

Weekly service would fail to maintain a pool within the proper pH range in the absence of any bather use which strongly suggests that a more frequent schedule for both analysis and chemistry adjustment would be indicated for maintenance of pool chemistry parameters. It would be expected that this non-compliant condition would be exacerbated by aggressive bather usage.

Recommendations

Weekly analysis and chemistry maintenance for pools having simple controls for operation and chlorine generators will not maintain proper pool chemistry. More frequent analyses and chemistry adjustments are strongly indicated.

A second phase of this study is suggested so that a more rigorous inclusion of the bather component into the pool water could be incorporated for a new test program. This expanded study could include the incorporation of additional organic compounds to simulate other environmental impacts on pool water chemistry.

I was very surprised to find out that the pH rose back up so quickly after the weekly dosing. There needs to be more research done with bather loads and the use of some form of acid feeders. As always if you have any questions or ideas for future research please email me at npircipssa@verizon.net.

Next month we will review some earlier research conducted at the NPIRC at Cal-Poly.

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Pool Service Marketing 101

How to make ad dollars go further

Use this technique that almost all advertisers completely ignore

By Brett Lloyd Abbott

Brett Abbott is president and lead consultant for MYM Austin Inc., a licensed agency of Monopolize Your Marketplace. MYM Austin works exclusively with swimming pool builders throughout the United States, creating and implementing strategic and tactical marketing systems to help them sell more pools.

This is my 24th newsletter this year, written exclusively for pool builders and pool service technicians. I've shared with you my advice about advertising, websites, referral programs, follow-up systems, and lots of other good marketing stuff. But I just noticed that I've never once told you about one of our MYM fundamentals: our secret formula for creating superior ads.

It's not my style to keep secrets from you.

I'm referring to a fundamental marketing concept known as the marketing equation." This is a simple four-stage formula that should give you some distinct advantages over your competition, most of whom are still using the more common image ads and menu-board style ads. (I know, because more than 90% of all advertisers still use those old, under-leveraged methods of advertising.)

Proven and deceptively simple, the marketing equation is still exceedingly rare in most media. And that's good news for you, because that instantly puts you in the top 10% of all advertisers.

Here's how it works: every advertisement should be designed to lead the prospect through these four distinct phases of engagement:

- Interrupt
- Engage
- Educate
- Offer

Interrupt

The interrupt stage is arguably the most important step, because, without this, none of the other stages will happen. Interrupt refers to the process of grabbing the attention of the prospect. More specifically, it refers to the process of knocking on the door of the reticular activator (also known as Broca's area) and gaining access to the thinking brain (the prefrontal cortex). When the brainwaves transition from alpha mode (resting mode) into beta mode (attention mode), you have interrupted the brain successfully.

Interrupt is also the shortest step; it takes less than 0.5 seconds. It's accomplished with pictures, colors, sounds, motion and/or words (specifically the words in a headline). To achieve interrupt, you need to do or say something that will cause your prospect to look up and pay attention, at least for a moment.

Engage

After interrupt, you must engage. Almost as short as the interrupt stage, this is where the thinking brain takes about 0.7 seconds to decide whether or not this interrupting event is worth paying attention to. For example, if someone is thinking about getting a swimming pool, and he sees a photograph of someone relaxing in a pool, he is likely to be interrupted. If he then sees the promise of additional information that will help him in his quest for a new swimming pool, he is likely to become engaged. Mentally, he has decided to continue reading (or listening to) your ad.

By comparison, if the person interrupted by the photo was merely interested in the fact that a person in the photo was scantily clad, then he will quickly realize that this ad contains no additional information on this subject that is important to him (scantily clad people). He will disengage, and move on.

Educate

If you've been successful with the first 1.2 seconds of your ad, with your prospects interrupted and engaged, then you now have full permission to educate that person with more information about you, your product, and/or how that person can achieve his wants and goals through you and your company.

Now the nagging question" How long should you educate?. Answer: As long as (1) space allows and (2) you remain interesting and engaging. For radio and TV, you are limited by time. Of course, if you've got a great story to tell, you can always buy a 30-minute infomercial. In print media, you can almost always use a font that's smaller than a typical ad. Remember, if the person is interrupted and engaged, he will be happy to read all the information you provide.

Which leads me to the best example of how long should you

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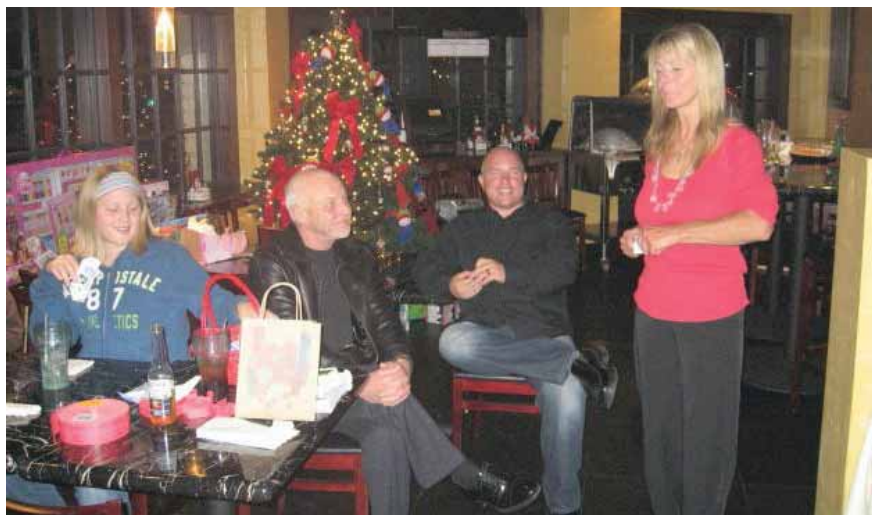

One of the great things about IPSSA is the underlying commitment to help others in the industry. After all, this association was created on the principle of sick route coverage. But, many members go above and beyond sick route, helping other members and their communities.

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The matching grant funds shall be allocated evenly by region in each given year. In the event that a region does not request funds in a given year, that region's representative may elect to reallocate their portion to the matching grant fund for redistribution. Any redistribution of funds must be approved by the BORD.

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- Matching grant requests must be submitted in writing to the regional director.
- The regional director shall qualify the request to meet the spirit of the matching grant program.
- The region must approve the grant by either a regional Board meeting, regional Board teleconference, or e-mail ballot, and the results will be posted in the regional minutes.
- The regional director shall then request the funds from the IPSSA BORD president or chief financial officer without BORD approval, as long as the requested amount does not exceed the region's budgeted amount.

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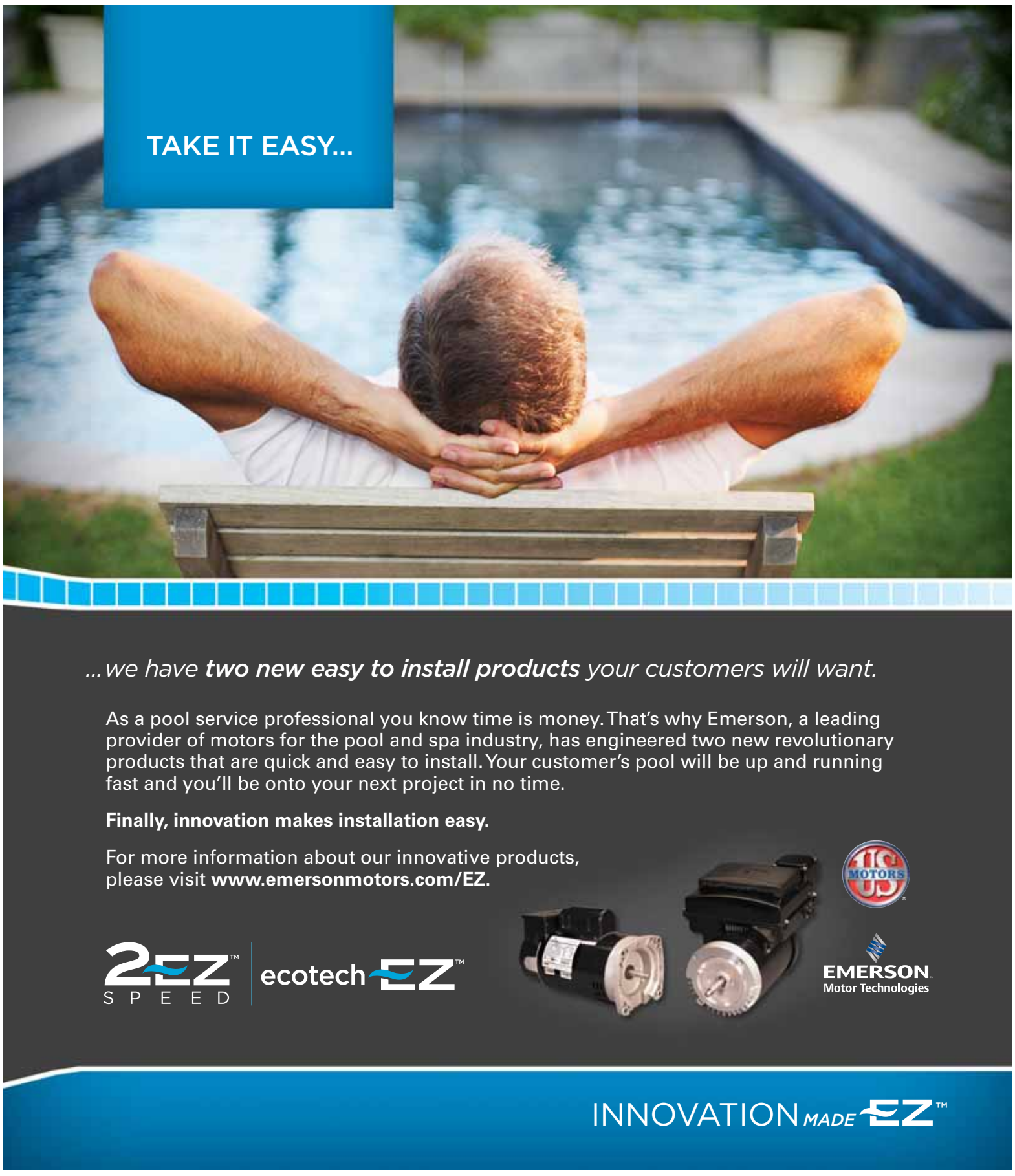
BORD meeting

Continued from page 5

four consecutive general membership meetings before being voted upon and accepted. A prospective member must meet all requirements of a regular member (see Section 1). An applicant may be required to take a written entrance exam and must pass the IPSSA Water Chemistry Certification test. MSC to remove Standing Rules Article V, Section 4. MSC to remove Standing Rules Article VII. The Bylaws Committee will make a recommendation at the next BORD meeting on procedures for calling special meetings of regional Boards. MSC to amend Policies and Procedures regarding Annual Review of Associate Members to: An Annual Review of Associate Members will take place each year prior to the annual billing. All Associate Members will be asked to review their contact information annually and approve or make any changes. In addition, a review of all Associate Members holding a California State Contractor's License (or licenses required in all other states) will be made by the Associate Member chairman who will contact the CSLB by telephone to determine if any complaints are on file. If there are complaints and/or pending litigation that is serious enough to question that member's continued relationship with IPSSA, the Associate Member chairman will contact the company for further clarification. Any current or prospective associate member in the business of contracting (including but not limited to altering, repairing, improving, or modifying real property) shall provide a certificate of commercial general liability insurance as a condition of their associate membership with IPSSA, with a limit of not less than $1,000,000. Renewal of associate members will be administered by the Executive Office and will not require approval by the BORD each year. MSC to remove from Policies and Procedures under Board of Regional Directors & BORD Meetings: PAID POSITION REVIEW — The BORD shall periodically review all paid positions (independent contractors and employees) annually with a maximum time between reviews not to exceed four years. (11/14/92) MSC to remove from Policies and Procedures under BORD of Regional Directors & BORD Meetings: BORD MEETINGS — All BORD meetings held in 2002 (with the exception of the Installation weekend) will be in the vicinity of LAX. The chair of the meetings will continue to rotate. AMENDED: Starting with the next meeting the BORD will return to the traditional method of rotating meetings throughout different regions. MSC to change Policies and Procedures under BORD of Regional Directors & BORD Meetings "Executive and Financial Office Compensation Review" to "Executive and Financial Office Performance Review." MSC to remove the sentence "Spouse travel related expenses at trade shows will not be covered" in Policies and Procedures under BORD of Regional Directors and BORD Meetings. MSC to remove the clause "Non-Budgeted Disbursements" in Policies and Procedures under BORD of Regional Directors and BORD Meetings. MSC to add under Reimbursable Travel in Policies and Procedures, BORD of Regional Directors & BORD Meetings, "Travel expense reimbursements will be limited to reasonable costs to and from the BORD member's address within his/her region." MSC to add under Non-Reimbursable Expenditures in Policies and Procedures, BORD of Regional Directors & BORD Meetings, "Travel costs originating or terminating outside the director's region." MSC to amend Policies and Procedures, Chapters and Regions, Start-Up Loans to New Chapters to: All new chapters, on request, will receive a loan of up to $500 for start-up expenses, to be repaid at the end of one year. MSC to remove the two sections headed "New Chapters" under Policies and Procedures, Chapters and Regions. MSC to amend Policies and Procedures, Chapters and Regions, Sick Route Cards to: "Sick route and contact cards (IPSSA forms SR 1 and SR2) are adopted for all new chapters, effective January 1996. Chapters are encouraged to accept and adopt the cards." MSC to amend Policies and Procedures, Chapters and Regions, to increase leadership seminar travel funds for new chapters to $2,000. MSC to change "Terms of Office" to "Commencement of Office" in Policies and Procedures, under Chapters and Regions. The Expansion Committee will review existing policies on expansion and will make recommendations at the next BORD meeting. Luedtke will review the procedures for "How to handle a complaint from a member of your chapter" and will make recommendations at the next BORD meeting. MSC to amend Policies and Procedures, Chapters and Regions, Matching Grants to: Any matching grant fund shall be budgeted by the BORD for assisting individual regions and chapters for community involvement, safety programs, and promoting IPSSA to the public. The spirit of the matching grant is to foster IPSSA promotions by facilitating new ideas from individual members, chapters and regions. MS to amend Policies and Procedures, Education, Water Chemistry

Continued on page 18



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BORD meeting

Continued from page 16

Certification to read, "All IPSSA members in Los Angeles County who hold a current L.A. County Health Department certification are not required to take the IPSSA water chemistry certification test." Regions 3 and 9 voted for the motion. Regions 2, 4, 5, 6, 7, 8 and 10 voted against it. Motion failed. MSC to amend Policies and Procedures, Education, Language Barriers to read, "Reasonable accommodations will be made because of language barriers or learning disabilities." MSC to remove the Educational Rebates clause from Policies and Procedures under Education. MSC to amend Policies and Procedures, General, Legal Questions to "Authorization for contacting IPSSA corporate legal counsel lies with the President, Vice President or CFO. A majority vote of the BORD may also authorize a person to contact the IPSSA corporate legal counsel. Any IPSSA member or contractor will require authorization prior to contacting the IPSSA corporate legal counsel. Minimizing costs to IPSSA will be observed." Regions 2, 3, 5, 6, 8 and 10 voted for the motion. Regions 4, 7 and 9 voted against it. Motion carried. MSC to remove the Endorsement of the SCP and Superior SPEC Partnership Program clause in Policies and Procedures, under General. MSC to remove the Interim Expansion Policy in Policies and Procedures, under General. MSC to remove the Licensing clause in Policies and Procedures, under General. MSC to remove the following language in Policies and Procedures, General, *The IPSSAN*: "Letters to the editor containing erroneous or unverifiable information will be edited or rejected. No letter that makes personal attacks on someone's character will be published. The editorial staff reserves the right to edit or reject submitted material that does not meet these standards." MSC to remove "Monies allocated by IPSSA Inc. to the Scholarship Fund should be transferred to the fund's bank account(s) on June 1 of each year" from Policies and Procedures, General, Scholarship Fund. MSC to remove all clauses regarding the Benevolent Fund in Policies and Procedures under Membership, General and Employees. MSC to amend Policies and Procedures, IPSSA Management Company, Billing, Waiving Reinstatement Fees/ACH or Credit Card Sign-Up to read: "The reinstatement fee of $50 shall be waived one time if a member agrees to go on automatic withdrawal payments or automatic credit card payments of monthly insurance and fees." MSC to add under Policies and Procedures, IPSSA Management Company, Billing, Effective Date of Membership "Employee members who have met all chapter requirements shall become effective on the first day of the month the requirements are met, so long as the membership documents are received by the Financial office by the 15th of the month." MSC to amend Policies and Procedures, IPSSA Management Company, Insurance, Claims to read, "Manufacturers' defects will not be included in this policy." MSC to remove the clause labeled Insurance under Policies and Procedures, IPSSA Management Company, Insurance. MSC to amend Policies and Procedures, IPSSA Management Company, Insurance to increase subcontract liability insurance requirement from $500,000 to $1,000,000. MSC to remove the section "Insurance for Employees" under Policies and Procedures, IPSSA Management Company, Insurance. MSC to define minor children as under age 18 in Policies and Procedures, IPSSA Management Company, Insurance, Spouses/Minor Children. MSC to add to Policies and Procedures under Chapters and Regions, "Region Meeting Minutes: The Regional Secretary shall send copies of the minutes to all Chapter Presidents within that Region within 14 days following the regional meeting."

Q&A: Parliamentary procedure regarding abstention votes was explained. A discussion took place regarding term limits in Standing Rules. A discussion on requirements for membership took place. The Fresno chapter filed a grievance against the Region 2 director. Sharp will facilitate the grievance proceedings at the January 22 Region 2 meeting. Questions were answered regarding life insurance and accident insurance.

NEXT BORD MEETING: The next BORD meeting will take place February 11 at the Hyatt Regency Newport Beach.

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Training Materials Order Form

(Rev. 2/10/10)

Basic Training Manual Part 1 – Water Chemistry -- Written by noted industry expert, Robert Lowry, IPSSA's *Basic Training Manual-Part 1* focuses on water chemistry and covers: properties of water; pool types; volume calculations, standards and measurements; water chemistry and balance; chemistry of chlorination; types of chlorine; protecting chlorine; chlorine generators, bromine and ozone; water testing; and chemical adjustments. It also includes an extensive glossary and practice test questions, easy-to-use chapter tabs, many graphics, charts and tables.
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.
Price: $24.95 IPSSA Members; $39.95 Non-Members.

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

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

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	$21.95 IPSSA Members $39.95 Nonmembers	$
	Basic Training Manual-Part 2 Equipment & Workbook	$28.95 IPSSA Members $59.95 Nonmembers	$
	Pool Chlorination Facts	$24.95 IPSSA Members $29.95 Nonmembers	$
	Intermediate Training Manual-Part 1 Water Chemistry	$24.95 IPSSA Members $49.95 Nonmembers	$
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Michael Zhang joins Hayward as director of sales, marketing for Asia Pacific

Former Electrolux executive to lead development of domestic Chinese region for Hayward

Hayward Pool Products announced that Michael Zhang has joined its international team as director of sales/marketing for Asia Pacific. In this newly created position, he will lead the growth and development of swimming pool equipment sales in the Asia Pacific region with a focus on China. Zhang will be based in Shanghai, China, as well as having an office in Hayward's Wuxi, China manufacturing facility.

Michael Zhang, Hayward director of sales, marketing for Asia Pacific.

Vice president of global marketing, international sales Bruce Fisher said, "China is the fastest growing economy in the world and Michael has a successful track record while working for other multi-national manufacturing companies there. We're confident that he'll be a great asset in building our in-country sales and marketing organization in China and throughout Asia Pacific."

Prior to joining Hayward, Zhang held similar market development roles in China for Electrolux and Franke Kitchen Systems. Both multi-national companies participate in the major appliance business for new construction and the aftermarket.

It pays to designate beneficiaries

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

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

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

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

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Collection Tips

More than $295,000 collected for IPSSA members through Transworld/Green Flag program

By Tony Arsneault.

Tony Arsenault is IPSSA's contact with the Transworld Systems Greenflag Profit Recovery program. He can be reached at anthony.arsneault@transworldsystems.com. You can sign up for the Transworld/Greenflag program by downloading forms from the members-only page of www.ipssa.com

As of December 1, 2010, IPSSA members have recovered more than $295,000 in delinquent accounts through the Transworld/Green Flag profit recovery program.

457 members have signed up for the service. However, only 347 members have actually submitted accounts. Assuming the total IPSSA membership consists of 2,800 regular members, this means that only 12.4% of the total members are taking advantage of this benefit. Imagine what the recovery numbers will look like as we increase the usage rate.

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

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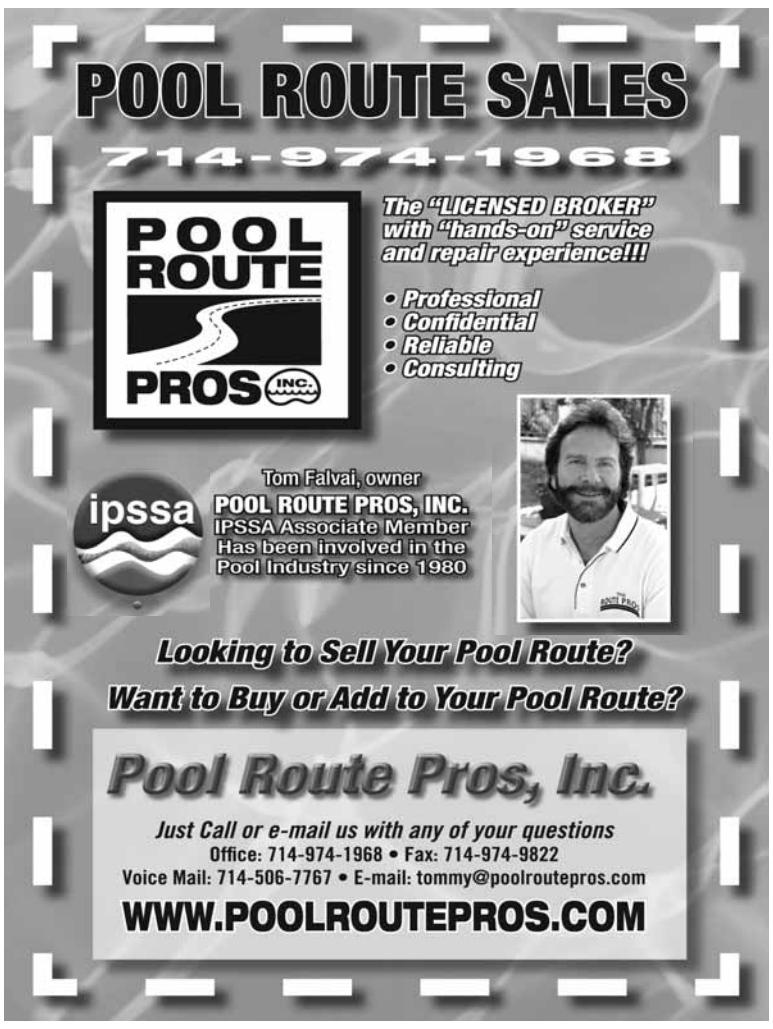

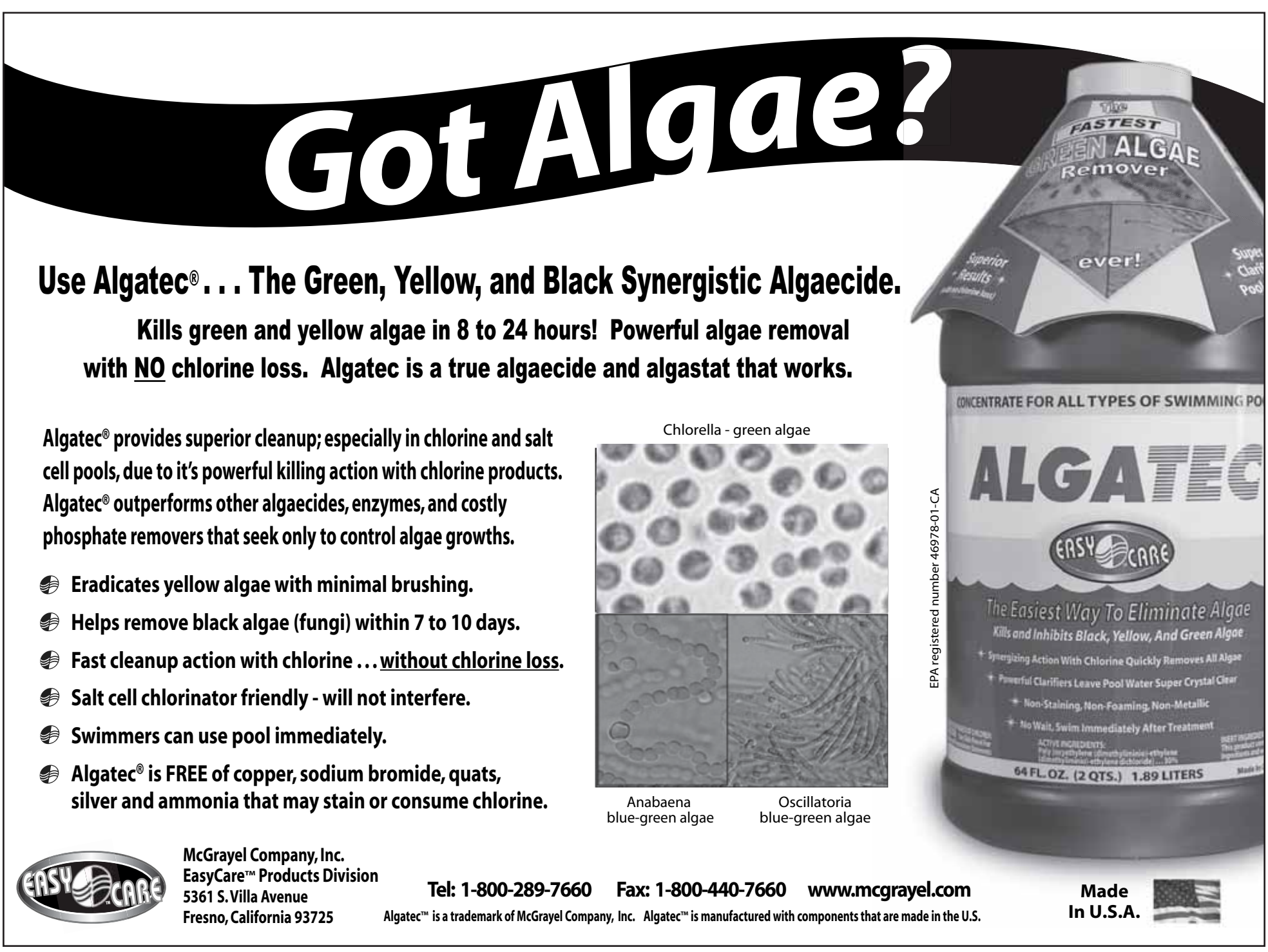

California Capitol Report

SPEC predicts busy legislative session in 2011

By John Norwood

John Norwood is president of the California Spa and Pool Education Council (SPEC), www.calspec.org.

Expect a challenging 2011 California legislative session for the swimming pool and spa industry.

The November general election resulted in a sea of change for California. For the first time in many years California voters put all the branches of state government in the hands of one political party. Democrats rule the state Assembly 52-38 and the state Senate 25-15. The Governor and every statewide office position are similarly in the hands of Democratic leaders.

This is not a partisan statement. It just means that there is very little balance in the system." Republicans are almost irrelevant at this point on legislative issues, with the exception of increasing fees or taxes, which continues to require a two-thirds vote of the California legislature.

From green chemistry to energy and water conservation, safety and consumer protection issues, laws governing construction, contracting and the underground economy, Democratic leaders in state government will be calling the shots and setting public policy. Trade associations representing large and small businesses alike are entering into 2011 with a certain amount of trepidation.

The great equalizer for 2011 and beyond is the state's dire financial condition. California has a structural budget deficit of approximately $20 billion. It is predicted that this budget deficit will remain each of the next four to five years. If there is no money for legislators to spend, it is very difficult to enact additional laws and programs that generally include mandates for which the state is responsible. Over the last two years the number of bills introduced by the legislature each year has plummeted. Many commentators see a continuation of the trend, especially if Governor Jerry Brown keeps to his promise to concentrate on resolving the state's budget deficit.

SPEC and other construction industry associations hope to avoid any new legislation that would add new mandates or costs. Instead, a growing coalition of construction industry associations and business groups hope 2011 will provide the best opportunity yet for the Governor and state legislators to focus on the underground economy and non-compliant contractors.

There are studies that indicate the underground economy in California is between $160 to $200 billion dollars. If the state simply took aim at enforcing existing laws and attacking non-compliant contractors and those who live in the underground economy, enough tax revenue could be collected to help balance the state budget.

The Governor and legislature have very few options in dealing with the current budget problem. The Governor could shut down higher education, the prison system and public welfare and still not balance the budget. We believe this Governor will be receptive to the strategy of coordinating the enforcement efforts of the five or six different state agencies that can initiate enforcement and collection activities against non-compliant contractors and those that live in the underground economy. Such efforts are good for legitimate businesses, provide worker and consumer protection and will add substantial new revenue to the state budget without increasing taxes or enacting new programs.

About SPEC

SPEC, the California Spa and Pool Industry Education Council, serves as the statewide public policy representative for the pool, spa, and hot tub industry. We advocate on behalf of industry interests before the California Legislature and state and local regulatory agencies, and for individual members dealing with enforcement issues. Working daily on the industry's behalf, we have an unmatched track record in successfully negotiating and fighting against unreasonable and costly legislation and for enforcement of unlicensed contractor laws. SPEC promotes the highest standards of professional conduct in pool construction, service, and repair, and seeks to educate the public on the proper maintenance and safe use of swimming pools, spas, and hot tubs. For nearly 40 years, SPEC has been the only organization registered to lobby at the State Capitol on behalf of the pool, spa, and hot tub industry. SPEC is funded by membership donations. For more information on SPEC and legislation we are watching, visit www.calspec.org, or call 916-447-4113.

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The seventh annual World Aquatic Health™ Conference (WAHC™) and Aquatic Physical Therapy Summit held in Colorado Springs, Colorado, October 6-8, 2010, drew 289 registrations from 44 states and seven countries, participating in six symposia of 42 seminars plus a scientific poster session and aquatic art exposition. International attendees traveled from Australia, Canada, Denmark, Sweden, Ukraine, and the UK. Of the 289 registrants, 38% noted they were high-level decision makers including CEO, president, owner, vice president, or director. The World Aquatic Health Conference is the leading global aquatic research forum. The most influential academic, industry, and government experts spotlight issues, exchange ideas, and explore trends in an intimate environment.

"Visionary Science, Artful Application" was the conference theme. A series of keynotes and events helped illustrate the link between our industry and society including science, health, art, athletics, socio-economic and cultural influences. "The world does not care about pool chemicals, filters, and such things. People care about their families and their health. The conference spotlighted how each of us can be remarkable in ways that relate to society's priorities," explained Thomas M. Lachocki, Ph.D., CEO of the National Swimming Pool Foundation® (NSPF®), founding organizer of the WAHC.

"With relevance, comes long-term prosperity," added Dr. Lachocki, who urged, "Each of us must take initiative to collaborate, challenge ourselves and each other, and find solutions to today's problems. We must reject passivity, advocate health benefits, and lead courageously, every day."

From the keynote presentation by USA Swimming's CEO, Chuck Wielgus, to riveting closing remarks from world-class motivational speaker Byron Embry (known for his 100 mph fastball) relevancy, collaboration, and taking action were messages not to be ignored.

Wielgus discussed the positive spotlight on swimming today including prime time coverage of the Olympic Games and growth in swim clubs. He showed us how the USA Swimming "Make a Splash" campaign is critical to bringing aquatics to children and minorities. He reported that 54% of African American children do not know how to swim, and that each day, nine people drown in the United States. Dr. Lachocki reinforced the need to act locally, saying, "People love their families; kids love swimming; be remarkable. Sponsor your local swim team. A few hundred bucks goes a long way."

Lunchtime speaker Jeff Wiltse, associate professor of History, University of Montana, gave an overview of his book Contested Waters: A Social History of Swimming Pools in America. Alan Lewis, Aquazure AU and writer for Australia's Splash magazine, commented, "This introspective look at the role of the swimming pools in the USA finds many parallels in the social history of Australian communities. In particular, the relationship between the white and black peoples of both countries, in the way they have dealt, and still deal, with the historical conflicts between the two races." Wiltse called upon attendees to be attentive to broader social and cultural trends as they look to the future of the aquatics industry.

Byron Embry stunned listeners with his 100 mph fast ball call to action. Embry's compelling closing remarks demonstrated how America's health can be healed by getting more people in the water. "America's health is a major league problem. People are trying to fix it with a minor league fix," said Embry. "The problem with the health and fitness industry is they are using little league players with a minor league game plan, to fix a major league problem."

The Aquatic Physical Therapy Summit sponsored by the American Physical Therapy Association's (APTA) Aquatic Section presented nine seminars on the health benefits of aquatic activity. This partnership with the WAHC brought two of the leading advocates for aquatic activity together in one conference. "The

Continued on page 24

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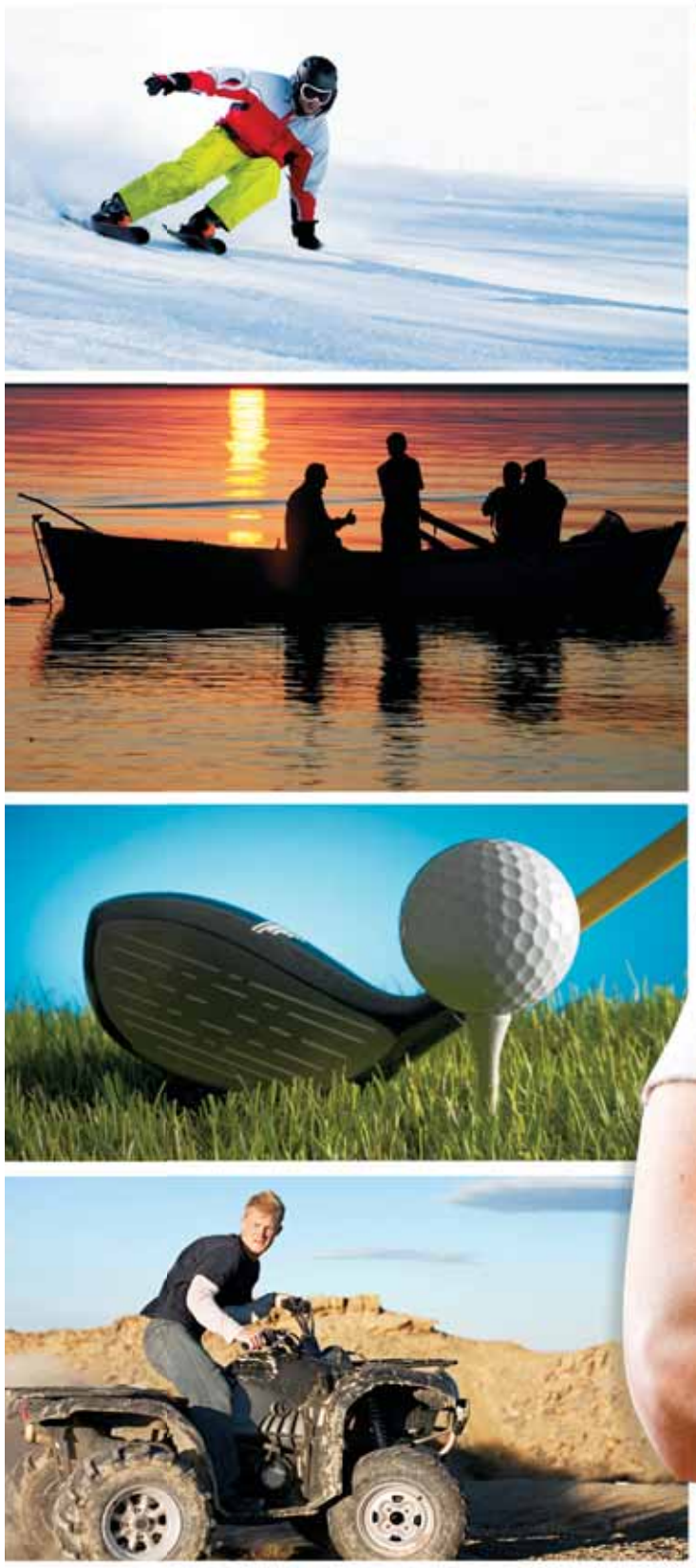

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World Aquatic Health Conference

Continued from page 22

WAHC is an excellent forum to share and disseminate the unique health and healing qualities of water. It is important that we continue to guide therapy through research," reinforced Diane Platz, PT, vice president elect of Aquatic Physical Therapy Section of the APTA. "Water activities can positively influence the future health of the nation, both by aiding recovery from disease and injury as well as in maintaining day to day vitality." Topics included breast cancer Lymphedema management through aquatic activity, mental health and public health implications and aquatic interventions for balance deficits, back pain, and juvenile obesity. Drs. Jack Raglin, Bruce Becker, and Dennis Dolny reported on NSPF-funded research results.

History has shown us that collaboration is critical to solving today's problems like drowning, injury, illness and chronic illness. The Model Aquatic Health Code was featured during the Recreational Water Illness symposium, educating attendees on recommended practices for circulation and filtration; disinfection and water quality; operator training; ventilation and indoor air quality; and lessons learned on RWI prevention. Presenters included Michelle Hlavsa, M.P.H. CDC; James Amburgey, Ph.D., University of North Carolina-Charlotte; Jim Dingman, M.S., R.E.H.S., D.L.A.A.S., Underwriters Laboratories; Dennis Berkshire, Aquatic Design Group; and Keith Coursin, Desert Aire Corp.

Four scientists shared critical research and learning about disinfection byproducts, including known authority, Judy LaKind, Ph.D., who presented a well-balanced toxicological assessment of the risks associated with swimming in indoor heated swimming pools. Chip Blatchley III, Ph.D. looked at factors affecting indoor air quality, and detailed his exploration of the air quality in chlorinated indoor pools, dovetailing with a presentation by Ole Gronborg, Ph.D. of Germany. Dr. Blatchley's further in-depth analysis discussed how and under which conditions asthma and other respiratory problems, eye irritations and development of bladder cancer might be avoided.

Six presentations addressing risk management included examination of oxidizer classification tests and criteria; codes and enforcement practices in the transport, storage and handling of pool chemicals; saving lives with new field practices linked to risk management principles; effective health and safety risk management, with a focus on OSHA requirements for both public pools and small pool/spa business owners; and rescue statistics for water park environments.

Planning for the future keeps our facilities profitable and assures they will be here to serve our population over many years. A roundtable discussing future facilities and regulations was presented by representatives from Aquatic Design Group, the Centers for Disease Control and Prevention, Consumer Product Safety Commission, Counsilman-Hunsaker & Associates, Rowley International, Inc., Sacramento County Department of Environmental Health, Water Technology, Inc, and USA Swimming.

New technologies are born out of science and need. Nine presenters addressed a variety of topics including ozone and UV as secondary disinfection systems, use of sphagnum moss in the purification of pools and spas, lifeguard assist technology for risk management, energy efficient pumps, metal ion disinfectants, and emerging energy standards, and regulations and incentives and their impact on pool and spa systems.

Extras

In addition to the 42 seminars, the first WAHC scientific poster session was presented, spotlighting a broader canvas of research. There were nine research poster sessions. Attendees were able review the displayed research and speak with the presenters, providing them with a better understanding of scientific advances in a more intimate environment.

Another first at the WAHC was the Aquatic Art Exhibition. The curated show included aquatic themed original art; the selected works were submitted by professional artists from around the country. The jury selected 27 works and a silent auction was held. Several were purchased.

The WAHC is so well recognized, that other organizations are scheduling their events and meetings in coordination with the conference dates. This year, several special training and educational events and leadership meetings were held one day prior to seminar

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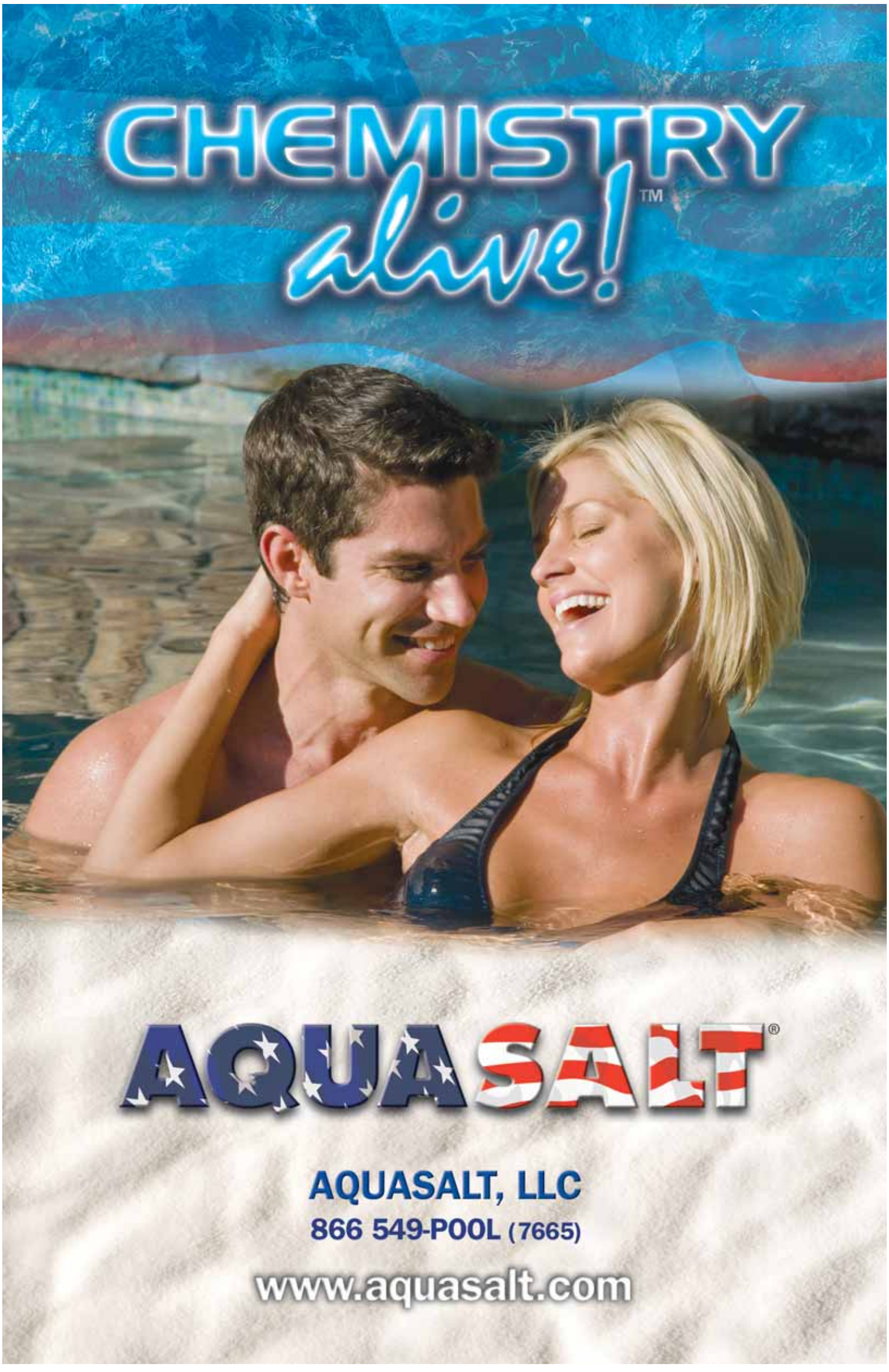

LETTERS

Letters to the editor must be signed in order to be published, and must be accompanied by an address, valid e-mail address, and a daytime phone number for verification purposes. (Your phone number will not be printed.). Unsigned letters will not be published unless a compelling reason for withholding your name is given. Letters to the editor containing erroneous or unverifiable information will be edited or rejected. No letter that makes personal attacks on someone's character will be published. The editorial staff reserves the right to edit for length or grammar or reject submitted material that does not meet these standards. Letters requiring a response will be held for publication until the response is received.

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

Leadership opportunities encouraged

I look forward each month for *The IPSSAN,* reading the entire issue. One of the things that I have noticed over the years is that many of the same names and photographs have kept reappearing for the last 20 years.

As a founding member of IPSSA, I can assure you that our intent was to spread the leadership throughout the membership, so that no one individual would or could end up serving time after time in this capacity.

Our founding committee intended the leadership to be revolving, and we gladly accepted the tradeoff that there would be a corresponding lack of sophistication and experience within the BORD. We intended for the BORD to be renewed with each election with fresh faces and ideas, and that the new leaders would have equal footing within the IPSSA structure.

We also knew from past experience that seasoned BORD members would generally tend to speak with greater influence than new members, and that many new ideas and practices may not be given the same accord as those put forth by more accomplished BORD members.

It was agreed by the entire committee that there be no one person or group within IPSSA with the ability to guide or manage the association permanently, especially for a salary or stipend. This was meant to preclude having a president or other head-of-council.

Since serving as secretary, vice president, and president of one of IPSSA's joint founding associations, I know that all of the responsibilities and duties fall to very few persons who actually organize and perform all of the work. For that I thank each and every person who has selflessly served on the BORD, which I have never done.

I hereby call upon the incoming BORD members to refrain from the urge to continue to serve after duly performing their unpaid, unheralded, and unthanked duties during their term. This will ensure that there will always be opportunity for newcomers to serve, and that IPSSA does not succumb to the mediocrity of tedium.

I welcome all viewpoints on this issue and challenge the above points to thorough discussion.

Jeff Schulte
IPSSA Founding Father

World Aquatic Health Conference

Continued from page 24

sessions.

NSPF hosted the first National Pool and Spa Safety Event designed to educate health officials on the P&SS Act (VGB). The training event was one of several that will be conducted over the next year as part of a CPSC educational contract to help bring all public pools and spas into compliance with the Act. More than 60 public health inspectors, state and local health officials, regulators, pool and spa operators, aquatic facility managers, and other interested individuals attended.

Additionally, the third annual meeting of the National Swimming Pool Environmental Health Leaders (NESPEHL) was held bringing together more than 20 state environmental health departments to collaborate and solve issues. The Centers for Disease Control (CDC) Model Aquatic Health Code (MAHC) Steering Committee met reviewing several MAHC modules that are scheduled for release later this year. The fourth annual NSPF Instructor meeting was held prior to the WAHC where new educational offerings were previewed. A meeting of the Research

Foundation for Health and Environmental Effects was also held to identify key research topics to understand and minimize disinfection-byproducts in public pools.

Several non-profit and government organizations were highlighted during table-top displays to help attendees understand their causes: Aquatic Physical Therapy Section of The American Physical Therapy Association, American Red Cross, Center for Disease

Continued on page 26

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World Aquatic Health Conference

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Control and Prevention (CDC), Consumer Product Safety Commission (CPSC), the National Drowning Prevention Alliance (NDPA), NSF International (NSF-I), USA Swimming, and the U.S. Olympic Committee.

Nine sponsoring organizations invested to show their support of the WAHC: Advantis Technology/Arch Chemicals, Aquasalt, LLC, Councilman-Hunsaker, Delta UV, Engineering Test Systems (ETS), Hayward Commercial, Hydro-Fit, Inc., Human Kinetics, and WMS Aquatics. Several leading NSPF® Certified Instructors were recognized during a special lunch session.

Despite tight budgets, attendance was strong this year, holding steady with figures over the past several years. Participants confirmed yet again, that the primary reasons for attending are their interest in seminar topics, networking and education. The availability of the seminars online, on-demand at a low cost, is attractive for those who were unable to attend or wished to see seminars on more than one track. "We continue to invest in videotaping all of the seminars and making them available at a nominal cost so that people from around the globe can have access to the latest science," said Dr. Alex Antoniou, NSPF Director of Educational Programs.

The seminars from the 2010 WAHC join a library of seminars from the 2008 and 2009 WAHC. On-demand seminars can be accessed at www.nspf.org; click on Online Training. Many organizations schedule a meeting with team members to watch a seminar together.

The eighth annual World Aquatic Health™ Conference is scheduled for October 12-14, 2011 in Seattle, Washington at the Sheraton Seattle Hotel. Send an email to conference@nspf.org to sign up for more information when it is available.

Pool Service Marketing 101

Continued from page 12

educate. One of the most time-tested examples of great marketing is the super-long direct mail sales letter. I'm talking about the five to ten to fifteen-page-long info-letters that go into great detail of explaining how you can play better golf, or lose weight, or live a longer healthier life, or whatever. 97% of us will throw those letters in the trash without getting halfway through the first page. But there's still a significant 3% of the recipients who actually are interested in solving that problem and will become interrupted and engaged. Those people will read that letter cover to cover, word for word. And a large percentage of those people will buy. This is not my opinion, by the way. This is the proven and time-tested reality of direct response marketing.

Offer

Now let's get to the fourth and final stage of the marketing equation, the offer. After you interrupt, engage, and educate your prospects successfully, you need a call to action. In most ads, the call to action is a phone number. The problem with that is the only people who will call you are the ones who are ready to buy right now.

In major purchases such as a swimming pool or a hot tub, there tend to be a lot more people thinking about your product than those who are ready to buy right now. So, for those people to respond, we need a low-risk offer. In the swimming pool industry, I think the most powerful low risk offer by far is a free pool ideas DVD. This will get the not-ready-to buy-right-now people to reach out and give you their contact information. Now you can put them in your automatic follow-up system and continue to market to them while the guy down the street keeps running his pretty image ad.

I could go into more detail on all of the above steps, but I hope this gives you at least enough advice and ideas to begin implementing this powerful formula in your own advertising.

By the way, I don't mean to imply that image ads and menu board ads won't work; they can and often do. However, they cost the same amount of money as an ad with the marketing equation, and invariably give inferior results. So if you're going to spend the money, why not leverage it to your best advantage?

SIMPLIFIED ISSUE
GROUP TERM LIFE INSURANCE

For Members of the
INDEPENDENT POOL AND
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Limits available
$100,000 – Under age 50
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How much will it cost per month?

Age	Premium	Benefit Amount
Under 30	$ 9.00	$100,000
30 – 34	$11.00	$100,000
35 – 39	$14.00	$100,000
40 – 44	$23.00	$100,000
45 – 49	$39.00	$100,000
50 - 54	$32.50	$ 50,000
55 - 59	$56.00	$ 50,000

Add $2.65 monthly premium if you elect the AD&D option.

Rates shown are guaranteed for first year of coverage and thereafter subject to change. Rates displayed do not include any applicable billing fees.

To qualify you must be

- Under age 60
- Actively at Work, or capable of performing the duties of a person of like age and gender
- Able to answer NO to the three health questions on the IPSSA life insurance application

What you should know

- Limited-time Simplified Issue Increase Offer through **March 31, 2011.** This "simplified issue" offer will expire then and requests for additional life coverage will be subject to standard proof of good health requirements.
- This additional insurance will be added to your existing benefit amount.
- Coverage effective the 1st of the month following receipt and approval of eligible application. Send no money now; your current billed premium amount will be adjusted for the additional premium due.
- Option now available to elect $50,000 of Accidental Death & Dismemberment insurance.

Go to www.ipssa.com to access an application to apply for coverage. Print, complete and sign and return it to Arrow Insurance Service, 40 W. Cochran Street, Suite 112, Simi Valley, CA 93065 no later than **March 31, 2011.** If you have any questions, contact Arrow Insurance Service at 800-833-3433. Coverage is subject to renewal by the policyholder and timely premium payment. A complete description of benefits, limitations and termination provisions will be found in the insurance certificate. Underwritten by ReliaStar Life Insurance Company (a member of the ING family of companies). Policy form LP00GP. (Agent numbers: CA: 0510559; AZ:833978; NV:4544; TX:17680; FL:E160824; GA:123862.)

arrow insurance service
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ING

IPSSA proposed bylaws amendments

Continued from page 1

This is a housecleaning measure. The section previously referred to "elected and qualified." This amendment replaces the world "qualified" with "installed."

• **Amend bylaws section 6.2.f** to specify that corporate proxies at BORD meetings shall not have a right to vote according to California corporate law.

This also is a housecleaning measure. According to California corporate law, proxies at corporate Board meetings are not eligible to vote. (Proxies at regional and chapter Board meetings do have the right to vote, however.)

• **Amend bylaws section 6.2.g** to remove, "The Regional Secretary shall mail copies of the minutes to all Chapter Presidents within that Region within 30 days following the meeting."

This procedural matter does not need to be in the bylaws. The intent is to move this to Policies and Procedures.

• **Amend bylaws section 7.2.a** to read, "If a director is elected to the BORD due to the creation of a new region, that director shall serve a two (2) year term, unless:(1) that director is from an even-numbered region, as so designated by the BORD, and is to take office in an odd numbered year or; (2) that director is from an odd numbered region, as so designated by the BORD and is to take office in an even numbered year.

This proposed amendment will align the bylaws section with actual practice. Regional directors are elected in the fall and take office the following February.

• **Add a sentence to bylaws Section 7.3** that "a BORD member may not serve more than two terms of office within any ten year period."

Argument for the amendment: By imposing term limits, there always will be new faces serving on the BORD, with new ideas. Regional directors should consciously mentor the next generation of leadership. Although some people can do it, most find it difficult to sustain a level of enthusiasm for board service and be able to think creatively and strategically after being on a board for a long period of time.

Argument against the amendment: IPSSA's governance is based on regional representation. Chapters are represented on a regional board of directors, and that regional board elects someone from among its members to represent them on the national Board of Regional Directors. If a region is pleased with the performance of a sitting regional director, its board should have the right to re-elect him or her and should not be restricted by term limits.

• **Amend bylaws section 7.4.e.2.(a)** to read, "Notice of the time and place of special meetings shall be given to each director by one of the following methods: (1) by personal delivery of written notice; (2) by first-class mail, postage prepaid; (3) by telephone, either directly to the director or to a person at the director's office who would reasonably be expected to communicate that notice promptly to the director; (4) by electronic means. All such notices shall be given or sent to the director's address or telephone number as shown on the records of IPSSA."

This proposed amendment removes telegrams as a method of delivery of notices for special meetings of the Board of Regional Director and adds notices by email or other electronic means.

• **Amend bylaws section 7.4.e.2.(b)** to read, "Notices sent by first-class mail shall be deposited in the United States mails at least seven days before the time set for the meeting. Notices given by personal delivery, telephone, or by electronic means, shall be delivered at least 48 hours before the time set for the meeting." The proposed amendments to the bylaws will be submitted to the IPSSA membership for a vote.

This proposed amendment also removes telegrams as a method of delivery of notices for special meetings of the Board of Regional Director and adds notices by email or other electronic means.

• **Remove from bylaws section 9.4.c** references to telegraphic communications to section 9.4.c of the bylaws.

• **Amend bylaws section 12.1** to read, "Each member entitled to vote at a corporate membership meeting shall have the right to do so either in person or by one or more agents authorized by a written proxy, signed by the person and filed with the secretary of IPSSA. A proxy shall be deemed signed if the member's name is placed on the proxy (whether by manual signature, typewriting, facsimile or otherwise) by the member or the member's attorney-in-fact."

This proposed amendment also removes telegrams as a method of delivery of proxy notices.

IPSSA CHAPTER LISTINGS

For Association information, call Vickie Lester CAE, (888) 360-9505 / • (714) 484-4749 • (888) 368-0432 FAX or (562) 684-0695 FAX
10842 Noel Street #107, Los Alamitos CA 90720, E-mail: info@ipssa.com
For billing or Benevolent Fund information, call Clint Cramer CPA at (888) 391-6012, FAX (888) 391-6203, e-mail clint@cramercpa.com or P.O. Box 1617, Rocklin, CA 95677
For insurance information, call Arrow Insurance (800) 833-3433 / Fax (805) 955-9535
40 W. Cochran Street #112, Simi Valley CA 93065, E-mail: ray@arrowinsuranceservice.com

REGION 1 (NORTHERN CALIFORNIA)
B.O.R.D. Member: David Durkin
(925) 757-1311
E-mail: d.melectricpoolsparepair@yahoo.com

CAPITAL VALLEY: (Sacramento)
First Wed., 7 p.m.
VFW, 8990 Kruithof Way, Fair Oaks
Pres. Scott Houseman (916) 638-4100
scott@leisuretimepool.com
DELTA: (Stockton)
Third Wed., 6:30 p.m.
UJ's Restaurant, Pacific Ave., Hammer Ranch Center
Pres. Rick Plath (209) 951-7926
service@rickspoolservice.com
EAST BAY
First Tues., 7 p.m., Veteran's Hall
3780 Mt. Diablo Blvd., Lafayette
Pres. Brian Duncan (925) 370-6675
EAST CONTRA COSTA
Fourth Tues., 6:00 p.m., Canton Garden Restaurant
7840 Brentwood Blvd., Brentwood
Pres. Anthony Coppel (925) 240-8088
EL DORADO
Second Thurs., 6:30 p.m., Shingle Springs Comm. Ctr.
4440 S. Shingle Road, Shingle Springs
Pres. Shawn Panico (916) 201-6245
www.edipssa.com
ELK GROVE
Third Mon., 7:00 p.m.
Strikes, 3443 Laguna Blvd.,
Elk Grove CA 95758
Pres Chris Bass (916) 704-1505
basspoolservice@gmail.com
GOLD COUNTRY
First Mon., 6:00 p.m.
Lou La Bonte's, 13460 Lincoln Way, Auburn
Pres. Ernie Evangelho (530) 278-3022
MODESTO CENTRAL VALLEY:
Third Tues., 6 p.m.
Perkos Restaurant, Kiernand Road & 99, Salida
Pres. Todd Zachary (209) 482-5884
SACRAMENTO CITY
Fourth Wed., 6:30 p.m.
Plaza Hofbrau, 2500 Watt Ave., Sacramento
Pres. Joe Pagluica, (916) 481-2269
SOLANA
Third Tuesday, 6:00 p.m.
Ulatis Community Center, 1100 Ulatis Dr., Vacaville. Pres.
Mario Esparza (707) 448-3405
TRACY
First Thurs., 6 p.m.,
Java Makers
Pres. Greg Mongeau (209) 833-8109
WEST PLACER
First Thurs., 6:00 p.m.,
Lincoln Women's Club, Corner of Fifth & E Streets,
Lincoln
Pres. Tony Silva, (916) 215-9354
pyrofytr@me.com

REGION 2 (CENTRAL CALIFORNIA)
B.O.R.D. Member: Lane Clark
(805) 794-8132
E-mail: combolox@msn.com

BAKERSFIELD
First Tues., 5:30 p.m., John's Incredible Pizza Co.
3709 Rosedale Highway, Bakersfield
Pres. Mark Wheeler (661) 900-3900
CENTRAL COAST
Second Wed., 7 p.m, Golden Gong Restaurant
290 Madonna Road, San Luis Obispo
Pres. Michael Brown (805) 927-4384
cambriaspas@hughes.net
CONEJO
Second Wed., 7:30 p.m., Denny's Restaurant
50 E. Thousand Oaks Blvd., Thousand Oaks
Pres. John Williams (805) 526-9088
CONEJO VALLEY
Second Wed., 6:30 p.m., Superior Pool Products
1200 Lawrence Drive #400, Newbury Park
Pres. Michael Flanagan (805) 444-7960
FRESNO
Fourth Tues., 7 p.m.
Roundtable Pizza at First & Bullard, Fresno
Pres. Manuel Margain (559) 307-1072
SANTA BARBARA
Second Mon., 7:30 p.m., Rusty's Pizza Parlor
232 W. Carrillo, Santa Barbara (downtown)
Pres. Daymon Marek (805) 451-6740
VENTURA
Third Tues., 7 p.m.
Yolanda's Mexican Cafe, 2753 Main St., Ventura
Pres. Omar Mora (805) 525-5238
VISALIA
Third Wed., 6 p.m.
Amigo's Cantina, 5113 W. Walnut Ave., Visalia
Pres. Roman Gomez (559) 992-5779
romangomez1251@yahoo.com

REGION 3 (NORTH L.A. COUNTY)
B.O.R.D. Member: Elias Duran
(818) 366-6977
E-mail: poolshow@aol.com

ANTELOPE VALLEY
Second Mon., 6 p.m.
SCP Antelope Valley, 4514 Runway Dr., Lancaster
Pres. Carlos Majano (661) 492-1957
carlos@majanopools.com
CALABASAS
Third Wed., 7 p.m., Winnetka Convention Ctr.
20122 Vanowen, Canoga Park
Pres. Walt Sweeney (818) 772-7665
DIAMOND BAR
First Thurs., 7:30 p.m.
Oak Tree Lanes, Diamond Bar
Pres. Ray Naseiro (909) 869-7665
propoolcare97@yahoo.com
FOOTHILL
Third Thurs., 7:00 p.m.
American Legion Hall
La Crescenta at Manhattan, La Crescenta
Pres. Raul Fernandez (818) 563-9410
SAN FERNANDO VALLEY
Third Wed., 7:30 p.m., Disabled American
Veterans Hall, 6543 Corbin Ave., Winnetka
Pres. Roy Schneider (818) 606-1330
roysfvipssa@earthlink.net
SAN FERNANDO VALLEY METRO
First Tues., 7 p.m., Winnetka Community Center
20122 Vanowen, Canoga Park
Web site: www.sfvmetro.com
Pres. Saul Krochmal (818) 609-8252
SAN GABRIEL VALLEY
Second Thurs., 7:00 p.m.
Indy Mac Bank, 100 E. Foothill Blvd., Arcadia
Pres. Dale Given (626) 445-5060
briteps@aol.com
SANTA CLARITA VALLEY
First Thurs., 6:30 p.m. Winter • 7:30 p.m. Summer
SCP
28230 Constellation Road, Santa Clarita
Pres. Kent Simpson (661) 373-9901

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

CENTRAL LOS ANGELES
Second Mon., 6:20 p.m.
Wilshire YMCA, 225 S. Oxford
Pres. Juno Yi (323) 850-8118
juno8118@yahoo.com
EAST LONG BEACH
Second Thurs., 6:30 p.m.
Ecco's Pizza 2123 Bellflower, Long Beach
Pres. Jim Burkhalter (562) 461-9555
SOUTH BAY
Second Wed., 7 p.m., American Legion Hall
412 S. Camino Real, Redondo Beach
Pres. Rick Morris (310) 755-5279
WESTSIDE
Second Tues., 6:30 p.m., American Legion Hall
5309 S. Sepulveda, Culver City
Pres. Dean Sawa (661) 618-0033
sawagirls3@aol.com
WHITTIER
First Wed., 7 p.m.
Superior Pool Products in Santa Fe Springs
Pres. Tom Horning (562) 458-2881
tomspoolcare@roadrunner.com

REGION 5 (ORANGE COUNTY)
B.O.R.D. Member: Bob Luedtke
(714) 776-2638
E-mail: poolmanrobert@msn.com

ANAHEIM
Third Wed., 6:30 p.m.
Roundtable Pizza, 2506 E. Chapman Ave., Fullerton
Pres. Martin Smith (949) 677-1411
bluebalancepoolservice@cox.net
CENTRAL ORANGE COUNTY
Last Tues., 7 p.m., Coco's,
14971 Holt Ave., Tustin
Pres. Pat Angus (949) 651-1083
DANA POINT
Second Tues., 6 p.m.,
Coco's, Crown Valley and I-5
Pres. Robert Sink (949) 916-8860
HUNTINGTON BEACH
Third Mon., 6:30 p.m., Round Table Pizza
Warner & Euclid, Huntington Beach
Pres. Greg Beard (714) 903-8607
MISSION VIEJO
First Tues., 6 p.m., Carrow's Restaurant
28502 Marguerite Parkway, Mission Viejo
Pres. Christopher Dodd (949) 713-9919
NORTH ORANGE COUNTY
Second Wed., 7 p.m.
Lakeview Café, Lakeview & Orangethorpe, Placentia
Pres. Rick Reyes (714) 635-5459
rickmreyes50@yahoo.com
ORANGE COAST
Last Monday, 5 p.m., Carrow's Restaurant
Warner & Magnolia, Huntington Beach
Pres.Tom Roberts (714) 965-4688
ORANGE COUNTY #1
Second Wednesday, 7:00 p.m.
Graziano's, Yorba Linda, 714-524-2770
Pres. Terry Lewis (714) 667-6030
ORANGE COUNTY #9
Second Wed., 7 p.m., Main Street Pizza
Main Street, Garden Grove
Pres. Jim Strother (714) 962-9710
ORANGE COUNTY POOL PROFESSIONALS
Last Mon., 6:00 p.m.,
Claim Jumper Banquet Room, 18050 Brookhurst St.,
Fountain Valley CA 92708
Pres. Jeff Theders (714) 435-9080
SADDLEBACK VALLEY
Last Tues., 6 p.m., Lone Star Steakhouse,
24231 Avenida de la Carlotta, Laguna Hills
Pres. Scott Kather (714) 742-9597
SOUTHWEST
First Wed., 6 p.m., ABC Pools
10560 Los Alamitos Blvd., Los Alamitos
Pres. Ken Tipton (562) 430-8515
SURF CITY
Third Tues., 6:30 p.m., Meetings held in member's home.
Call for location and directions.
Pres. Robert H. Foutz Jr. (714) 846-6106
rhfoutz@verizon.net
TUSTIN/IRVINE
Second Tues., 6:00 p.m., PSOC Waterline Technologies,
220 N. Santiago Street, Santa Ana
Pres. Rich Foley (714) 974-1514
YORBA LINDA
First Wed., 7 p.m., Graziano's Italian Restaurant
17487 Imperial Highway, Yorba Linda 92886
Pres. David Hartson (714) 306-4864

REGION 6 (INLAND EMPIRE)
B.O.R.D. Member: Nathan Smith
(951) 687-1449
E-mail: info@riversidepools.com

CORONA
Second Tues., 7:00 p.m., Marie Callenders
160 E. Rincon St. (at Main St.), Corona
Pres. Frank Harrington (951) 796-8208
cannonballpoolservice@yahoo.com
HEMET
Third Wed., 6:00 p.m., El Jalapeno
1999 N. State Street, Hemet
Pres. John Bettencourt (951) 925-2442
bettencourtpool@msn.com
MENIFEE VALLEY
First Wed., 7 p.m. at My Buddies Pizza
2503 E. Lakeshore Drive #A, Lake Elisnore
Pres. Lance Sada (951) 837-6322
npircipssa@verizon.net
ONTARIO/ RANCHO CUCAMONGA
Second Tues., 7 p.m., Carrows Restaurant
11669 Foothill Blvd., Rancho Cucamonga
Pres. Ron Goodwin (909) 989-0406
good2win@msn.com
PALM DESERT
Third Thurs., 7:00 p.m., Burger Time Restaurant,
78-365 Varner Road, Palm Desert.
Pres. Brian Gibson (760) 564-0591
PALM SPRINGS First Wed., 6:30 p.m.
Elks Lodge, 67491 Elk Drive, Palm Springs
Pres. Ken Pomije (760) 413-6022
REDLANDS Second Tues., 6 p.m.
Hickory Ranch, 32971 Yucaipa Blvd., Yucaipa
Pres. Bill Brooks (909) 553-5780
RIVERSIDE
First Tues., 6:00 p.m., Cask N Clever,
1333 University Ave., Riverside
Pres. Jim Johnson (909) 313-2965
ClearBluePoolService@msn.com
TEMECULA/MURRIETA
Third Wed., 7 p.m., Pat & Oscar's
29375 Rancho California Rd., Temecula
Pres. Scott Peterson (951) 699-8407

REGION 7 (SAN DIEGO COUNTY)
B.O.R.D. Member: Chuck Gough
(760) 434-7623
E-mail: cabhgough@sbcglobal.net

CARLSBAD
Third Wed., 7 p.m.: Q Restaurant & Sports Bar,
2725 Vista Way, Oceanside, CA 92054
Pres. David Talbot (760) 720-1546
ESCONDIDO
Third Wed., 6:30 p.m., Old Spaghetti Factory
111 No. Twin Oaks Valley Rd., San Marcos
Pres. Matt Hughes, (619) 306-0533
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.
Chevys, 2730 Via De La Valle, Del Mar
Pres. Lance Clifton (858) 531-6572
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; mtcurran@cox.net
SAN DIEGO EAST COUNTY
Third Tues., 7 p.m.
Pinnacle Peak Steakhouse
7927 Mission Gorge Rd. Santee CA, 92071
Pres. Joe Lukacik (619) 508-8587
SAN DIEGO METRO
Fourth Thurs., 7:00 p.m.
Coco's, 1025 Fletcher Parkway, El Cajon
Pres. Javier Payan (619) 843-9460

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; drgeorgepool@cox.net
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. Joe Mischik (602) 290-5547
LAS VEGAS: First Thurs., 7 p.m.
Vietnam Vet's Hall, 6424 West Cheyenne, Las Vegas
Pres. Joe Jackson (702) 328-1546
NORTH PHOENIX
Third Tues., 7 p.m., Sun Systems
2030 W. Pinnacle Peak Road, Phoenix
Pres. William Goossen (623) 580-9802
goosse-man@cox.net
SCOTTSDALE
Third Mon., 6:00 p.m., SCP, 7841 E Gray Rd.,
Scottsdale, AZ 85260-3461
Pres. Mike Ryno (602) 561-8349
mike@bluesurfpools.net
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
fpsoa@hotmail.com
CORPUS CHRISTI Third Tues., 6:30 p.m.
Island Italian Restaurant, 15370 S. Padre Island Drive
Pres. Michael Baker (361) 563-7655
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Fourth Tues., 5:00 p.m., SCP Plano Training Center
212 10th Street, Suite A, Plano
Pres. Darrell Bolden (214) 388-4141
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Third Tues., 7 p.m., La Playa Maya Restaurant
1540 N. Main Street, Fort Worth, TX
Pres. Jason S. Lehmann (817) 605-0194
waterconnection@att.net
HOUSTON: Second Tues., 7 p.m.
Fuddruckers, 2475 S. Kirkwood
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
tadpoleps@yahoo.com
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
flashpoolservice@sbcglobal.net
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: dnichols@geniepoolandspa.com

FREMONT
Second Mon., 6 p.m.,
Bronco Billy's, 41200 Blacow Rd., Fremont
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
aandhpoolservice@comcast.net
MONTEREY COAST
Fourth Wed., 6:30 p.m.
Holiday Inn Select, 1855 Main Street, Watsonville
Pres. Robert Erwin (831) 438-7575
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Third Wed., 7 p.m., Lucchesi Park, Petaluma Park,
320 N. McDowell Blvd., Petaluma
Pres. William Thompson (707) 838-9696
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SANTA CLARA VALLEY
Third Thurs., 7:30 p.m., Napredak Hall
770 Montague Expressway, San Jose
Pres. Viral Patel (510) 376-8800
sparklepool@gmail.com
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
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REGION 11 (FLORIDA/GEORGIA)
B.O.R.D. Member: Todd Starner,
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E-mail: tstarner@tampabay.rr.com

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call for location and directions
Pres. Ira Worsham (239) 839-7665
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MANASOTA (Bradenton/Sarasota)
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Pres. Andrea Dospel (941) 920-2205
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Pres. James Anderson (678) 947-3600
OSCEOLA (Kissimmee/Orlando)
Second Wed., 6:30 p.m., Fat Boy's Restaurant
2512 13th Street, St. Cloud
Pres. Derric Raymond (407) 908-4555
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Second Wed., 6:30 p.m., All Natural Pool & Spa,
14589 Southern Blvd., Loxahatchee,
Pres. Bill Straub (561) 784-0057
VENICE
Fourth Monday, 7 p.m.,
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