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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.

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Automate Once, Collect Forever: How Connected Pools Build Recurring Revenue

By Martin Grenier,
CCEI Pool

MILLIONS OF POOLS ACROSS North America are still running on outdated equipment with no connectivity, no remote monitoring, and no automated chemical control. For pool builders and service professionals, that backlog is not a liability—it is a pipeline. Smart automation technology has matured to the point where a straightforward upgrade conversation can add thousands of dollars in revenue per project, differentiate your business from competitors, and lock in long-term service agreements that compound over time.

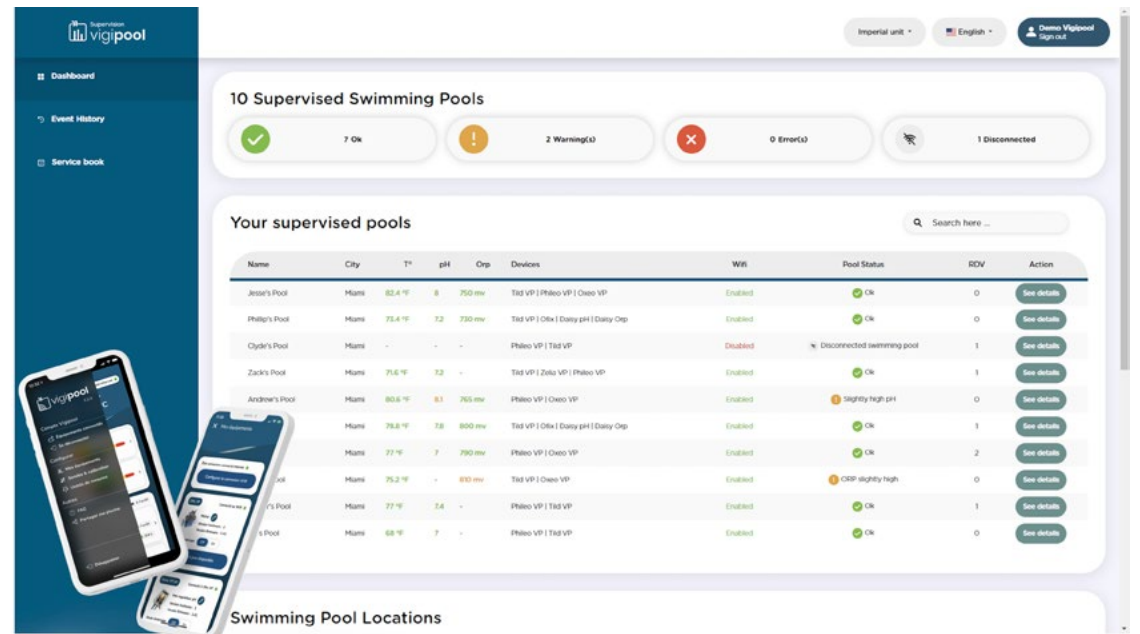
The market is moving fast. Homeowners who already control their thermostats, security cameras, and front door locks from their phones are asking why their pool isn't connected, too. The professionals who can answer that question—and back it up with a clear recommendation and a clean installation—are winning the renovation and service business that others are leaving on the table.

WHY TODAY'S POOL OWNER EXPECTS A CONNECTED BACKYARD

Modern pool automation systems give homeowners a single app to manage everything: heater setpoints, variable-speed pump (VSP) schedules, LED lighting scenes, water features, and chemical dosing—all from their smartphone. The interface is intuitive enough that clients need no training. They can confirm their pump shut off before bed, warm up the spa on the drive home, or set a custom light show for a backyard party without touching a single button on the equipment pad.

"Many first-time pool owners are 25 to 40 years old, and that demographic generally prefers to control everything with an app on their phone," says Tony Guagliardo, vice president of sales for Carvin Pools, a Quebec-based manufacturer of above-ground pools and equipment. "Whether it's their alarm system, heating and cooling, irrigation, or fitness tracking, consumers increasingly expect simple, accessible control at a price point that works for them."

For pool professionals, this is a selling point that



closes deals. When dealers demonstrate how a pool—often the largest investment in a client's backyard—can be fully connected, the conversation changes. They're no longer selling equipment; they're selling a lifestyle upgrade. Guagliardo notes that his company's dealers can offer automation as an upsell for an additional \$1,400 to \$1,600, covering heater, pump, and lighting control, with an optional chemical dosing add-on. The app downloads free with no subscription fees.

"This spring we started introducing this upsell automation system, and it has already been very successful," says Guagliardo. "Six pool stores recently installed these systems on their retail show floors and saw immediate sales results. The system is easy to demonstrate to retail customers."

THE VSP UPGRADE THAT OPENS NEW OPPORTUNITIES

Variable-speed pumps have become the industry standard, but the real business opportunity lies in wireless integration. New wireless automation devices allow service and installation professionals to connect VSPs directly into a pool's automation ecosystem, enabling remote speed adjustments, energy-optimized scheduling, and real-time performance monitoring—all through the same app the homeowner already uses.

This integration also provides a diagnostic edge. If a pump is working harder than expected during a low-demand window, it can signal a clogged filter, a valve issue, or an early equipment failure—allowing the problem to be addressed before it escalates into a major repair call.

AUTOMATED CHEMISTRY: FEWER TRIPS, HAPPIER CLIENTS

Automated pH and oxidation-reduction potential (ORP) monitoring and dosing is where automation delivers its clearest, most quantifiable value—for both the homeowner and the service professional. These systems continuously measure chemical levels and automatically dispense acid or sanitizer to keep water in range around the clock, between service visits, without homeowner intervention.

For service professionals, the business case is direct: automated chemistry reduces emergency callbacks, protects equipment from damage caused by chronically imbalanced water, and, in plaster pools, can prevent repairs that run into the thousands of dollars. For clients with salt chlorine generators—a significant and growing portion of the installed base—pH management is particularly critical. Scale buildup from improper pH levels shuts down the chlorine generator, and that service call is one of the most common complaints in the industry.

Compact pH controllers—some small enough to fit on any equipment pad—connect to the homeowner's app and send push notifications if water chemistry drifts out of range. The client gets an alert to replenish the acid reservoir; the professional avoids an unscheduled trip. The result is a pool that stays in balance between service visits, which is a direct selling point for service professionals looking to justify premium service contracts.

RUN YOUR ENTIRE ROUTE FROM A SINGLE SCREEN

For service companies managing dozens of accounts, the professional monitoring portal

may be the most operationally significant feature of modern pool automation. These platforms aggregate data from all connected pools into a single dashboard, giving service professionals real-time visibility into water chemistry, equipment status, pump performance, and chemical feeder levels across their entire client base.

The workflow shift is significant. Instead of arriving at a pool to discover imbalanced water or a tripped pump, a technician can start the day by scanning the dashboard, flag any accounts showing out-of-range conditions or equipment alarms, and route the day accordingly. Reactive service becomes proactive, data-driven pool care—which means fewer surprises, more efficient routes, and stronger client retention.

"With back-end monitoring, service technicians can ensure they have the right parts, equipment, and expertise to tackle the job before going to the job site," says Guagliardo. "Service companies can potentially charge more for the monitoring system or charge the same and visit the pool less often—which saves on fuel and labor costs while providing superior service to pool owners."

TURN EVERY RENOVATION INTO A SERVICE AGREEMENT

For pool builders and service professionals, automation is not a single-transaction add-on—it is a recurring revenue and retention strategy. A pool owner whose backyard is connected via an app, monitored by their service provider, and running optimized chemical and energy management is far less likely to shop around for a cheaper

Continued on page 11



KEEP YOURSELF AND OTHERS SAFE WITH PROPER HANDLING OF HASA RETURNS

These practices comply with California safety regulations (Title 22 CCR) to help prevent severe injury during handling and transport.



MIXING CHLORINE AND ACID BOTTLES

Dangerous chemical reactions only require a few drops.



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This damages the integrity of the bottles, causing cracks or leaks.



RETURNING BOTTLES WITHOUT CAPS

Uncapped bottles can spill leftover residues, creating chemical hazards during travel.



SENDING BACK DRUMS IMPROPERLY

Loose lids, upside-down drums and leftover liquids are a serious safety risk.

Injuries Due to Unsafe Handling & Transport of Returns

Chemical Burns & Skin Irritation: Direct contact with acid or chlorine residues from improperly sealed & emptied or leaking containers can cause burns.

Respiratory Issues & Toxic Fumes Exposure: Due to improper storage—when mixed, chlorine and acid fumes can create a highly toxic gas that customers, warehouse workers, and drivers could be exposed to.

Eye Injuries & Vision Loss: Chemical splashes from uncapped or leaking containers can cause eye injuries.



REMINDER: All bottles should be returned in their secondary containment. Best practices for pallet packaging are wrapping cases with plastic wrap and securing with ratchet straps.

SAFE RETURNS FOR A SAFER TOMORROW

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The IPSSAN

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Duties: Requests to and from BORD, Industry Partner relations, governance information and requests for documents, IPSSA sick route oversight, Education Fund guidelines, grievance information, chapter governance tools, website updates

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We want to spotlight our members!

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How Much Do You Know About HOCl?

By Terry Arko, HASA

WHAT IS HOCL?

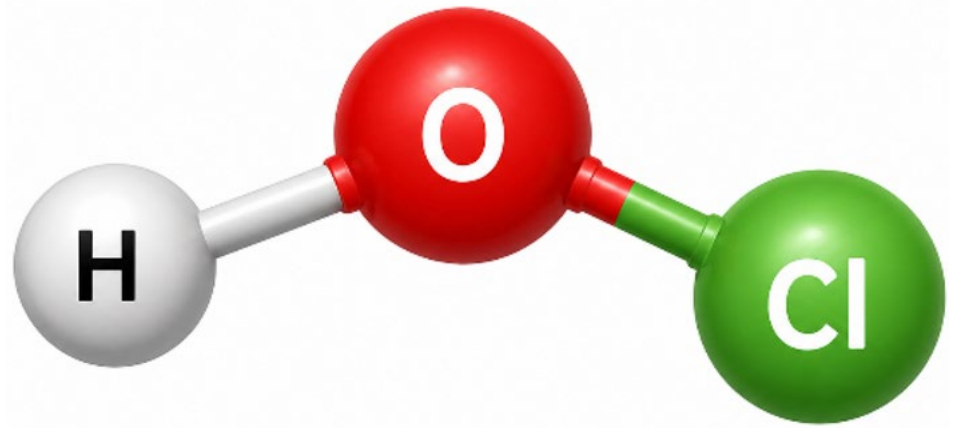
Hypochlorous acid HOCl is a molecule similar in structure to H₂O water. In fact the reaction of water to chlorine causes the formation of HOCl. When any type of chlorine comes into contact with water it immediately goes through a hydrolysis process as follows: Cl₂ + H₂O → HOCl + HCl. Water breaks down chlorine and its own molecules to immediately form hypochlorous acid HOCl and hydrochloric acid HCl. HOCl continues to break apart as ions and soon a dissociation reaction takes place which looks like this: HOCl → H⁺ + OCl⁻. The HOCl dissociates into hydrogen ion and a hypochlorite ion. HOCl and OCl⁻ are what make up free chlorine in water. Since the HOCl is neutral in charge it is able to penetrate bacteria and algae faster than the OCl⁻ which has a negative charge. This is why HOCl is called the killing agent of chlorine because it has a 99% power. The OCl⁻ has only 1% power. So, chlorine in water is one way that HOCl a powerful disinfectant is made. However, HOCl can be created in other ways as well.

HOW IS HOCL MADE?

In pool water chemistry HOCl is always associated with the use of a hazardous chemical which is chlorine. While chlorine is harmful directly to skin and eyes the HOCl that is created is not harmful because it is a weak acid and is not toxic or harmful to skin or eyes. There are three ways that HOCl is made. The first one may surprise you.

1. HOCl is created within our bodies as a protector to fight off invasive germs. White blood cells inside the body rush to bacteria and in conjunction with a natural enzyme produce HOCl which kills microorganisms and neutralizes toxins released from pathogens. Our immune system incorporates the production of HOCl to protect our bodies from harmful microorganisms.

2. Another method for creating HOCl directly for sanitizing, skin care and surface cleaning is the use of electrolysis. This method is similar to how chlorine is made. In this scenario an electrical current is passed through a brine solution. Just like saltwater chlorine generators the salt in solution is split into the positive sodium ion and the negative chloride ion. The attraction of the negative chloride ion to the positive anode creates pure chlorine gas. The chlorine gas reacts with water to immediately create HOCl. Unlike chlorine bleach production the pH of this brine solution is kept between 5 to 6. This ensures that HOCl is the prominent species created. At a temperature of 68 degrees Fahrenheit there is over 99 percent HOCl produced. Since the solution is a majority of HOCl it is deemed safe for human contact and is used as a skin care product and is able to be applied in a diluted form to the face and eyes. This is because the HOCl produced is close to the pH of the eyes and skin.
3. The traditional industrial method for producing chlorine bleach relies on HOCl production. However, this method uses a higher pH which also creates hypochlorite and causes the solution to shift into a bleach phase. Typically, this method is used to produce sodium hypochlorite for use in industrial wastewater treatment, drinking water purification and swimming pools. In pools the HOCl is just a part of what is required as chlorine must also oxidize and some bleaching capabilities to deal with mold and prevent organic staining are also needed.



SOME ADDITIONAL USES OF HOCL

Pure HOCl solutions have many beneficial uses:

- Hospitals use pure solutions of HOCl to decontaminate surfaces and to prevent Legionella (Legionnaires disease) in water and HVAC systems.
- HOCl has been used since WWI as an antiseptic for wounds and for skin issues
- **Skin care:** HOCl fights the bacteria that causes acne and reduces inflammation from eczema, rosacea, and dermatitis. Also for eye irritation and as a nasal rinse.
- **Cleaning and Sanitization:** HOCl applied to surfaces kills 99.9% of bacteria and viruses without leaving chemical residues or harmful fumes.
- **Food safety:** FDA approved as a rinse for vegetables and fruits and to sanitize food preparation surfaces.

HOCl from chlorine is based on proper pH levels. HOCl and OCl⁻ both make up free chlorine in swimming pools. Realizing the effective killing power it is clearly apparent that a majority of HOCl in the water is the way to go for safe, clean, and clear pools. It is simple as managing the pH at a target range of no more than 7.5. In operational pools with a temperature of 77 degrees Fahrenheit a pH of 7.5 will yield over 50 % of HOCl. Balance is everything when it comes to managing pool water and this includes the best production of one of the most amazing molecules on earth HOCl. ■

AN AMAZING MOLECULE PRODUCED IN SWIMMING POOLS

The magic of water in contact with sanitizing chlorine produces this amazing molecule we call HOCl. And this solidifies the importance of correct water chemistry in pools. Basic water chemistry standards re-enforce that the greatest production of the killing agent



Resource Corner

IPSSA MEMBERS Retrieve the Arrow/HUB Insurance Claims Report, via IPSSA Member Portal under resources. If you can't find it there, check out the IPSSA Chapter toolbox, it will be waiting for you there.

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Workers' Compensation Insurance: What It Is, Why It's Important, and When You Need It

By Ryan Morgan, Morgan Insurance Services



AS A BUSINESS OWNER, **PROTECTING** your employees is one of the most important investments you can make. Workplace injuries can happen in any industry from construction and manufacturing to restaurants, retail stores, and office environments. Workers' Compensation Insurance helps protect both your employees and your business when accidents occur.

WHAT IS WORKERS' COMPENSATION INSURANCE? Workers' Compensation Insurance provides benefits to employees who suffer work-related injuries or illnesses. These benefits may include:

- Medical expenses
- Lost wages during recovery
- Disability benefits
- Rehabilitation services
- Death benefits for surviving family members

Workers' Compensation is designed to ensure injured employees receive the care and financial support they need while protecting employers from potentially costly lawsuits.

WHY IS WORKERS' COMPENSATION IMPORTANT? No matter how careful a business is, workplace accidents can happen. Employees can suffer injuries from slips and falls,

lifting heavy objects, operating equipment, repetitive motion, vehicle accidents, or exposure to hazardous materials.

Without Workers' Compensation Insurance, a business may be responsible for paying:

- Medical bills
- Ongoing treatment costs
- Lost wages
- Legal expenses
- Settlements or judgments

Even a seemingly minor injury can result in thousands of dollars in expenses. Workers' Compensation helps reduce the financial impact of workplace accidents and provides peace of mind for employers and employees alike.

WHEN IS WORKERS' COMPENSATION REQUIRED?

In California and most other states, Workers' Compensation Insurance is required by law for businesses that have employees. Requirements vary by state, but generally:

- Full-time employees must be covered
- Part-time employees may need coverage
- Seasonal workers may require coverage
- Certain independent contractor relationships can create coverage obligations

Failure to carry Workers' Compensation when required can lead to significant fines, penalties, and legal consequences.

THE COST OF GOING WITHOUT COVERAGE

Businesses that fail to maintain Workers' Compensation coverage when required may face:

- State fines and penalties
- Stop-work orders
- Personal liability for employee injuries
- Lawsuits and legal costs
- Difficulty obtaining contracts or permits

Many commercial clients also require proof of Workers' Compensation coverage before awarding contracts.

PROTECT YOUR EMPLOYEES AND YOUR BUSINESS

Workers' Compensation Insurance is more than a legal requirement; it's an essential safeguard for your business. The right coverage helps ensure your employees receive the care they need while protecting your company from potentially devastating financial losses.

If you have questions or would like a competitive quote, the team at Morgan Insurance Services is here to help. Our experienced insurance professionals can review your operations, explain your coverage requirements, and help you find the right Workers' Compensation solution for your business and budget. ■

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Three Tips to Improve Service Profits

How mobile technology is helping pool and spa service businesses thrive

By Rachael Pritz, RB Retail & Service Solutions

The past two pool seasons have emphasized the importance of having mobile software solutions to thrive in today's business environment. With resources stretched thin, business software should be accessible on any mobile device to support staff and provide better customer service. Pool professionals agree that there are several industry-specific mobile technology solutions that can instantly reduce business stressors and help pool and spa businesses thrive. Here are three 'Pro Tip' solutions that will positively impact operations and customer service almost immediately.

TIP 1- INCREASE EFFICIENCY USING 'PAPERLESS' MOBILE SOLUTIONS IN THE FIELD

Service technicians are extremely busy testing water, cleaning pools, or replacing parts and equipment—so they shouldn't have to deal with the additional steps of bringing paperwork back to the home office or call to ask about inventory. Eliminate service forms, record pool or spa water test results, take payments at the jobsite, look up inventory, and even perform physical inventory tasks on service trucks—all through a phone or tablet. With 'mobile live service' technicians have

immediate access to all the updates completed at the office and the office is instantly up to date with their tasks.

By using "mobile live service" technicians can operate more efficiently in the field by using their mobile phone or tablet for everything they can do at their offices. This allows service technicians to easily view scheduled jobs alongside other information such as equipment profile, job notes, directions, and pictures on record. There are even mobile water testing apps where technicians can test the water, record the results, and input a complete profile, including photos of the pool, the pump room, and its backyard surroundings.

TIP 2- IMPROVE CASHFLOW WITH MOBILE SERVICE BILLING AND PAYMENT OPTIONS

Mobile billing and payment options have become essential for getting paid. Mobile billing allows service technicians to ensure fast, efficient, and accurate service billing. The ability to process mobile payments provides clients with the convenience of paying online or from a mobile device. Pool and spa professionals using mobile online billing and online bill pay options eliminate the time of duplicate entries, saving money on labor and supplies and more importantly can bill and collect payments in the field.

TIP 3- USE MOBILE INVENTORY MANAGEMENT ON EVERY SERVICE TRUCK

Inventory control is a key component in running a lean and profitable business. Using new mobile technology helps you tighten logistics, manage cycle counts,



and gain more control over inventory on service trucks. These tools can help you avoid inventory inaccuracies, missed sales, lost income, and surprising shortages. This makes managing products, including transferring stock from trucks to store or between trucks, far easier.

MOBILE TECHNOLOGY IMPROVES FIELD EMPLOYEE PRODUCTIVITY

Mobile technology puts information into the palm of every employee, centralizing information and automating tasks to boost productivity, freeing your employees to focus on customer relationships and increasing sales. RB's mobile live service software improves efficiency by:

- Managing customers and entire jobs more easily
- Automating revolving service
- Tracking field employee schedules and optimizing routes
- Controlling service vehicle inventory
- Providing constant access to information with a mobile app

The use of mobile apps has made it easier to deliver exceptional service, even during the busy season. Now is the time to embrace mobile technology to ensure your pool and spa business thrives. ■



ABOUT THE AUTHOR

Rachael Pritz is the vice-president of RB Retail & Service Solutions. She has been active in the pool industry for more than 20 years, which has given her comprehensive expertise in the trade. Pritz worked at a local pool store while pursuing a master's degree at the University of Pittsburgh, Pa. With her technical skills and industry knowledge, she joined the launch of RB Retail & Service Solutions in Pittsburgh in 2003. To learn more about the RB Retail & Service Solutions business software and to schedule a live demo, visit rbretailandservicesolutions.com/



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Why Pool Routes Get Paid Slower Than Any Other Trade We Serve

By Joy Gomez, Field Promax

THE FIRST TIME I PULLED AN apples-to-apples cash-flow report across our customer base by trade, I assumed HVAC would be the slowest payer. Big tickets, financing conversations, homeowners delaying the bill until the next paycheck. I was wrong. Pool routes were the laggard, and it wasn't close. That stuck with me because the underlying business is supposed to be the easy one: recurring monthly billing, predictable visit cadence, a route value that trades hands at 8 to 10 times monthly service revenue when the AR is clean. Slow-paying customers don't just hurt this week's deposit. They directly reduce what your route is worth the day you decide to sell.

I want to walk through why I think pool service got stuck here, what changed for the operators who moved off paper-and-mail billing, and a 90-day plan for a one-truck operator who wants to cut AR in half without burning the long-tenured accounts that built the route in the first place.

THE CASH-FLOW GAP NOBODY TALKS ABOUT AT IPSSA CHAPTER MEETINGS

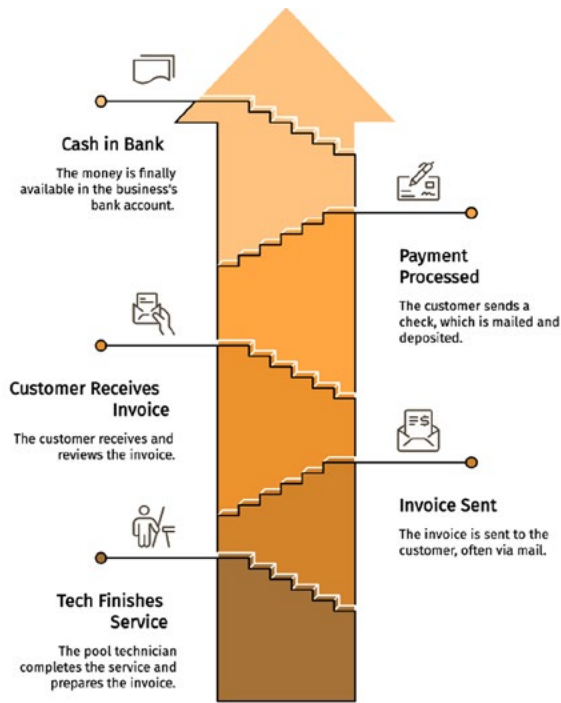
Here is the pattern I keep seeing. An HVAC tech finishes a capacitor swap, runs the card on the tablet at the kitchen table, gets a signature, and the money is in the bank by Wednesday. A plumber clearing a main line does the same.

An electrician finishing a panel upgrade emails the invoice from the driveway before the truck pulls away, and field service platform data shows that residential electricians convert estimates to signed jobs at meaningfully higher rates when the estimate reaches the customer the same day as the site visit, versus 24 to 48 hours later. Speed compounds. Speed of estimate becomes speed of approval becomes speed of payment.

Pool service has historically run on a different clock. The tech finishes a 22-minute cleaning, hangs a door tag or leaves a chemistry slip, and the invoice goes out at the end of the month from an office computer (often on the 1st, often by mail, often with a remittance envelope). The customer opens it sometime between the 5th and the 15th. They pay by check on the 20th. Mail floats for three to five days. You see the deposit around the 25th. From the visit on the 3rd of the prior month, that's roughly 50-plus days to cash.

Zuper's industry analysis flagged slow invoice payment cycles and manual billing as the top operational pain point for pool service businesses, and Skimmer's 2026 report, drawn from a platform servicing more than a million

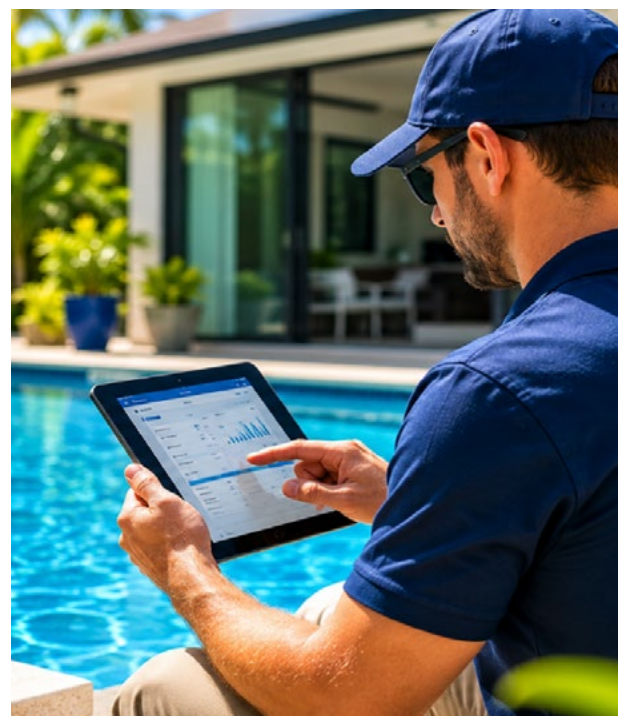
pools each month, describes the gap between operators still doing manual or semi-manual invoicing and those who have moved to mobile invoicing with stored payment methods. Nobody publishes a clean cross-trade days-to-pay table. I'll tell you why I think the gap exists anyway.



THREE HABITS THAT BUILT THE GAP

I don't think pool operators are worse at business than HVAC contractors. I think the trade inherited three habits that the other trades shed a decade ago:

- **Monthly billing on a fixed calendar day.** Most route owners I talk to bill on the 1st for the prior month or the 1st for the current month. That single decision adds 15 to 30 days of float versus billing at the moment of service. HVAC and plumbing don't have this problem because each visit is a discrete ticket. Pool service inherited the "utility bill" mental model from the cable company, and the cable company has a billion dollars of collections infrastructure that you do not.
- **Door-hanger and paper-slip documentation.** The chemistry slip left at the equipment pad is a beautiful artifact of the trade, and I'm not telling anyone to



throw it out. But when the slip is the primary record and the invoice is generated later from a clipboard, you've introduced a handoff between the field and the office that HVAC eliminated when tablets replaced triplicate forms. Every handoff is a place where billing slips by a day or a week.

- **Older accounts that pay by check and prefer it.** This is the awkward one. A meaningful share of the accounts on a mature route, sometimes the highest-margin ones, started service in the 1990s or 2000s, pay by check, and consider the check-in-the-mail relationship part of what they're buying. Pushing them to ACH autopay is the right move financially and a real risk to the route.

The third habit is the one I want to come back to, because it's where most operators get stuck.

WHAT ACTUALLY CHANGED FOR OPERATORS WHO MOVED TO ON-SITE MOBILE INVOICING

When a pool operator switches from end-of-month paper invoicing to on-site mobile invoicing with card-on-file or ACH autopay, three things happen, and only two of them are good.

First, days-to-pay collapses. The invoice arrives in the customer's inbox before the tech is back in the truck. For customers on card-on-file or ACH autopay, the charge runs on a scheduled date with no human intervention. Skimmer's 2026 report notes that firms embracing digital payments exhibit better collections and fewer overdue invoices than those relying on manual billing, and a Pool Magazine industry panel pointed out that modern

Continued on page 10

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Why Pool Routes Get Paid Slower

Continued from page 8

customers increasingly expect mobile communication, transparent pricing, and digital payments the way they already get them from HVAC and other home trades.

Second, the route gets more valuable on paper. PoolPro's reporting on route valuations is explicit that buyers price a route on gross monthly service income and adjust for payment reliability and the number of problem accounts. A route where every customer is on autopay is, in the words of one buying guide I trust, worth much more because the buyer avoids the cost and hassle of chasing payments. If you've ever thought about selling, this is not a marginal point. It's the largest single lever on your exit number.

Third, you lose some customers. This is the part vendors don't say out loud. When you push ACH autopay to a 78-year-old retiree who has paid by check every month for 14 years and considers it part of the relationship, a meaningful fraction will not make the switch. Some will leave. Some will grumble and stay. The operators I've seen handle this well don't pretend the cost isn't real. They plan for it.

The owner of a pool service company in Phoenix told me he lost six accounts out of 240 when he rolled out autopay, all of them check-payers over 70, and three of those accounts had the highest service tier on his route. He made the money back inside two months on faster cash and lower AR write-offs. But for those two months, he was

nervous, and his wife (who runs the office) was angrier than he had expected.

WHAT THE PHOTO-AND-SLIP WORKFLOW HAS TO DO WITH GETTING PAID

There's a connected point I want to make because most billing conversations skip it. The customers who dispute charges or stall payment are usually not the ones who don't have the money. They're the ones who don't remember what you did or don't trust that you did it. This is a documentation problem more than a billing problem.

In our customer base, pool service techs running seasonal startup and closing routes lean heavily on photo-attached work orders to document equipment condition, which materially reduces "it was working when you left" callbacks in the spring. The same dynamic applies to weekly maintenance, just less dramatically. Photos of the chemistry strip, photos of the pump pressure gauge, photos of the skimmer basket emptied. None of this is glamorous.



Reduced Disputes

Documentation reduces disputes and payment stalls.

Photos provide clear evidence of work performed.

Clear Communication



Faster Payments

Obvious answers to invoice questions lead to quicker payments.

All of it shortens the conversation when a customer calls asking what the \$187 invoice is for.

The trades that get paid fastest are the trades where the customer reads the invoice and the answer to "what did they do?" is obvious from the attachments. Pool service can be that. Most pool service is not that yet.

A 90-DAY PLAYBOOK FOR A ONE-TRUCK OPERATOR

Here is the plan I'd run if I owned a single-truck pool route tomorrow and wanted to cut my AR in half without alienating the accounts that pay my mortgage. It assumes a route of 50 to 120 accounts, owner-operator, billing monthly today.

DAYS 1 TO 15: MEASURE WHAT YOU ACTUALLY HAVE.

- Pull the last 12 months of invoices and calculate average days-to-pay per account. Not the route average. Per account.
- Sort accounts into three buckets: pays within 10 days, pays in 11 to 30 days, pays in 31-plus days or chronically late.
- Tag any account paying by check that's been with you more than five years. These are your "tenure risk" accounts. You will handle them differently.

DAYS 16 TO 30: MOVE THE EASY HALF FIRST.

- For every account in the 11-to-30-day bucket and the 31-plus bucket, send a single email and follow up with a phone call. Script: "I'm modernizing how we bill so I can spend more time on your pool and less time on paperwork. Starting next month, I'm moving everyone to either ACH or card-on-file. It posts the same date every month, you get an emailed receipt, and you can change or cancel anytime. Can I get you set up today?"
- Do not lead with technology. Lead with "more time on your pool."
- Set a hard target: 60 percent of these accounts converted by day 30. The ones who say no go on a list for day 60.

DAYS 31 TO 60: THE TENURE CONVERSATION.

- These are your check-payers of five-plus years. Call each one personally. Not email. Not text. Call.
- Acknowledge the relationship explicitly. "Mrs. Henderson, you've been with me since 2014, and I'm not changing that. I am asking if you'd be open to ACH so I'm not driving across town to pick up checks. If you'd rather keep mailing a check, I understand, and I'll keep doing it your way."
- Give them an out. The operators who try to force 100 percent autopay on tenure accounts are the operators who lose tenure accounts. Aim for 40 to 50 percent conversion in this group and accept the rest as a controlled cost.

Continued on page 11



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Why Pool Routes Get Paid Slower

Continued from page 10

DAYS 61 TO 90: TIGHTEN EVERYTHING ELSE.

- Move from end-of-month invoicing to invoice-at-visit for any account not yet on autopay. The invoice should leave your phone before you leave the driveway.
- Attach two photos to every visit, minimum. Chemistry strip and one piece of equipment.
- Add a late fee policy in writing, applied consistently. Most operators I talk to are afraid of late fees and don't realize their absence is itself a signal to customers about how seriously to take the due date.
- Re-pull the days-to-pay report. If you did the work above, the median should drop by 15 to 25 days. The 31-plus bucket should be empty or close to it.

A note on route density while you're at it. The same 90 days is a good time to look at your map. Tight routes clustered by service day compound the financial gain, because the hours you save from faster billing are hours you can sell, not hours you give back to drive time.

THE COST YOU SHOULD ACCEPT AND THE COST YOU SHOULDN'T

I want to close with a distinction I think matters.

The cost you should accept is losing some tenure accounts. If you handle the transition well, it's a small number, and the math is in your favor inside a quarter. Pretending otherwise is the reason most operators stall out halfway through this kind of change and never finish.

The cost you shouldn't accept is continuing to extend free credit to customers who can afford to pay on time and simply haven't been asked to. That's what end-of-month paper invoicing is. It's a 30-to-50-day interest-free loan

from you to the customer, secured by nothing, written off when they move or stop returning calls. HVAC stopped doing this years ago. Plumbing stopped doing this years ago. Pool service is the trade that hasn't yet, and I don't think there's a good reason for it beyond habit.

The routes that will trade at the top of the multiple range three years from now are the ones where the buyer can look at the AR report and see almost nothing past 15 days. Build for that buyer, even if you have no intention of selling. The same habits that make a route saleable make it a better business to own.

NOTE: A line noting that the figures and contractor benchmarks cited in this article are drawn from Field Promax's field service data platform.

“The cost you should accept is losing some tenure accounts. If you handle the transition well, it's a small number, and the math is in your favor inside a quarter. Pretending otherwise is the reason most operators stall out halfway through this kind of change and never finish.”

A CLOSING THOUGHT

If your route is anything like the ones I see in our data, the difference between a 45-day average days-to-pay and a 12-day average is not a software question. It's a sequence of small, awkward conversations you've been putting off, followed by a documentation habit you can build in a week. The technology is the easy part. The conversations are the work.

Pull your days-to-pay report this week. If you don't have one, that's the first thing to fix. Everything else follows from knowing the number. ■

ABOUT THE AUTHOR

Joy Gomez is an engineer, process automation expert, and the Founder of [Field Promax](#). Known for his technical expertise and commitment to field service innovation, Joy writes about transforming traditional business models into paperless, efficient operations. He is a Lean Six Sigma Black Belt based in Rochester, MN, dedicated to helping field professionals work smarter through better technology. Connect with him on [LinkedIn](#).

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Automate Once, Collect Forever

Continued from front page

service rate. They have a relationship with their system, and by extension, with the professional who set it up and supports it.

Renovation projects that include automation upgrades—a new VSP, a pH or ORP dosing controller, or a wireless automation system with app integration—command meaningfully higher ticket values than equipment swaps alone. And because the connected pool generates ongoing data and monitoring needs, each installation creates a natural entry point for a premium service contract. The off-season is an ideal time for retailers to evaluate which automation platforms best align with their business model and client base, ensuring they enter the busy season with solutions in place rather than playing catch-up. ■

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ABOUT THE AUTHOR

Martin Grenier is the Canadian commercial sales manager for CCEI, a manufacturer of automation and controller systems integrated by the CCEI Vigipool app, available in the United States, as well as lighting systems in Canada, Mexico, Europe, and Africa. The company is headquartered in France. Grenier has more than 10 years of experience in the swimming pool industry, having worked in manufacturing, retail, and distribution. He can be reached at mgrenier@ccei-pool.com.

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We welcome content for your chapter events or suggested articles. Please send to editor@ipssa.com.

Content for the August IPSSAN needs to be received before July 21st, 2026

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Pentair Pool is proud to be the Official Swimming Pool Sponsor of the Special Olympics USA Games

FAST FACTS

- Up to 400 Pentair employee volunteer slots are expected to be filled during Special Olympics week.
- Based on an estimated 10,000 volunteers, Pentair volunteers alone could represent at least 4%.
- Additional Pentair spectators are expected to increase that presence even further, including family, friends, and customers.
- Pentair's volunteer slots will contribute an estimated 2000 volunteer hours served, in the swimming venue alone. 600 of these hours are from interns, while 1200 hours are from employees.
- Pentair employees volunteering for the Games can take advantage of eight additional hours of volunteer time off – doubling their standard allotment.
- Pentair is offering shuttle transportation from Pentair HQ to the venue to help support employee participation.
- Pentair's approach emphasizes that support for the Games is not only financial, but also operational and people-powered.
- Anticipated swimming athletes 206
- Swimming events: 25 to 500 yards, 4X25 and 4X50 relays, freestyle, backstroke, breaststroke, butterfly, and medley
- There will be 17 swimming events

FUNDRAISING SUPPORT

- Pentair Pool recently raised more than \$80,000 through Special Olympics Polar Plunges held in Florida, Minnesota, and North Carolina.
- Nearly 80 Pentair executives, employees, and family members participated in that fundraising effort.
- Funds raised are helping support local Special Olympics delegations traveling to Minneapolis for the 2026 USA Games.
- Pentair reported that participation in this year's Polar Plunge increased 16-fold year over year.
- Pentair has set a goal to exceed \$20,000.

“Pentair is proud to be the Official Swimming Sponsor of the Special Olympics USA Games. Our commitment goes well beyond financial support. The opportunity to bring our employees and athletes together at the pool, the place we wake up every day to support memorable experiences at, is really a full circle moment. Across the company, employees, families, customers and partners are contributing through volunteerism, fundraising and community engagement to help create an unforgettable experience for the athletes. We believe experiences around water should be safe, enjoyable and more accessible for everyone, and supporting the Special Olympics is a meaningful way to help reinforce those values. It also reflects the culture we are continuing to build at Pentair — one that encourages people to show up, give back and make an impact beyond their day-to-day work. We look forward to cheering on the champions and engaging with the greater Special Olympics community as a part of Fan Fest.” —Greg Claffey, SVP and President, Pentair Pool

STAR Program Earns PHTA CEU and IACET Credit Approval

Periodic Products is proud to announce that its STAR (Stain Treatment and Removal) Program has been officially approved for 3 Pool & Hot Tub Alliance (PHTA) Continuing Education Units (CEUs) and 0.3 IACET Credits through the PHTA Education Partner Program. The STAR Program was developed to provide pool and spa professionals with comprehensive training on stain identification, stain treatment, stain removal, metal management, and water chemistry factors that

contribute to staining issues. Through a combination of scientific principles and real-world applications, the program equips industry professionals with practical tools to diagnose and resolve some of the most common and challenging staining problems encountered in pools and spas.

This approval recognizes the quality and value of the educational content delivered through the STAR Program and reinforces Periodic Products' commitment to raising industry standards through science-based training.

“Education is one of the most powerful tools we can provide to pool professionals,” said Dr. Joseph Laurino, CEO of Periodic Products. “The STAR Program was created to help technicians better understand the root causes of stains and metal-related water quality issues, allowing them to deliver more effective solutions for their customers.”

Periodic Products extends its appreciation to the Pool & Hot Tub Alliance Education Partner Program for supporting professional development opportunities throughout the industry. By granting CEUs and IACET credits, PHTA continues to promote ongoing education that helps pool professionals expand their expertise and better serve their customers.

For more information about the STAR Program, visit Splash Lab Learning at splashlablearning.com or contact Periodic Products at 941-952-3120. ■



Upcoming IPSSA and Industry Events

**FLUIDA INTERNATIONAL
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**PSP/DECK EXPO
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IPSSA Industry Partner Spotlight

INTRODUCING POOL INDUSTRY APPAREL, owned and run by Francisco Torres of the Visalia Chapter.

Pool Industry Apparel was born from a movement that started in Lemoore, a small town in the heart of Kings County, California's Central Valley. We're a family-run business rooted in real pool service.

We're real people in the pool industry who understand the work because we live it every day. This line exists to celebrate the pool professionals who show up, work hard, and take pride in what they do. We created Pool Industry Apparel to give our community something to wear with pride—gear that represents the dedication, skill, and spirit of the pool industry.

Visit Pool Industry Apparel to get your custom company gear!



IPSSA Code of Ethics

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

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

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

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



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New Products

FillFast™ Inline Filter System Helps Pool Professionals Prevent Metal Problems Before They Start

Water quality challenges often begin before water ever enters the pool. Metals such as iron, copper, and manganese commonly found in source water can create costly issues for pool service professionals, including staining, discoloration, scaling, and equipment buildup. The FillFast™ Inline Filter System from Periodic Products is designed to address these concerns at the source.

Powered by patented CuLator® technology, FillFast™ removes dissolved metals directly from fill water before they enter the pool. This proactive approach helps reduce the likelihood of metal-related service calls while supporting cleaner water and improved startup outcomes.

Ideal for pool startups, refills, and routine water additions, FillFast™ installs easily inline with a standard garden hose, making it a practical solution for both residential and commercial applications. The system is engineered to remove up to 15 times more metal than standard filtration methods, providing greater protection against staining and water quality issues.

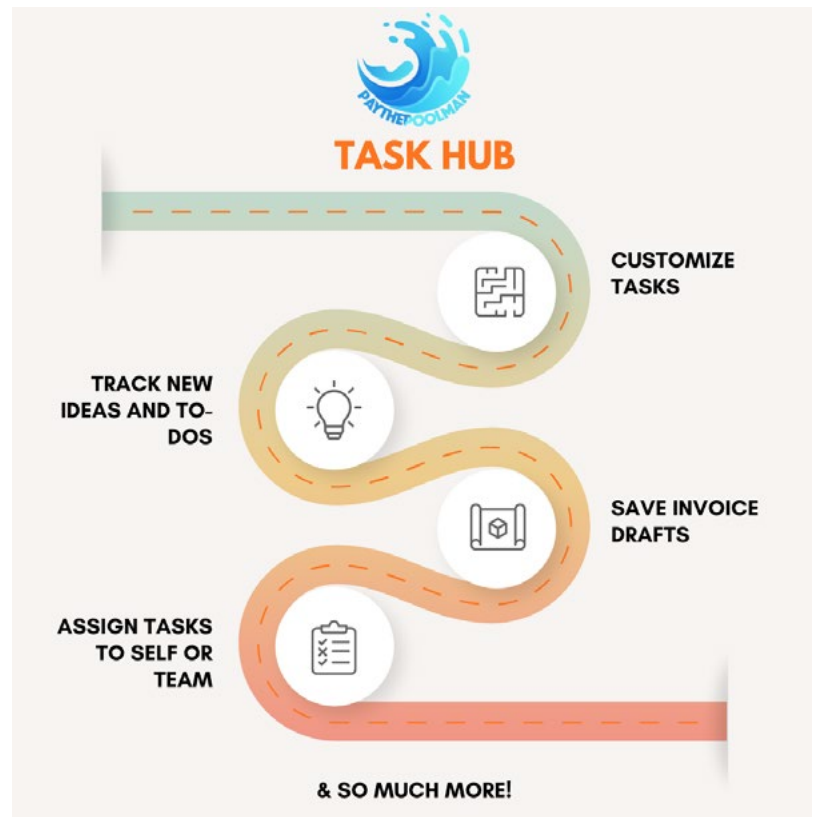
By capturing metals before they enter the pool, service professionals can help protect plaster, vinyl liners, finishes, and equipment from premature wear and damage. The result is improved water clarity, reduced maintenance challenges, and greater confidence that fill water is not contributing to future problems.

As source water quality varies across regions, proactive metal management has become an increasingly important component of successful pool maintenance. FillFast™ provides pool professionals with a simple, effective tool to help deliver cleaner water from the start.

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- .75" Port, 2 x 10 filters
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For more information about the FillFast™ Inline Filter System, visit culator.com or call Periodic Products at 941-952-3120.



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Chapter Information and Meetings

REGION 1 Northern California
Jason Hilton, Director
916-224-3113 | jay@shockwavepool.com

Capital Valley (Sacramento)
First Wednesday, 7:00 p.m.
VFW 8990 Kruithof Way, Fair Oaks
President: [Ryan Neely](#), 916-206-3176

Delta (Stockton)
Third Wednesday, 6:00 p.m.
The Elks Lodge
19071 N. Lower Sacramento Rd. Woodbridge
President: [Rick Plath](#), 209-456-1605

East Bay
Third Tuesday, 6:00 p.m.
Pleasant Hill Community Center
320 Civic Drive Pleasant Hill
President: [Brian Duncan](#), 510-325-9863

East Contra Costa
Fourth Tuesday, 6:00 p.m.
Amici Pizza Kitchen
4550 Balfour Rd.
Brentwood, CA 94513
President: [Marvin Doldol](#), 925-435-6265

El Dorado
Second Thursday, 6:30 p.m.
Shingle Springs Community Center
4440 S. Shingle Road, Shingle Springs
President: [Shawn Panico](#), 916-201-6245

Gold Country
First Monday, 6:00 p.m.
2515 Grass Valley Hwy., Auburn
President: [Alex Tobiasz](#), 916-759-8028

Modesto Central Valley
Third Tuesday, 6:00 p.m.
Round Table
2650 Geer Rd.
Turlock, CA 95382
President: TBD

Tracy
Fourth Thursday, 6:00 p.m.
Perko's Cafe
1321 W. 11th Street, Tracy
President: [Jorge Heredia](#), 209-603-0694

REGION 2 Central California
Max O'Brien, President
obrienspools@gmail.com

Bakersfield
First Tuesday of Feb., May, Aug., Nov., Dec.
at 5:30 p.m.
PEP (Subject to change)
12556 Jomani Dr. # C, Bakersfield
President: [Stan Snyder](#), 661-706-7655

Central Coast
Second Wednesday, 6:00 p.m.
Meeting location varies
President: [Matt Mazzo](#), 805-610-3114

Conejo
Second Wednesday, 7:30 p.m.
Alpha Water Systems
725 Cochran Street #A, Simi Valley
President: [Ryan Hearon](#), 805-900-7665

Conejo Valley
Second Wednesday, 6:30 p.m.
Superior Pool Products
1200 Lawrence Drive #400
Newbury Park
President: [Michael Flanagan](#), 805-444-7960

Fresno
Fourth Tuesday, 6:00 p.m.
Roundtable Pizza
First & Bullard, Fresno
President: [Manuel Margain](#),
559-307-1072

Santa Barbara
Second Monday, 6:30 p.m.
Rusty's Pizzeria Parlor
232 W. Carrillo (downtown),
Santa Barbara
President: [Joe Burich](#), 805-451-1963

Ventura
Third Tuesday, 7:00 p.m.
Poinsettia Pavilion
3451 Foothill Rd., Ventura
President: [Robert Reinig](#), 805-656-5034

Visalia
Third Wednesday, 6:00 p.m.
Amigo's Cantina
5113 W. Walnut Avenue, Visalia
President: [John Cossey, Jr.](#), 559-380-8886

REGION 3 Northern L.A. County, California
Eric Nielson, Director
818-710-1628
willowcreekpools@gmail.com

Antelope
Second Monday, 6:00 p.m.
SCP Antelope Valley
4514 Runway Drive, Lancaster
President: [Humberto Cassiano](#),
818-402-8734

Diamond Bar
First Thursday, 7:00 p.m.
PEP 563 W. Terrace Drive, San Dimas
President: [Warren Whitehead](#),
626-329-1171

Foothill
Third Thursday, 7:00 p.m.

American Legion Hall (Downstairs)
4011 La Crescenta Avenue, Glendale
President: [Jay Laughrey](#), 818-957-5298

San Fernando Valley
Third Wednesday, 7:00 p.m.
Superior Pool Products
21320 Deering Ct., Canoga Park, 91304
President: [Michael O'Hara](#), 661-250-3395

San Fernando Metro
Please contact for meeting date
and location
President: [Edgar Escobar](#), 818-942-5254

San Gabriel Valley
Second Thursday, 7:00 p.m.
PEP 1862 Business Center Drive, Duarte
President: [Todd Leming](#), 626-484-5515

Santa Clarita Valley
First Thursday, 7:00 p.m.
Vincenzo's Pizza
24504 1/2 Lyons Avenue, Newhall
President: [Glen Batista](#), 661-373-7167
REGION 4 South L.A. County, California
Rick Morris, Director
310-755-5279
rick-morris@sbcglobal.net

South Bay
Second Wednesday, 7:00 p.m.
Shakey's Pizza Parlor
3615 Pacific Coast Hwy, Torrance, CA
President: [Adam Morley](#), 310-370-2144

West Side
Second Tuesday, 6:30 p.m.
American Legion Hall
5309 S. Sepulveda, Culver City
President: [Joe Rubalcaba](#), 310-666-3999

Whittier
First Wednesday, 7:00 p.m.
Location TBD
President: [Martin Madrid](#), 909-374-7533

REGION 5 Orange County, California
Dave Hartson, Director
dave@hartsonspoolcare.com

Anaheim
Third Wednesday, 6:30 p.m.
Roundtable Pizza
12829 Harbor Blvd., Garden Grove
President: [Mike Luedtke](#)

Central Orange County
Last Tuesday, 7:00 p.m.
Chapter meets virtually via zoom
President: [Jeff Steinker](#), 949-292-4026

Dana Point
Second Tuesday, 6:00 p.m.
Coco's Restaurant
Crown Valley at I-5, Dana Point
President: [Mike Boucher](#), 949-456-0663

Mission Viejo
1st Tuesday of every month, 6:00 pm
Laguna Hills, CA 92653
President: [Richard Romeo](#), 949-338-5649

Orange Coast
Last Monday, 5:00pm
Roundtable Pizza on Adams and Beach
President: [Rob Mangus](#), 714-318-1254

Orange County Pool Professionals
Last Tuesday, 6:00 p.m.
Marie Calendar's
18889 Brookhurst Street,
Fountain Valley, 92708
President: [Jim Romanowski](#),
714-404-2550

Southwest
First Wednesday, 6:00 p.m.
ABC Pools
10560 Los Alamitos Boulevard,
Los Alamitos
President: [Brian Bemby](#), 714-995-8211

Surf City
Third Tuesday, 6:30 p.m.
Superior Pool Products
10865 Kalama River, Fountain Valley
President: [Frank Malavar](#), 714-960-3558

Tustin/Irvine
Second Tuesday, 6:00 p.m.
PSOC Waterline Technologies
220 N. Santiago Street, Santa Ana
President: [Rich Foley](#), 714-822-4451

Yorba Linda
First Wednesday, 7:00 p.m.
Round Table Pizza
18518 Yorba Linda Blvd, Yorba Linda
President: [Rick Reyes](#), 714-624-1828

REGION 6 Inland Empire, California
Scott Peterson, Director
951-255-4175 | ipssascott@yahoo.com

Corona
Second Tuesday, 7:00 p.m.
Marie Callenders
160 E. Rincon St (at Main St), Corona
President: [Ernie Machado](#), 951-264-7464

Hemet
Third Thursday (Bi-monthly),
Dinner 5:30 p.m. - 6:00pm;
Meeting 6:00 p.m. - 7:15 p.m.
Laurel Park Clubhouse
761 Sumac St., Hemet

President: [Kenneth Campbell](#),
951-733-4330

Menifee Valley
First Wednesday of odd months,
6:00 p.m.
My Buddies Pizza
2503 E. Lakeshore Drive #A Lake, Elsinore
President: [Rob Beech](#), 951-760-0152

Ontario/Rancho Cucamonga
Second Tuesday, 7:00 p.m.
Location varies. Please contact chapter
president for more info.
President: [Mike Aaron](#), 909-262-6548

Palm Desert
Third Thursday, 6:30 p.m.
Sloan's, 81539 US Hwy 111, Indio
President: [Matt Kauber](#), 760-702-0160

Palm Springs
First Wednesday, 5:30 p.m.
Contact Chapter President for
meeting location
President: [Jim Elliott](#), 760-413-0463

Redlands
Second Tuesday, 6:00 p.m.
Hickory Ranch
32971 Yucaipa Boulevard, Yucaipa
President: [Bill Brooks](#), 909-553-5780

Riverside
First Tuesday, 6:00 p.m.
Romano's Italian Restaurant
Canyon Crest
5225 Canyon Crest Drive, Ste. 58
Riverside, CA
President: [Ryan Martineau](#),
951-313-7717

Temecula/Murrieta
Third Wednesday
Dinner at 5:30 p.m. & Meeting at 6:30 p.m.
Richie's Diner
40651 Murrieta Hot Springs Rd.
Murrieta, CA
President: [Cort Williams](#), 951-775-2678

REGION 7 San Diego County, California
waterwatcher.org
Aden Dunne, Director
760-801-5526
info@classicpools760.com

Escondido
Third Wednesday, 6:30 p.m.
Call for location
President: [Jeff Bauer](#), 760-739-9696

North County Coastal
Third Tuesday, 6:00 p.m.
Email for meeting location
President: [Gabriel Garcia](#), 619-655-2632

Rancho Del Mar
Quarterly on the 3rd Monday of February,
May, August and November at 5:30pm
Filippi's Pizza Grotto
9969 Mira Mesa Blvd
San Diego, CA 92131
President: [Ed Finney](#), 858-750-8842

San Diego
ipssasandiego.com
Third Wednesday, 7:00 p.m.
Admiral Baker Clubhouse
2400 Admiral Baker Road
President: [Daniel Cerda](#), 619-587-0099

San Diego East County
Third Tuesday, 6:00 p.m.
Superior Pool Products
1973 Friendship Drive, El Cajon
President: [Ian Beitz](#), 619-787-7979

San Diego Metro
Fourth Thursday, 6:00 p.m.
Sammy's Wood Fired Pizza
8555 Fletcher Pkwy, La Mesa
President: [Jeremy Axelson](#), 619-626-3199

REGION 8 Arizona and Nevada
Marc Cannon, Director
602-432-3371

East Valley (Phoenix)
Third Thursday, 6:00 p.m. MST
Pool & Electrical Products (PEP) Chandler
2900 S Gilbert Rd. Ste. 1
Chandler, AZ 85286
President: [Chuck Schoch](#), 480-797-1074

North Phoenix
Third Tuesday, 6:00 p.m.
SCP
18201 N. 25th Avenue, Phoenix, AZ
President: [Stillman Brown](#), 623-229-3494

Southeast Valley
Second Thursday, 5:30 p.m.
Superior Pool Products
7330 S. Atwood, Mesa, AZ
President: [Jerry Handley](#), 480-440-2888

Tucson
Third Wednesday, 6:00 p.m. Social &
6:30 p.m. Call to Order
No meetings in August & December
Horizon Pool & Spa Parts
3120 East Medina Rd., Tucson
President: [Robert Lewis](#), 520-573-9260

West Valley
Third Wednesday, 6:00 p.m.
Pool and Electrical Products (PEP)

9019 W. Bloomfield Road, Unit #110, Peoria
President: [David Nielsen](#), 623-850-2924

Western Las Vegas
First Monday, 6:30 p.m.
Vietnam Vets Hall
6424 W. Cheyenne, Las Vegas, NV
President: [Brian Pilgrim](#), 702-576-6631

REGION 9 Texas South
ipssatexas.com
Jorge Martinez, Director
jmpoolspa@outlook.com

Austin
First Tuesday, 6:30 p.m.
Red Robin
5601 Brodie Lane, Sunset Valley
President: [William Pietri](#), 512-351-0323

Clear Lake
Fourth Tuesday, 7:00 p.m.
Rudy's BBQ
21361 Gulf Fwy Webster
President: [David Potts](#), 832-840-0887

Corpus Christi
First Thursday, 6:30 p.m.
The BBQ Man
4931 Interstate 37
President: [Reginald Johnnie](#), 361-332-1973

Houston
Second Tuesday, 7:00 p.m.
Pappy's Café
12313 Katy Frwy, Houston
President: [Journey Smith](#), 832-540-1005

North Austin
Second Wednesday
Casa Chapala
9041 Research Blvd. #100, Austin
President: [Thomas Long](#), 512-293-7831

North Houston
Second Tuesday, 7:00 p.m.
Pappy's Cafe
12313 Katy Fwy, Houston
President: [Stephen Titone](#), 281-773-8643

San Antonio
First Monday, 6:30 p.m.
Max and Luie's
226 W Bitters Road
San Antonio, TX 78216
President: [Stephen Elof](#), 210-777-7368

West Houston
First Tuesday, 7:00 p.m.
Spring Creek Barbeque
21000 Katy Freeway, Katy, Texas
President: [Bill Williams](#), 832-593-6299

REGION 10 Bay Area South, California
Gary Heath, Director
510-223-7537
gary@thepooldoctors.com

Fremont
Second Monday, via Zoom
All Members/Guests (Jan-July)
Board Officers (Aug-Dec)
PIN: 823 5019 6796
P/W: BluePools1
President: [Bruce Barrios](#), 510-750-2866

Mid-Peninsula
Last Tuesday of March, May, July,
September, November at 6:30pm
Harry's Hofbrau
1909 El Camino Real, Redwood City
President: [Thurlough Cunningham](#),
650-868-3577

Monterey Coast
Second Wednesday, 7:00 p.m.
85 Neilson Street, Ste.201, Watsonville
President: [Jim Huxtable](#), 831-246-1057

Redwood Empire Chapter
Third Wednesday, Dinner at 6:30 p.m.
and Meeting at 7:00 p.m.
Round Table Pizza
227 S. McDowell Blvd, Petaluma
President: [David Gallagher](#), 415-726-1950

Santa Clara Valley
Third Thursday of Feb, Apr, Jun, Aug, Oct,
Dec, at 6:00 p.m.
Roundtable Pizza
1400 W. Campbell Ave, Campbell
President: [Joseph McVeigh](#), 408-249-9731

Silicon Valley
First Wednesday, 6:00 p.m.
Every other month
Armadillo Willy's
1031 N. San Antonio Rd.
Los Altos, Ca. 94022
President: [David Guslani](#), 650-333-1351

Tri-Valley
Second Thursday, 6:00 p.m.
(No meetings in July and August)
Dublin Bowl
6750 Regional St., Dublin
President: [David Hawes](#), 925-828-7665

REGION 11 Florida and Georgia
ipssafl.com
Kimberly Brown, Director
poolmomfl@gmail.com

Gold Coast
Second Tuesday of the Month
(not in December, or month of IPSSA Gold
Coast Pool Expo)
6:30 p.m. networking; 7 p.m. meeting

Wings Plus
9880 W. Sample Rd.
Coral Springs, FL 33065
President: [Ana Labosky](#), 954-554-0073

Central Florida Chapter
Second Wednesday, quarterly (2/11/26,
5/13/26, 8/12/26, 11/11/26)
Location TBD
President: [Rafael Alvarado](#), 407-592-2661

Sarasota
First Tuesday of the month (not in July)
6:30 p.m. social; 7 p.m. meeting
Gecko's Grill & Pub
351 N Cattlemen Rd.
North of Fruitville Rd.
President: [Marvin McMahan](#),
941-356-7751

REGION 12 Texas North
ipssatexas.com
Elias Duran, Director
poolsplashow@gmail.com

Dallas
Fourth Tuesday, 5:30 p.m.
Kelly's at the Village
190 E. Stacy Rd., Ste 1204
Allen, TX
President: [Brian McDonald](#),
972-238-0008

Fort Worth
Third Tuesday, 6:30 p.m.
La Playa Maya Restaurant
1540 N Main Street, Fort Worth
President: [Jason Lehman](#), 817-605-0194

Mid-Cities DFW
First Monday, 6:30 p.m.
Sports Garden DFW
1850 E. Belt Line Rd, Coppell
President: [Stephanie Gardner](#),
469-835-5674

Rockwall
Third Thursday of each month
Dinner 5:30 p.m., Meeting 6:30 p.m.
Joe Willy's
2006 S Goliah St., Rockwall
President: [Jeanette Horn](#), 903-887-7665

Tarrant County
First Tuesday, 7:00 p.m.
El Chico's Cafe
7621 Baker Blvd., Richland Hills
President: [Ruben Rodriguez](#),
817-663-3946

PoolPro

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Kent Westfall:

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Rich DeMoss: rdemoss@lamotte.com

Robin Myers: rmyers@lamotte.com

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