

Mark your calendar!

Next Chapter Meeting:

March 3, 2021

Zoom Meeting 7:00pm

Upcoming Meetings & Events:

**April 7th**Pentair

# Inside this issue: Sick Route, Membership, News 2 Vendor Info and Specials 4 Calendar 8 Chapter Important Numbers 9 Chapter Supporter Contact List 10

#### CAPITAL VALLEY IPSSA CHAPTER

# Water Watcher

MARCH 2021

# Featured Speaker for March



### **Pooltec - the Chlorine Shortage Solution**

Featuring Tiffany Rolofson...

Tiffany Rolofson has been with EasyCare Products for 10 years and has experience in sales and product development.

She covers the midwest and also international sales. She has consistently sold the most Pooltec within EasyCare Products and has strong technical skills and grown new markets effectively.

She is currently on the NPC Scholarship Committee.

Tiffany will also be talking about the EasyCare March Blow-Out Sale.

Although Tiffany will be speaking on behalf of EasyCare, the Sales Rep for our area is Rosemary Arenas.

#### Rosemarie S. Arenas

Western Regional Sales Director for EasyCare Products a Division of McGrayel Co. Inc. (559)974-8252 cell (559)299-7660 ext. 223 email: rarenas@easycarewater.c

email: <a href="mailto:rarenas@easycarewater.com">rarenas@easycarewater.com</a> website: <a href="mailto:www.easycarewater.com">www.easycarewater.com</a>

#### **Sick Route**

- We have no members out.
- Sick Route Summary Cards were due by February 1. If you did not return them, you will be fined an additional \$200 if completed and returned during March.

Thank you for your support

Kim Barber
Sick Route Chairwoman
916-889-6529
Kimberlynn1221@gmail.com

The sick route policy is at <a href="https://www.cvipssa.com/oute.html">www.cvipssa.com/oute.html</a>



To stay current on upcoming local training and product specials -

Text: haywardnorcal

To: 31996

# Membership

For membership information please contact:
Mike Assenza
Membership Chairman
916-837-8525
mike@rivercitypoolcare.com

#### For Sale:

Due to the generosity of our supporters, we have a limited number of products that were donated to support our fundraising efforts.

- Pentair CCP320 Filter \$610
- Pentair Rebel Sweep \$370
- Pentair Legend (LL505G) \$435

Call Scott Houseman, 916-638-4100

Innovative Pool Products Relay (IPP-100) \$40 Call Jack Emlay, 916-764-7852



## **Looking for a Few Good Pools**

I'm looking to strengthen my routes in a couple areas:

- Roseville: General area of Oakmont HS, 3-6 pools depending on size, proximity, and service level.
- Gold River: 2-4 pools depending on size, proximity, and service level.
- Folsom: Empire Ranch area, 2-4 pools depending on size, proximity, and service level.
- EDH: Serrano, Governor's Park, and Franciscan Village areas, 2-4 pools depending on size, proximity, and service level.

Mike Assenza River City Pool Care 916-837-8525 Mike@rivercitypoolcare.com

# Filter Cleaning Service

- ⇒ Are you behind on your filter cleanings or just tired of doing them yourself?
- ⇒ Do you wish you could hire someone to do them for you?
- ⇒ Someone experienced and insured?

Then contact Alex Assenza @ 916-798-3736, or alexander.assenza@gmail.com

Rates are negotiable. He worked with me for the first couple years of my business (River City Pool Care), and recently ventured on his own. He has been cleaning my filters, and has worked with a couple other members.

#### A Message from Monte...

#### **How Electronic Leak Detection Works**

When you contract with a leak detection company, the expectation is that they will identify a concealed leak as close as possible to the source, so that a repair can be made. You might think that a trained leak detection technician is only looking for water when looking for a leak, but the truth is, water is not always easily found. It is technology that makes it possible to pinpoint a leak.

It might surprise you to know that sound is the key to finding concealed plumbing leaks. When a faucet is turned on it obviously creates a sound as the water is traveling through a pipe, and this is especially obvious when a fixture is turned on upstairs in a home. As water rushes through a pipe the sound can echo throughout the plumbing system. This can also be apparent when an exterior hose bib, that exits the wall of the home, is turned on. When there is a leak in a pipe, sound is also created as the water rushes out of the leak. This can occur even when the leak is only the size of a pinhole. In these cases, the sound is usually not nearly as loud as an open faucet, so to hear the sound of the water movement technology is required.

Electronic leak detection equipment amplifies the sound of the moving water, using microphones, digital amplifiers and filters, allowing the leaking pipe to be identified. Once the leaking line is identified then the pressure in the line can be altered to create a specific sound that the technician uses to pinpoint the leak. The sound of pressure escaping from a broken pipe varies depending on the circumstances -- the type of pipe, how deep the pipe is underground, if it is under concrete, asphalt, dirt, etc., how big the leak is, if there is a pool of water around the pipe, if there is a void underground, and countless other scenarios that affect the sound of a leak. Training and experience are key when effectively using electronic leak-locating equipment to detect these types of leaks.

This process is used for all types of plumbing systems, under concrete slabs, main water lines, swimming pool plumbing systems, and others. As long as a system can be isolated and pressure tested, leaks can be located using electronics. The more accurately a leak can be pinpointed, the less damage to access the leak, saving time and money.

Monte Routon

AMERICAN LEAK DETECTION SACRAMENTO

The Original Leak Specialists

(916) 331-6443 (916) 765-5734 (cell) www.americanleakdetect.com monte@americanleakdetect.com

#### **NEWSLETTER CONTENT**

What tips do you have to share??
What problems have you encountered this year?
Did you have a really great picture of an account you would like to share?
Safety warnings? Local water news? Pools or equipment for sale? Events?
PLEASE share!

Want to write an article, submit chapter pictures, or have news to share?

Please send it to

#### mike@rivercitypoolcare.com

by the 25th to be included.

Want to help with this or many other volunteer positions?

Contact one of our Board Members or Committee Chairmen today!

#### **Building Client Relationships**

I read a couple articles in the February edition of the Service Industry News. The articles were about building your business and increasing your profits. The common theme was building better relationships and trust with your clients. Here are some highlights:

- Instead of rushing through your service and avoiding speaking with your client, take a few moments to listen to their concerns. A client complaining about long pump run times might benefit from upgrading to a variable speed pump. They might not upgrade now, but you planted a seed, presented yourself as someone informed, provided a solution, and demonstrated you are concerned about their needs.
- 2. When presenting services or products to your client, use the "Good", "Better", "Best" approach. The "Better" and "Best" levels command more money, while the "Good" level captures the remaining market. Again, you demonstrate yourself as the expert in helping them meet their needs. Of course, you will need to be able to discuss the differences between the levels, and the benefits of "Better" and "Best."
- 3. Encourage and ask for reviews. Social media shares on Facebook and Nextdoor can be profitable.
- 4. Bonus your clients for referrals. Clients will refer someone they like and know.
- 5. Send periodic emails to your clients. This is a great way to promote new products, rebates, promotions, or the benefits of upgrading to a variable speed pump. Also, you can use it to invite your client to get involved with a drowning awareness program, Sheriff's Toy Project, etc. This can help to establish you as a community minded, caring individual in other words, a real person.

These are just a few suggestions. If you have more to share, send them to me at mike@rivercitypoolcare.com, and I'll include them in an upcoming newsletter.



We are excited to announce the release of the IPSSA app, available for free download in the Apple and Google Play/ Android Store!

Engage with the IPSSA in a new way — See your Member information, chat with and seek answers from other IPSSA members, view member exclusive offers and much more all at your fingertips!

#### Instructions for successful Member log in to app

Find IPSSA on your Mobile Device App Store





Click Open to Download

- Download from Apple store or Google Play Search for IPSSA, you will see the IPSSA logo.
- You must sign in using the email registered with IPSSA. If you use a different email address, member content will not be viewable.
- 3. Once you enter your email into the app you will receive a verification code. If you remain logged into the app, it will remember you the next time it opens, and this step will not have to be repeated. Successful log in will show Member Exclusive Offers Button and a Member Profile button on the upper corner of the Welcome Screen.







Specializing in Pool Remodeling

#### Put our experience to work for you!

## More than 40,000 pools plastered and over 15,000 fully remodeled!

#### We specialize in:

- · Waterfalls, Water Features and Spa Additions
- Professional Masonry and Tile
- Concrete Deck Removal and Replacement
- Pool Shallowing and Acapulco Bench Additions
- · BBQ Islands, Grills, Fire Pits
- Pool and Spa Replumbing, Skimmer Replacement
- Energy Efficient Equipment and Solar Heating
- Automatic Pool Covers and Fabric Replacement
- Plumbing and Leak Repair Services

In 1989, Rob Burkett launched Burkett's Pool Plastering with three employees and his wife Dianne, running the home office. Today, we've grown to more than 200 employees who are dedicated to creating your ultimate backyard environment. When it comes to pool renovation and resurfacing, we're here to exceed your expectations. With competitive pricing and crews that take pride in their work, we treat your family like our family.



Call today! (800) 517-3115 or visit www.burkettspoolplastering.com









#### SCOREMORE REWARDS

#### MISSION:

To provide the pool heater industry's best rewards to Partners who demonstrate loyalty to Raypak and dedication to their customers by purchasing and installing eligible Raypak/Rheem heating products.

#### PROGRAM DESCRIPTION

Welcome to Raypak's ScoreMore Rewards the program designed to reward you! ScoreMore Rewards offers our partners exclusive opportunities to earn cash back for every eligible Raypak/Rheem product purchase, as well as for participating in qualified professional training and special promotions.



#### **DESIGNED TO REWARD YOU**

#### STEP 1

#### **ENROLLING IS EASY**

Go to HaypakScoreMoreHewards.com and select the red "click here" hyperlink to complete the enrollment form. As a ScoreMore Rewards member, you'll earn cash back for each eligible pool and spa heating product you install throughout the year. It's easier than ever to earn, track, and reward yourself with every purchase.

#### STEP 2

#### INSTALL & REGISTER ELIGIBLE PRODUCTS

A list of eligible pool and spa heating products is available in the Resources section of this guide. Please review to confirm your Raypak/ Rheem heating product purchases are eligible for ScoreMore Rewards earnings.

To submit a claim go to the Promotions page at RaypakScoreMoreRewards.com. From here you will enter the Invoice Number, Sales Date, Serial Number, and upload Invoice. Then, just click submit.

If successful, A confirmation window will let you know your claim has been received and is under review.

#### STEP 3

# TRACK PRODUCT REGISTRATIONS & DEBIT CARD BALANCE

- Login to RaypakScoreMoreRewards.com to view your cash back balance award and funding history.
- Use partial or all of earned cash back rewards funds on one or more purchases

Tracking Your Earned Cash Awards

You can view your product registration history and award and funding history anytime at: RaypakScoreMoreRewards.com

or the Raypak ScoreMore Rewards App.







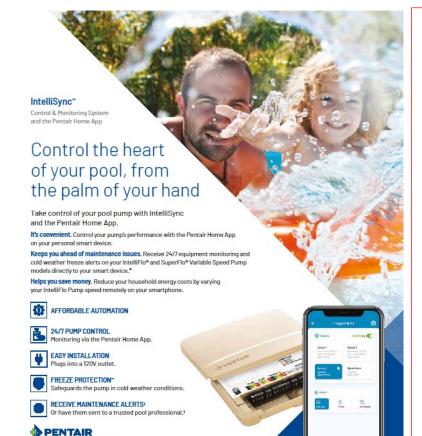




GOLD LEVEL 51-100 Units purchased

PLATINUM LEVE

Learn more at raypakscoremorerewards.com



Insist on Pentair

Bringing Water to Life



#### SunUp - Swimming Pool Solar

- The SunUp panel is manufactured by UMA Solar, the # 1 manufacturer of swimming pool solar panels in the world!
- Designed to resist hurricane force winds
- One piece "over molded" construction of the header and tubes eliminates welds and leaks
- Patented individual tube design allows for expansion and contraction, eliminating cracks and leaks
- Innovative mounting hardware eliminates the need for rubber hoses, metal clamps and multiple straps across the panel which will reduce the number of roof penetrations

\*PLEASE CONTACT JOHN KIES - ELM DISTRIBUTION (916) 342-0782



in pool and spa remodels

and repairs, equipment

installation, pool cleaning

and maintenance services

POOL TIME



stripping the interior surface to creating shallower depths and adding decking and seating areas, we pay attention to the details that will make your oasis last





www.PoolTimePoolSpa.com 916.638.POOL



We're proud to have been installing **SOLAR POOL HEATING** systems for almost 4 decades.

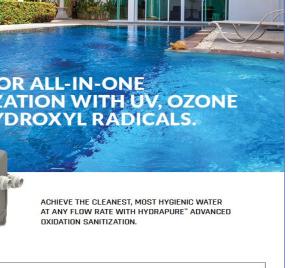
#### REFERRAL FEES AVAILABLE!

Solar Pool Heating • Solar Electric Solar Hot Water • Superior Service

Call Jack Stanger: (916) 802-1830

AZTECSOLAR.COM







hydroxyl radicals



Destroys 99.9%\* of chlorine-resistant viruses and bacteria



loss at flow rates from 10-120 GPM



required for effective sanitization



VISIT HAYWARD.COM/HYDRAPURE

EXPERT LINE O NOTSOLD



NUME ( 3- YEARD



# Pool Covers Inc.

Specialists In Safety Swimming Pool Products 707-864-6674

#### **THANK YOU**

#### YOU CAN GET CASHI



with Pool Covers, Inc.

#### GETTING Cash Is Easy!!

Just refer a customer to us that is interested in the highest quality pool safety products on the market today.

We make the sale... you get the cash!

Must Mention Flyer When Calling In Referral!

- Automatic Pool Covers = \$350
- Man Fastener/Track Man = \$200
- Unit Conversions = \$200
- Recovers = \$150
- Spa Covers = \$50

# **MARCH 2021**



SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3 CVIPSSA Chapter Meeting	4	5	6
7	8	9	10 CVIPSSA Board Meeting	11	12	13
Daylight Saving Time Begins	15	16	17	18	19	20 FIRST DAY OF MARCH 20
21	22	23	24	25	26	27
28	29	30	31			

# **APRIL 2021**

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7 CVIPSSA Chapter Meeting	8	9	10
11	12	13	CVIPSSA Board Meeting	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



#### Insurance Membership Education Networking Friendship

# www.facebook.com/CapitalValleylpssa

Newsletter Editor:
Mike Assenza
Phone: 916-837-8525
mike@rivercitypoolcare.com

Chapter Mailing Address: Capital Valley IPSSA P.O. Box 1944 Orangevale, CA 95662

#### **Capital Valley IPSSA Chapter - Board of Directors**

Jason Hilton, President	(916) 224-3113	jay@shockwavepool.com
Bill Palmer, Vice President	(916) 202-6389	bill@allamericanpools.org
Jim Severin, Secretary	(916) 723-4689	deltabreezepoolservice@yahoo.com
Jack Emlay, Treasurer	(530) 644-7750	jjemlay@comcast.net

#### **Other Important Contacts**

Mike Assenza	Membership	(916) 837-8525	mike@rivercitypoolcare.com
Tom Pliczka	Program Chairman	(916) 791-1221	service@rosevillepoolservice.com
Kim Barber	Sick Route Chairperson	(916) 889-6529	Kimberlynn1221@gmail.com
Mike Assenza	Newsletter	(916) 837-8525	mike@rivercitypoolcare.com
Marian Pliczka	Website		service@rosevillepoolservice.com
David Hawes	Region 1 Director	(925) 828-7665	info@hhpools.com
Rose Smoot	IPSSA Corporate	(888) 360-9505 x2	rose@ipssa.com
IPSSA	Member Services	(888) 360-9505 x1	memberservices@ipssa.com
Insurance Billing	Cramer & Associates	(844) 574-1134	insurance@cramercpa.com
HUB Insurance	Info & Certificates	(800) 833-3433	
Carole Dittmer	FPSIE Education Center	(916) 922-8895	carole@fpsie.org
	Pool & Hot Tub Alliance	(703) 838-0083	service@phta.org



# Thank you from Capital Valley IPSSA Chapter! Please get to know our Chapter Supporters

They are here to help you be your best

hapter Supporters Contact		Phone	Email	
American Leak Detection	Monte Routon	(916) 331-6443	monte@americanleakdetect.com	
Aztec Solar	Jack Stanger	(916) 853-2700	<u>iack@aztecsolar.com</u>	
Burkett's Pool Plastering	Jason Steenburgh	(209) 595-6016	burkettsjason@gmail.com	
Blake Sales Associates	Brian Duyanovich	(916) 529-0806	bduyanovich@blakesales.net	
Cramer & Associates, CPA	Jay Lang	(916) 864-4272	<u>jay@cramercpa.com</u>	
Deck-O-Seal	Patrick Raney	(916) 806-8924	praney@wrmeadows.com	
EasyCare Products	Rosemarie Arenas	(559) 974-8252	rarenas@easycarewater.com	
ELM Distribution	John Kies	(916) 342-0782	john@elmdistribution.com	
Fluidra	Nic Benny	(916) 599-4369	nbenny@fluidra.com	
Hasa Chemicals	Dave Shepard	(916) 949-2662	daveshepard@hasapool.com	
Hayward Pool Products	Nowell Sellers	(925) 605-9654	nsellers@hayward.com	
Leisure Supply	Roger Jones	(916) 614-9500	rejones@kellersupply.com	
Natural Chemistry	Charlie Tuttle	(302) 345-5435	charlie@ncbrands.com	
Paramount Pool & Spa Systems	John Anderson	(925) 595-7516	<u>janderson@1paramount.com</u>	
Pentair	Lorne Early	(916) 284-9774	lorne.early@pentair.com	
Pentair	Darrin Dillree	(530) 301-1 <i>57</i> 9	Darrin.dillree@pentair.com	
Pool Covers, Inc.	Cheryl MacLennan	(707) 864-6674	cmaclennan@poolcoversinc.com	
Pool Time Plaster and Tile	Joe Pagluica	(916) 601-8600	<u>joepooltime@aol.com</u>	
Ray-Pak	Matt Anderson	(916) 767-8185	Matt.Anderson@raypak.com	
SCP, Rancho Cordova	Jordon Reynolds	(916) 501-7825	<u>Jordan.reynolds@scppool.com</u>	
SCP, Rocklin	Ernie Weigum	(916) 408-2700	ernest.weigum@poolcorp.com	
SCP, Sacramento	Mitch Miles	(916) 257-2669	mitchell.miles@poolcorp.com	
Superior Pool Products	Doug Anthony	(916) 416-9344	douglas.anthony@poolcorp.com	
Thornburg Enterprises, Inc.	Kirk Wissbaum	(503) 804-9303	wissbaum@outlook.com	
United Chemical Corporation	Rick Hild	(951) 818-5852	r.hild@unitedchemicalcorp.com	
Valley Leak Detection	Jeff Smith	(916) 532-2162	valleyleakdetection@gmail.com	

Chapter Supporters that are interested in submitting an article or news, please e-mail info and artwork to mike@rivercitypoolcare.com. The deadline is the 25th of the month for the following months issue.