

**Mark your calendar!**

**Next Chapter Meeting:**

**August 4<sup>th</sup>**

Thornburg Enterprises

**VFW Hall**  
**8990 Kruitof Way**  
**Fair Oaks, 95628**  
**6:30 Dinner**  
**7:00 Meeting**

**Upcoming Meetings & Events:**

**September 1<sup>st</sup>**  
 To Be Announced

**September 9-11**  
 Pool Industry Expo  
 Monterey, CA

**October 6<sup>th</sup>**  
 Officer Nominations and  
 Speaker to be announced

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**CAPITAL VALLEY IPSSA CHAPTER**

# Water Watcher

**AUGUST 2021**

**Featured Speaker for August**



Kirk Wissbaum, with Thornburg Enterprises, has been in the industry since 1978. He started his own retail and service and repair company in 1983, which he sold in 1990 to start his sales rep career.

Kirk will be training on how to save or reduce chlorine usage. Specifically, how using Orenda products can reduce chlorine demand.

Kirk will provide dinner.

Kirk Wissbaum  
 Thornburg Enterprises  
 503-804-9303  
[wissbaum@outlook.com](mailto:wissbaum@outlook.com)  
[www.thornburgenterprises.com](http://www.thornburgenterprises.com)

Some of the companies that Kirk represents:



## Sick Route

We have no members out.

Thank you for your support

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

The sick route policy is at [www.cvipssa.com/sickroute.html](http://www.cvipssa.com/sickroute.html)

## For Sale:

These items were donated by our chapter supporters, and the proceeds go to the chapter.

- Pentair Rebel Sweep - \$370
- Aqualink TCX Conversion Kit (Pool Only) - \$510
- iAqualink Conversion Kit from Pentair EasyTouch, IntelliTouch, and IntelliCenter - \$855
- Pentair Legend (LL505G) - \$435

Call Jason Hilton, 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 expand my routes in a few areas:

- ◇ Roseville: General area of Oakmont HS, 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.

Will pay reasonable rates or work them off.

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

## Membership

For membership information please contact:

Mike Assenza  
Membership Chairman  
916-837-8525  
[mike@rivercitypoolcare.com](mailto:mike@rivercitypoolcare.com)

## Capital Valley IPSSA Resource Manual

We updated our CVIPSSA resource manual. It is available online on our [cvipssa.com](http://cvipssa.com) web site.

Please review it and send any corrections to Marian. Also, you may still submit your business information and Marian will add it as his time permits.

Email Marian at [Marian@Pliczka.com](mailto:Marian@Pliczka.com) with any corrections, questions, and submittals.

## Hayward 925 Extended Life Turbocell For Sale

New in a box, and comes with unions. Hayward part # TCELL925. Asking \$295 (wholesale \$465)

Contact Tom Pliczka @ 916-791-1221.

## 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](mailto:alexander.assenza@gmail.com)

\$40 per filter for cartridges. 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 few other members.

## Education:

### A Message from Monte...

#### Massive Water Restriction Are Now CA Law

Many Californians may not know that over the next several years, massive water restriction laws are going into effect. These laws will require Californians to consume only 55 gallons of water, per person, per day – a reduction of nearly 50 percent based on some calculations. In the coming decade the restrictions will be even more severe. Though the details about how commercial, or landscaping usage (swimming pools could be included in this category) will be reduced are not specific, the message is clear to Californians – every drop of water counts, literally, because those who use more water than the restrictions allow will face heavy fines. As a result of all of this, you may notice customers becoming increasingly focused on finding and fixing all kinds of water leaks as quickly as possible.

Please remember that American Leak Detection Sacramento is here, and has been here for more than 38 years, to help your customers get the resolution they need in the shortest amount of time, with the least disruption possible.

We are currently looking for motivated people for Leak Detection Technician positions on our team, plumbing experience and exceptional customer service skills are required.

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(916) 331-6443

(916) 765-5734 (cell)

[www.americanleakdetect.com](http://www.americanleakdetect.com)

[monte@americanleakdetect.com](mailto:monte@americanleakdetect.com)



# AMERICAN LEAK DETECTION

THE ORIGINAL LEAK SPECIALISTS™

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POOL INDUSTRY EXPO XXXIV  
SEPTEMBER 9-11, 2021  
MONTEREY, CALIFORNIA



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**HEALTHCARE HEROES**  
Thank You for your Service and Sacrifice

Pool Industry Expo XXXIV will be held in the Monterey Conference Center, with its adjacent Portola Hotel & Spa — an AAA-rated 4-Diamond resort. PIE has arranged a special group rate of \$253 per night plus taxes at the Portola Hotel & Spa. The cutoff date for this special discount is August 17, 2021, at 5 p.m., so reserve your room today! Telephone (831) 649-4511 Ask for the Pool Industry Expo Group Rate. Or visit online at: <http://book.paskey.com/gi/PIE2021>

#### THE KNOWLEDGE YOU NEED TO SUCCEED!

Pool Industry Expo offers training in a variety of practical skills, including:

- Equipment Repair & Maintenance
- Water Chemistry
- Electrical & Hydraulics
- Developing Business Skills

#### ALL IN A BEAUTIFUL SEASIDE RESORT SETTING

Monterey is a worldwide travel destination noted for its beautiful scenery, mild weather, great shopping, gourmet dining, and world-class golf.

For Information, Call:

**Hasa 650-323-7743**

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Register Online At:

**[www.poolindustryexpo.com](http://www.poolindustryexpo.com)**



PRODUCT TRAINING SEMINAR

## RENO

Come join the Pentair Training team and your favorite Pentair representatives for an extraordinary learning event! This two-day workshop will offer many courses, which may include: advanced Automation, Hands-on Heater Troubleshooting, Pentair Lighting, Automated Chemical Controls, SuperFlo and IntelliFlo VSF Pumps, our new Hybrid Heater, E-Tools and general education courses like Hydraulics and Electricity.

**THE BEST PART:** You choose the courses you wish to take! All courses are electives and you create your own schedule once you sign in on our website!

**PRIZES:** In addition to this exciting new format, there will be drawings for BIG prizes many times during this two-day event! We're talking BIG TVs, electronics, gadgets, in addition to Pentair pool equipment!

#### REGISTRATION

Online registration is REQUIRED. Register now at [www.pentairpartners.com](http://www.pentairpartners.com) to reserve your seat.

HURRY! Class sizes are limited.

**WALK-INS WILL NOT BE ADMITTED**

#### EVENT INFORMATION

**COST** .....\$149.00 (credit card or PIP points)

**WHERE** ...Silver Legacy Resort Casino

**WHEN** .....October 28-29, 2021

7:00a - Registration

7:30a - Continental breakfast

8:00a-5:00p - Training sessions

LUNCH WILL BE PROVIDED

QUESTIONS? Call 1-888-755-7946

TRAINING SEASON  
2021 - 2022

## SAVE THE DATE

### OCTOBER 28-29, 2021





## HASA SUPPLY & INDUSTRY UPDATE

- Demand in July has continued at an unprecedented pace, estimated at approximately 27% over 2020 levels, which were also at a record.
- There is better news as a primary supplier to the West Coast of raw materials is back up and running after a major malfunction created a ripple of supply issues—not just for HASA—but for hundreds of cities' wastewater and drinking water supplies. Product is flowing again from that supplier. See news link to an article, which provides more details, in our post caption.
- Disruptions have continued and are likely affecting ALL manufacturers of Sodium Hypochlorite in the areas of Southern California, Nevada, Arizona, and Texas with railcar re-routes due to major fires and extreme weather events.
- We can report that, as of this week, even though raw material availability continues to be tight, the supply chain looks to be improving and more products may be available as we do everything possible to get supplies back to a more normal level. HASA has positioned itself with supply that will continue to exceed 2020 levels, and we will be positioned to provide additional relief to the industry over the next 2-4 weeks (at least.)
- Labor and transportation continue to be a challenge as temporary and seasonal employment remain strained in key areas. This and some packaging material challenges affect total capability to get product into sufficient packaging to meet the additional needs created due to the tab shortage.
- HASA continues to manage a balanced supply to ALL customers in the recreational water market, based on 2020 and 2019 purchases in combination with 2021 projected requirements. \*As much as possible, every day, fairly, to all.\*
- HASA does not speak for or know the status of other suppliers in the industry; there are many choices when it comes to Sodium Hypochlorite and each supplier. HASA understands that not all these suppliers are the best solution specifically for the pool industry, and we take our obligations to the Pro and the knowledgeable pool owner seriously.

Thank you,

**The HASA Supply Chain Team**

**PENTAIR**  
**PROWLER® 930W**  
ROBOTIC CLEANERS  
Powered by Dolphin

**Open the app.  
Clean the pool.  
Feel the freedom.**

The Prowler 930W offers effortless control of a spotless pool.

WiFi connectivity and the Pentair Home app make this robot simple and hands-free. The powerful high-speed front scrubbing action scours the entire pool, walls and all. And it's a snap to program or even direct to problem spots—right in the app.

[pentair.com/prowler930w](http://pentair.com/prowler930w)

**PENTAIR HOME APP** | | |

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Ideal for Pool Professionals looking to maintain beautiful, sparkling blue pool water using Sani-Chlor® liquid sanitizer—without the hassle of increased cyanuric acid (CYA) or calcium from tablets or granular.



- Simple-to-use automatic feeder
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- Feeds whenever filter pump is running
- More brilliant pool "look and feel"
- No CYA or calcium added to water
- Best cost per use savings



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**INTRODUCING JANDY TRUGUARD™**

The Jandy TruGuard mineral sanitizer can reduce chlorine use by up to 50% in pools. Plus, when you combine it with a salt chlorinator it creates a perfect chlorine-generating solution to keep pool water clean, clear and luxuriously soft.

**REDUCES CHLORINE USE UP TO 50%.**

**REPLACE CARTRIDGE EVERY 6 MONTHS — RECURRING REVENUE!**

**CONTROLS ALGAE & IS EASIER ON EYES AND SKIN.**

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Jandy TruGuard + Salt Chlorinator

**TRUGUARD™**

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- Automatic Pool Covers and Fabric Replacement
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- ❖ Recovers = \$150
- ❖ Spa Covers = \$50

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When you consider less chlorine tabs, CYA conditioner, algaecide and clarifier usage, Pooltec pays for itself.



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Fremont, California 94721

Toll-Free: 1-800-289-7660 Direct: 559-299-7660 [www.easycarewater.com](http://www.easycarewater.com)

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OmniPL™ is high-end automation priced for mid-range builds and renovations. Using the relocatable touchscreen display, the leading OmniLogic® app or voice control, owners can control virtually any pool or spa feature—and the system scales up as backyards grow.

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[hayward.com/omnipl](http://hayward.com/omnipl)

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We excel at laying the foundation for your dream pool remodel. From 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 for decades.



[www.PoolTimePoolSpa.com](http://www.PoolTimePoolSpa.com) 916.638.POOL

PURCHASE BETWEEN  
 May 18, 2021 - September 6, 2021



## SUMMER REBATES



Polaris EPIC™ 8640  
**GET A \$75 REBATE**

Polaris ALPHA™ IQ+  
**GET A \$100 REBATE**

Polaris Quattro® Sport  
**GET A \$150 REBATE**  
 BONUS \$50 when purchased with PB45Q™ booster pump.

Polaris 3900 Sport  
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 BONUS \$50 when purchased with PB45Q™ booster pump.

**SAVE UP TO \$150 ON POLARIS CLEANERS**

Offer applies only to Polaris ALPHA™ IQ+, Polaris ALPHA™ IQ, Polaris EPIC™ 8642 IQ, Polaris EPIC™ 8640, and Polaris EPIC™ 8520, Polaris Quattro® Sport, Polaris 3900 Sport, Polaris PB45Q™ terms and conditions apply.



# SCOREMORE REWARDS

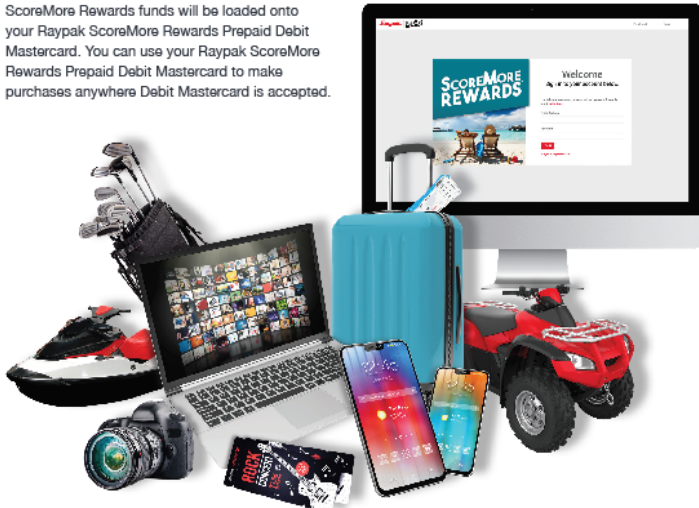
## MISSION:

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.

ScoreMore Rewards funds will be loaded onto your Raypak ScoreMore Rewards Prepaid Debit Mastercard. You can use your Raypak ScoreMore Rewards Prepaid Debit Mastercard to make purchases anywhere Debit Mastercard is accepted.



# DESIGNED TO REWARD YOU

## STEP 1

### ENROLLING IS EASY

Go to [RaypakScoreMoreRewards.com](http://RaypakScoreMoreRewards.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](http://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](http://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](http://RaypakScoreMoreRewards.com) or the Raypak ScoreMore Rewards App.



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SILVER LEVEL  
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Item # 101003  
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**\$15.00 OFF**

PoolRx 4Pack Black Units (Pool)



Item # 101067  
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**\$17.50 OFF**

PoolRx 4Pack Booster Minerals (Pool)



Item # 102004  
7.5K - 20K gallons

**\$7.50 OFF**

### Single Units (Pool and Spa)

PoolRx Blue Unit (Pool)



Item # 101001  
7.5K - 20K gallons

**\$4.00 OFF**

PoolRx Black Unit (Pool)



Item # 101066  
20K - 30K gallons

**\$5.00 OFF**

PoolRx Booster Minerals (Pool)



Item # 102001  
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**\$2.00 OFF**

PoolRx Yellow Unit (Spa)



Item # 101057  
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PoolRx Black Unit (Spa)



Item # 101055  
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**\$1.30 OFF**

End of  
**SUMMER**  
- SALE -

August 1 thru September 30

PoolRx Commercial Unit (Pool)



(Requires Granular Minerals, Part # 102005)

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150K - 500K gallons

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Item # 102003  
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Single Units (Pool and Spa)

We are also featured on podcasts: [thepoolguypodcastshow.com](http://thepoolguypodcastshow.com) and [poolchasers.com](http://poolchasers.com)

Commercial (Pool)

# AUGUST 2021



SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4 CVIPSSA Chapter Meeting	5	6	7
8	9	10	11 CVIPSSA Board Meeting	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# SEPTEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			1 CVIPSSA Chapter Meeting	2	3	4
5	6 	7	8 CVIPSSA Board Meeting	9 Pool	10 Industry Monterey	11 Expo
12	13	14	15	16	17	18
19	20	21	22 	23	24	25
26	27	28	29	30		





**Insurance Membership Education Networking Friendship**

[www.cvipssa.com](http://www.cvipssa.com)

[www.facebook.com/CapitalValleyIpssa](https://www.facebook.com/CapitalValleyIpssa)

**Newsletter Editor:**

**Mike Assenza**

**Phone: 916-837-8525**

**[mike@rivercitypoolcare.com](mailto:mike@rivercitypoolcare.com)**

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**Capital Valley IPSSA**

**P.O. Box 1944**

**Orangevale, CA 95662**

### Capital Valley IPSSA Chapter - Board of Directors

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<i>Jim Severin, Secretary</i>	<i>(916) 723-4689</i>	<i><a href="mailto:deltabreezepoolservice@yahoo.com">deltabreezepoolservice@yahoo.com</a></i>
<i>Jack Emlay, Treasurer</i>	<i>(530) 644-7750</i>	<i><a href="mailto:jjemlay@comcast.net">jjemlay@comcast.net</a></i>

### Other Important Contacts

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

**Chapter Standing Rules at [www.cvipssa.com](http://www.cvipssa.com)**



Thank you from Capital Valley IPSSA Chapter!

Please get to know our Chapter Supporters

They are here to help you be your best

Chapter Supporters	Contact	Phone	Email
American Leak Detection	Monte Routon	(916) 331-6443	<a href="mailto:monte@americanleakdetect.com">monte@americanleakdetect.com</a>
Aztec Solar	Jack Stanger	(916) 853-2700	<a href="mailto:jack@aztecsolar.com">jack@aztecsolar.com</a>
Burkett's Pool Plastering	Jason Steenburgh	(209) 595-6016	<a href="mailto:burkettsjason@gmail.com">burkettsjason@gmail.com</a>
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Deck-O-Seal	Patrick Raney	(916) 806-8924	<a href="mailto:praney@wrmeadows.com">praney@wrmeadows.com</a>
EasyCare Products	Rosemarie Arenas	(559) 974-8252	<a href="mailto:rarenas@easycarewater.com">rarenas@easycarewater.com</a>
ELM Distribution	John Kies	(916) 342-0782	<a href="mailto:john@elmdistribution.com">john@elmdistribution.com</a>
Fluidra	Nic Benny	(916) 599-4369	<a href="mailto:nbenny@fluidra.com">nbenny@fluidra.com</a>
Hasa Chemicals	Dave Shepard	(916) 949-2662	<a href="mailto:daveshepard@hasapool.com">daveshepard@hasapool.com</a>
Hayward Pool Products	Nowell Sellers	(925) 605-9654	<a href="mailto:nsellers@hayward.com">nsellers@hayward.com</a>
Leisure Supply	Roger Jones	(916) 614-9500	<a href="mailto:rejones@kellersupply.com">rejones@kellersupply.com</a>
Natural Chemistry	Charlie Tuttle	(302) 345-5435	<a href="mailto:charlie@ncbrands.com">charlie@ncbrands.com</a>
Paramount Pool & Spa Systems	John Anderson	(925) 595-7516	<a href="mailto:janderson@1paramount.com">janderson@1paramount.com</a>
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Pentair	Darrin Dillree	(530) 301-1579	<a href="mailto:Darrin.dillree@pentair.com">Darrin.dillree@pentair.com</a>
Pool Covers, Inc.	Cheryl MacLennan	(707) 864-6674	<a href="mailto:cmaclennan@poolcoversinc.com">cmaclennan@poolcoversinc.com</a>
Pool Time Plaster and Tile	Joe Pagluica	(916) 601-8600	<a href="mailto:joepooltime@aol.com">joepooltime@aol.com</a>
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