



CAPITAL VALLEY IPSSA CHAPTER

Water Watcher

OCTOBER 2021

Mark your calendar!

Next Chapter Meeting:

October 6th

Round Table Discussion
and Officer Nominations

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

Upcoming Meetings & Events:

October 28-29
Pentair Training
Reno

November 3rd
PEP
Pool & Electrical Products
and Officer Elections

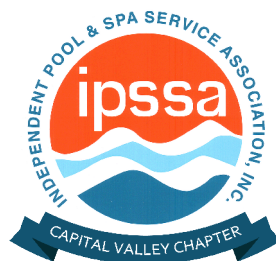
Round Table Discussion and Officer Nominations

At the October meeting we will be having a round table discussion. Jason will discuss the latest news from the IPSSA BORD and other developments affecting our industry. There may even be an opportunity for a Q&A.

In addition, we will hold nominations for our Capital Valley Board of Directors. Please make it a point to be at this meeting and for the Elections in November! All of the offices will be up for nominations and it is a great opportunity to help support your chapter and bring new ideas to the chapter meetings. None of the positions are hard or take lots of time to be successful. You will receive training and support from past board members. Hope to see you all at these next 2 chapter meetings! If you have any questions about the board or the positions please feel free to call me!

'Til next time, keep it clear,

Jason Hilton,
President
jay@shockwavepool.com
916-224-3113



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Sick Route

We have one member out and expected to return sometime shortly. Please continue to service the pools until told otherwise.

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

Business Acquisitions

Pentair finalized an agreement to purchase **Pleatco Filtration**, a major manufacturer of DE and cartridge filters, as well as clean air technologies, headquartered in Louisville, Kentucky.

Fluidra, a global swimming pool equipment manufacturer, based in Spain, announced that it has acquired U.S. based **S.R. Smith**, a major supplier of pool deck equipment.

Granite Bay Pools for Sale or Trade

I'm focusing my routes in the El Dorado Hills area. I have three clients to sell or trade that are outside that area.

Two are Chem/Basket (\$80/month):

- Off Sierra College Blvd and Old Auburn Road
- Off Auburn Folsom Road and Shelborne Dr.

The third is a Chem/Basket/Net or Brush (\$110/month)

- Off Auburn Folsom Road and Los Lagos Circle.

Please email or text me if you are serious about working out a deal with me for them.

Glen Hunton
Hunton Pool Service
Glen@HuntonPS.com
916-538-7378

Membership

For membership information please contact:

Mike Assenza
Membership Chairman
916-837-8525
mike@rivercitypoolcare.com

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

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

\$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.

A Message From Monte...

Being Licensed Matters

American Leak Detection - Sacramento has been providing leak detection services in the greater Sacramento area for more than 38 years, and in that time, we've seen a lot of other leak detection / plumbing "providers" come and go. One thing most of these "providers" have in common: they aren't licensed. And that's a problem...for you.

In California, leak detection companies/plumbers are required to be licensed by the Contractor's State Licensing Board (CSLB). To be licensed by the CSLB, businesses have to show proof of liability and worker's compensation insurance. **Anyone who contracts with -- or even refers -- an unlicensed provider may be financially responsible for any damages, including injuries, that occur on the job, regardless of how much they are charging for their service.**

Think about all of the things customers can and probably have complained about when they are even remotely dissatisfied. Minor issues suddenly become very expensive, and when you work with an unlicensed leak detection / plumbing provider, those minor issues become expensive not for them, but for you.

So, before you even consider referring someone for a leak detection job, you should go to the [CSLB website](#) to see if they're licensed, simply provide the company name or the name of the owner. We would all like to take someone's word for it when they say they're licensed, but it's just not worth the risk. If you do become aware of someone operating without a license, it benefits everyone who follows the rules to report that person to the CSLB.

I know what you're going to say: the "providers" that are unlicensed are cheaper. But they're cheaper because they're not playing by the rules, and they're undercutting those of us who do. It takes a lot of knowledge, a lot of time, and a fair amount of money to get your CSLB license and retain it. Those that are willing to risk operating without a contractor's license also risk working without paying for business liability and workers compensation insurance. People who are not willing to do that work, and who are more than willing to make you liable for their mistakes, should not be rewarded.

This isn't about discouraging competition. We've been competing for your business for years, and we'll continue to work hard to earn your business again and again. We value your business, enough that we would never knowingly put you at risk, like unlicensed providers do every time they book a job.

We remain grateful for your business and your partnership.

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

Chapter Attendance Incentive

A guaranteed \$25 winner at every chapter meeting! The winner at the August meeting was **Frank Kindermann** with **Aqua Care**.



To stay current on upcoming local training and product specials -

Text: haywardnorcal
To: 31996



TRAINING SEASON
2021 - 2022

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 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)

WHERESilver Legacy Resort Casino

WHENOctober 28-29, 2021

7:00a - Registration

7:30a - Continental breakfast

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

LUNCH WILL BE PROVIDED

SPECIAL HOTEL DISCOUNT

Pentair has secured a special discounted rate at the Silver Legacy Resort Casino Resort:

Rooms must be reserved before 9/27/21

10/25-28	10/29	10/30
\$60.00	\$110.00	\$120.00
(each night)		

RESERVATIONS

Silver Legacy Resort Casino

407 N. Virginia St. • Reno, NV

Call 866-985-9771 and reference **PENT21** or [book online](#)



QUESTIONS? Call 1-888-755-7946

Pentair Education Fund

This training qualifies for reimbursement through the Pentair education fund that has been established for CVIPSSA members. Twenty-five percent (25%) of the annual rebates given to our chapter by Pentair will be set aside to reimburse our members for Pentair training fees/tuition. The maximum amount to be set aside is \$1,000 per year. If the reimbursement requests exceed the education fund amount, then the fund amount will be split amongst the members that applied for reimbursement. Reimbursement requests must be made by January 31, 2022, for 2021 training fees. Reimbursements will be made at the April chapter meeting.

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pentair.com/prowler930w

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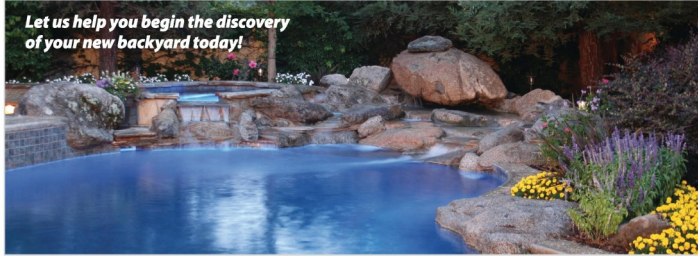
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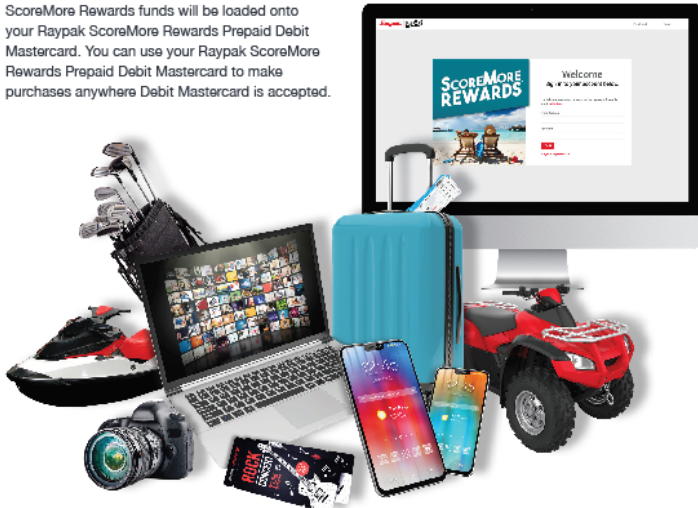
MISSION:

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.

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Go to 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. 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.



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MOVING BUSINESS FORWARD DOESN'T MEAN YOU HAVE TO GET THERE ALONE!



OCTOBER 2021



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

Christmas Party - December 17

NOVEMBER 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
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

www.facebook.com/CapitalValleyIpssa

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

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

Other Important Contacts

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

Chapter Standing Rules at 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	monte@americanleakdetect.com
Aztec Solar	Jack Stanger	(916) 853-2700	jack@aztecsolar.com
Burkett's Pool Plastering	Jason Steenburgh	(209) 595-6016	burkettsjason@gmail.com
Blake Sales Associates	Brian Duyanovich	(916) 529-0806	bduyanovich@blakesales.net
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	Wayne Small	(916) 614-9500	
Natural Chemistry	Charlie Tuttle	(302) 345-5435	charlie@ncbrands.com
Paramount Pool & Spa Systems	John Anderson	(925) 595-7516	janderson@1paramount.com
Pentair	Lorne Early	(916) 284-9774	lorne.early@pentair.com
Pentair	Darrin Dillree	(530) 301-1579	Darrin.dillree@pentair.com
PEP	Howard Cornejo	(916) 201-0159	hcornejo@poolectrical.com
Pool Covers, Inc.	Cheryl MacLennan	(707) 864-6674	cmaclennan@poolcoversinc.com
Pool Time Plaster and Tile	Joe Pagluica	(916) 601-8600	joepooltime@aol.com
Raypak	Matt Anderson	(916) 767-8185	Matt.Anderson@raypak.com
SCP, Rancho Cordova	Jordon Reynolds	(916) 501-7825	Jordan.reynolds@scppool.com
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	Eric Yocum	(916) 216-8040	eric.yocum@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

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.