



Mark your calendar!

Next Chapter Meeting:

October 2nd
Hayward

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

Upcoming Meetings & Events:

October 3rd-5th
Pool Industry Expo
Monterey, CA

October 23rd-25th
Pentair Training
Reno, NV

November 6th
TBD

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CAPITAL VALLEY IPSSA CHAPTER

Water Watcher

OCTOBER 2024

Featured Speakers for October...



HAYWARD®

Jake Middleton began his career in the pool industry with 5 years with Leslie's PoolMart, working in the retail stores and running their wholesale distribution in Sacramento before transitioning to Hayward this year as Business Development Manager. Jake is based in mid-town Sacramento and covers all of Northern California.

John Kennedy has 20 years of experience in the pool industry. John has spent time working at the retail level, B2B outside sales, and his last job was National Director of commercial operations for Leslie's PoolMart. John coaches his daughters soccer time with his spare time and is always trying to get out and golf.

They will be going over our current Hayward dealer programs and go over some new items including their Color logic 2.0 light with detachable cord.

They will provide catered sandwiches and have some gift cards and a few other surprises.

Jake Middleton
Business Development Manager - Northern California
Cell: 916.298.6387
jmiddleton@hayward.com

John Kennedy
District Sales Manager - Northern California/Reno
Cell: 916.846.4840
Jkennedy@hayward.com

Sick Route... has ended

Thank you for your support over the years.

At the June meeting, the members voted to end Sick Route coverage.

Kai Whitney
Sick Route Chairman
415-309-8678
Clearkaipools@gmail.com

For Sale:

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

- Pentair Intellivalve - \$220
- Pentair Legend Platinum - \$725
- Polaris TR28P - \$545
- Polaris TR36 - \$460
- Polaris Speedset Controller - \$120
- Polaris Quattro - \$910

Call Ryan Neely, 916-206-3176

Innovative Pool Products Relay (IPP-100) \$40

Call Jack Emlay, 916-764-7852

Chapter Attendance Incentive

A guaranteed \$25 winner at every chapter meeting! The winner at the September meeting was Mike Assenza with **River City Pool Care**. Who's next? Come to the October meeting, and you too could win \$25

Thank You to our chapter supporters for the door prizes at the last chapter meeting.

AquaStar - Pole, net, brush, valves, surface magic, enzyme paks, unions, stain kits, and lube.

Bullseye Leak Detection - Hats, and mugs.

Pentair - A small and a large in-line leaf canisters.

Plus, **AquaStar** provided dinner!

Membership

Perfect Attendance Awards for attending all meetings during the year.

October is the **first** meeting in the **4th** quarter. You must attend one meeting during the quarter to avoid a \$50 fine. Although we have been a little lax in enforcing the fines, we will more aggressively enforce the fines beginning January 2025.

For membership information please contact:

Glen Hunton
Membership Chairman
916-538-7378
Glen@HuntonPS.com

Looking for a Few Good Pools

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

- ◇ Folsom: Empire Ranch area, 2-4 pools depending on size, proximity, and service level.
- ◇ Rollingwood and Fair Oaks, 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

Beneficiary Forms

One of the benefits we receive as an IPSSA member is a \$50,000 life insurance policy, which is paid to our beneficiaries. However, you must designate your beneficiaries. According to our chapter's membership roster, one-third of our members have **not** designated their beneficiaries. Please protect your family and complete your Beneficiary Designation form.

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EDUCATION & TRAINING



HANDS-ON LEARNING OPPORTUNITY!

Pentair Pool University offers a wide range of courses, seminars, and workshops designed to provide comprehensive knowledge and training to pool industry professionals.

The 2024-2025 schedule is packed with exciting and informative sessions, covering topics such as pool equipment pad automation, sustainable solutions, and innovative technologies.



OCTOBER 23-25, 2024



RENO, NV

SILVER LEGACY RESORT CASINO
407 N VIRGINIA ST, RENO, NV



STARTING AT \$199.00

SCHEDULE

- 7:00 A.M.** Registration
- 7:30 A.M.** Continental Breakfast
- 8:00 A.M. - 5:00 P.M.** Training Sessions

SUBJECTS COVERED

- INTELLIFLO3 VSF POOL PUMP
- CODES AND COMPLIANCE / PRODUCT SAFETY
- INTELLICENTER*
- HYDRAULICS FOR THE SERVICE PROFESSIONAL*
- ELECTRICITY FOR THE SERVICE PROFESSIONAL
- SALT/ BIOSHIELD / INTELLICHEM
- HEATERS*
- WATER CHEMISTRY - ORENDA

REGISTRATION PROCESS

1. Scan the QR code below
2. Choose the workshop you wish to attend
3. Click **Get Tickets**
4. Select the number of tickets you wish to purchase and click **Checkout**
5. Fill in the form with each attendee's information
(an email address may only be used by one person as this is how they are identified during registration)
6. Click on **Payment**, fill out the credit card information, and click **Pay**



ABOUT PENTAIR POOL

Pentair Pool is driven to help people sustainably enjoy water. Our solutions include industry-leading pumps, automation, lighting, heating, and filtration technology that help our customers enjoy a smarter and more sustainable pool. For more information, visit www.pentair.com/poolandspa.

QUESTIONS?

CALL 1-888-755-7946

EMAIL PoolTrainingHelp@Pentair.com

This training qualifies for reimbursement through the Pentair education fund that has been established for CVIPSSA members. Reimbursement requests must be made by January 31, 2025, for 2024 training fees. Reimbursements will be made at the April chapter meeting.



POOL & SPA APPRENTICESHIP AND TRAINING COMMITTEE (PSATC)



APPRENTICESHIP FOR POOL SERVICE & REPAIR

The Pool & Spa Apprenticeship and Training Committee (PSATC) is a Comprehensive Educational Program Developed by Pool Service Professionals for Pool Service Professionals



APPROVED AND REGISTERED WITH THE STATE OF CALIFORNIA & NATIONALLY WITH THE DEPARTMENT OF LABOR

PSATC is the only fully certified Apprenticeship Program sanctioned by the State of California and the first National Apprenticeship Program for Pool Maintenance and Pool Service Technicians approved by the United States Department of Labor.



PSATC MISSION

The PSATC strives to furnish apprentices with the skills, work experience, and knowledge needed to advance toward a meaningful and fulfilling career pathway in the Pool and Spa Service Industry, all supplied by the comprehensive program provided by PSATC's Pool and Spa Apprenticeship Academy (PSAA).



WWW.POOLAPPRENTICESHIP.COM



Available to all self-employed pool and spa professionals

\$200 per class for individuals
(up to \$400 per calendar year)

\$200 per student for instructors
(up to \$4K per class - max two submittals per calendar year)

IPSSA'S EDUCATION FUND

For the Education Fund Guidelines and Application go to www.ipssa.com/ipssa-education-fund

2024 PIE Seminar Schedule

Thursday, October 3, 2024	
1:00-	Hydraulics for the Service Pro Mike Childress, Pentair
3:00-	Electricity for the Service Pro Mike Childress, Pentair
5:00-	
Friday, October 4, 2024	
8:00-	Filtration Scott Parker, Pentair
10:00-	Gas-Fired Pool Heaters Brad Duncan, Raypak
10:00-	Bob Lowry's Pool Chemistry Class (español) Ernie Penado, HASA
10:00-	Marketing to Grow Your Business Dave Goulart, AquaHero
10:00-	MasterTemp/Max-E-Therm/ETi Overview Scott Parker, Pentair
12:00-	Practical Instructions for Everyone's Load Centers Kelli Carrillo & Deb Martin, Pool Girl Pro Training Group
12:00-	Understanding Chlorination (español) Ernie Penado, HASA
12:00-	Setting / Managing Business Expectations Gary Heath, Pool Doctor
12:30-	IF3 Pump with Home & Pro Apps Connected Devices (español) Carlos Gomez, Pentair
2:30-	Understanding Chlorination Terry Arko, HASA
2:30-	Meeting the Challenges of Building a Service Company Dave Hawes, H&H Pool Services
2:30-	IntelliCenter Programming / Connections (español) Carlos Gomez, Pentair
4:30-	Low Voltage and Pool Bonding Kelli Carrillo & Deb Martin, Pool Girl Pro Training Group
4:30-	Hydraulics 101 Brian Christian, AquaStar
4:30-	Accounting for your Pool Business TBD
Saturday, October 5, 2024	
8:00-	IntelliCenter Programming / Connections Tony Silva, Pentair
10:00-	Heat Pump Pool Heaters Brad Duncan, Raypak
10:00-	Bob Lowry's Pool Chemistry Class Terry Arko, HASA
10:00-	Business Roundtable Dave Hawes, Dave Goulart, & Gary Heath
12:00-	IF3 Pump with Home & Pro Apps Connected Devices Chris Phelps, Pentair
12:00-	Questions & Answers Regarding Employees and the Law Terry Arko, HASA

Returning home



POOL INDUSTRY EXPO

October 3-5, 2024

Monterey Conference Center
Monterey, CA

poolindustryexpo.com

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OCTOBER 23-25, 2024

RENO, NV
SILVER LEGACY RESORT CASINO
407 N VIRGINIA ST, RENO, NV

STARTING AT \$199.00

HOTEL INFORMATION

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

Rooms must be reserved before **09/30/24**

Hotel Rooms Available from 10/21 - 10/26

\$59.00/night (Mon - Thu)

\$119.00/night (Fri - Sat)

\$20 Resort Fee/night

Complimentary Self-Parking / \$15.00 Valet

RESERVATIONS

Silver Legacy Resort Casino

407 N Virginia St - Reno, NV

Call **800-687-8733**

Reservation Code: **SRPRU4**

... or [book online](#)

REGISTRATION PROCESS

1. Scan the QR code below
2. Choose the workshop you wish to attend
3. Click **Get Tickets**
4. Select the number of tickets you wish to purchase and click **Checkout**
5. Fill in the form with each attendee's information
(an email address may only be used by one person as this is how they are identified during registration)
6. Click on **Payment**, fill out the credit card information, and click **Pay**



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2024 Consumer Rebate Reference Guide

IntelliCenter® Upgrade Kit For EasyTouch™/IntelliTouch™:

It's easy to give your customers the latest tech, and give yourself some new business, too. Installs on the current wiring and housing, just change the bezel, board, and transformer.

The effective dates for the rebate are March 15, 2024–December 31, 2024*. Claims will be processed starting April 1, 2024, and the rebate for the IntelliCenter Upgrade Kit will be delivered via email as a \$500 prepaid virtual card.

INTELLICENTER UPGRADE KIT

EFFECTIVE DATES	REBATE FORM PART #	DESCRIPTION	PART NUMBER*	MANUFACTURE DATE	IDENTIFY BEZEL BY OUTPUT	WHAT'S INCLUDED	REBATE AMOUNT	MINIMUM PURCHASE PRICE	VALID REGION	ONLINE PURCHASE ELIGIBLE
3/15/2024 to 12/31/2024*	P2-980	IntelliTouch™/EasyTouch™ to IntelliCenter Upgrade Kit – ISP, for CLCPC	IC2045	2025-2032 (Europe)	Rectangular Bezel	Bezel, Personality Kit and Higher Power Wireless Kit #022007	\$500	NA	US/CANADA	NO
		IntelliTouch™/EasyTouch™ to IntelliCenter Upgrade Kit – ISP, for CLCPC	IC2046		EasyTouch	System Transformer Legacy: #020002				
		IntelliTouch™/EasyTouch™ to IntelliCenter Upgrade Kit – ISP, for CLCPC	IC2047	2022-2023 (Current)	Square Bezel	Bezel, Personality Kit and Higher Power Wireless Kit #022007				
		IntelliTouch™/EasyTouch™ to IntelliCenter Upgrade Kit – ISP, for CLCPC	IC2048		EasyTouch	System Transformer Current: #020002				
IntelliTouch™/EasyTouch™ to IntelliCenter Upgrade Kit – ISP, for CLCPC	IC2049		IC2049		Circuit Breaker: 4 AMP (#021346); 5 AMP (#021344)					

*Pentair has the right to amend, modify or terminate this program without prior notice.
**These TradeGrade products must be purchased from a brick-and-mortar retailer, pool builder, or pool service professional in order to qualify for rebate.

Submit rebate online at pentair.com/rebates

SCAN CODE

To watch a video showing everything that comes with the IntelliCenter Upgrade Kit.



2024 Consumer Rebate Reference Guide

Submit rebate information via mail or online at pentair.com/rebates

CLEANERS

EFFECTIVE DATES	REBATE FORM PART #	DESCRIPTION	PART NUMBER*	REBATE AMOUNT	MINIMUM PURCHASE PRICE	VALID REGION	ONLINE PURCHASE ELIGIBLE
4/1/2024 to 3/31/2024	P2-282	Kreepy Kreedy Legend® Cleaner	LL2056	\$20.00	\$70.00	US/CANADA	NO
		Kreepy Kreedy Legend® Cleaner	LL2058	\$20.00	\$70.00		
		Kreepy Kreedy Platinum® Cleaner	LL2059M	\$10.00	\$30.00		
		Kreepy Kreedy Platinum® Cleaner	LL2059PM	\$10.00	\$30.00		
		Pentair Proveler® 100 Cleaner	300021	\$10.00	\$30.00		
		Pentair Proveler 100 Cleaner	300022	\$10.00	\$140.00		
		Pentair Proveler 100W Cleaner	300040	\$10.00	\$130.00		
Pentair Rebel® Cleaner	300475	\$10.00	\$30.00				

*These TradeGrade products must be purchased from a brick-and-mortar retailer, pool builder, or pool service professional in order to qualify for rebate.

ULTRATEMP® HIGH-PERFORMANCE HEAT PUMP

EFFECTIVE DATES	REBATE FORM PART #	DESCRIPTION	PART NUMBER*	REBATE AMOUNT	MINIMUM PURCHASE PRICE	VALID REGION	ONLINE PURCHASE ELIGIBLE
1/1/2024 to 3/31/2024	P2-925	UltraTemp® High-Performance Heat Pump	40R033	\$300	NA	US/CANADA	NO
			40R035				
			40R036				
			40R037				
			40R038				
			40R039				
			40R040				
			40R041				
			40R042				
			40R043				
			40R044				
			40R045				
			40R046				
			40R047				
			40R048				
40R049							

*These TradeGrade products must be purchased from a brick-and-mortar retailer, pool builder, or pool service professional in order to qualify for rebate.

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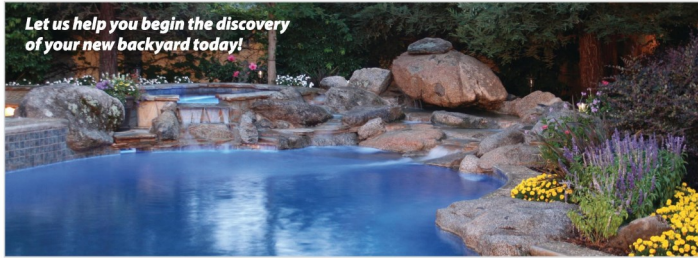
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- ❖ Unit Conversions = \$200
- ❖ Recovers = \$150
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We excel at laying the foundation for your dream pool remodel. From stripping the interior surface to creating shallower depths and adding decking and seating areas, we pay attention to the details that will make your oasis last for decades.

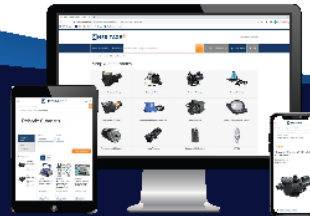


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PETER CASTILLO

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






OCTOBER 2024



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

Christmas Party - December 13th

NOVEMBER 2024

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 	29	30



Insurance Membership Education Networking Friendship

www.cvipssa.com

www.facebook.com/CapitalValleyIpssa

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Capital Valley IPSSA Chapter - Board of Directors

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<i>Derin Schroeder, Vice President</i>	(916) 367-9934	derin@poolshepherd.com
<i>Jim Severin, Secretary</i>	(916) 723-4689	deltabreezepoolservice@yahoo.com
<i>Jack Emlay, Treasurer</i>	(530) 644-7750	jjemlay@comcast.net

Other Important Contacts

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Insurance Billing	Cramer & Associates	(844) 574-1134	insurance@cramercpa.com
HUB Insurance	Info & Certificates	(800) 833-3433	arrowinsuranceservice.com
	Pool & Hot Tub Alliance	(703) 838-0083	service@phta.org

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
Aqua Blue Enterprises	Travis Schonleber	(808) 383-8973	Travis.schonleber@gmail.com
Aquamarine Pool Service	Peter Castillo	(530) 748-9818	service@ampoolserv.com
AquaStar Pool Products Inc.	Omar Plasencia	(805) 794-7663	omar@aquastarpoolproducts.com
Aztec Solar	Jack Stanger	(916) 802-1830	jack@aztecsolar.com
Bullseye Leak Detection	Zach Fisher	(916) 216-2742	sales@bullseyeleak.com
Burkett's Pool Plastering	Marlon Mader	(209) 924-7417	mmader@burkettspoolplastering.com
City Water Conservation Inc.	Jordan Graham	(916) 299-7665	pools@citywaterconservation.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
Fluidra	Josh Bordelon	(530) 401-2391	jbordelon@fluidra.com
Hasa Chemicals	Chris Forman	(916) 949-2662	chrisforman@hasapool.com
Hayward Pool Products	John Kennedy	(916) 846-4840	jkennedy@hayward.com
Pentair	Lorne Early	(916) 284-9774	lorne.early@pentair.com
Pentair	Darrin Dillree	(530) 301-1579	Darrin.dillree@pentair.com
PEP	Roger Jones	(916) 254-5005	rjones@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
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	Ethan Janes	(916) 923-5091	Ethan.janes@poolcorp.com
Serenity Pools	Yuriy Zakernichnyy	(916) 803-2591	serenitypools@hotmail.com
Superior Pool Products	Eric Yocum	(916) 216-8040	eric.yocum@poolcorp.com
Swim So Brite	Erik Medal	(279) 210-1941	erik@swimsobrite.com
Thornburg Enterprises, Inc.	Kirk Wissbaum	(503) 804-9303	wissbaum@outlook.com

Supporters listed in **bold print** offer referral fees to members.

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.