# Santa Clara Valley IPSSA Newsletter



### Next General Membership Meeting Thursday, February 18, 2016

(408) 249-9731

santaclaraipssa@gmail .com

# **Board of Directors**

Joe McVeigh – President	(408) 249-9731
David Allen JR – Vice President	(408) 515-3057
Nancy Currier - Treasurer	(408) 893-9481

Newsletter Email- news@scvipssa.org

# PRESIDENT'S MESSAGE

Remember this Thursday night!

Dave Allen SR – Secretary .....

This will be a busy year for everyone! It's time to put your plan of attack in motion. With sending out your notice to your customers that it's Time for your Education Vacation in long Beach.

I hope to see everyone at our February meeting.

Joe McVeigh

# Top 4 Reasons to Build a Splendid Sales Organization. Now.

### Reasons 1 & 2

Yes, I realize that you may be a builder, retail store owner or service company; possibly all three. So why should you read an article about creating a splendid sales organization? Because you want to be as successful as possible.

### Reason 1

Ain't Nothin' Happening . . . Profit and success always begins with a sale. No matter how well you may be able to construct a completed product, inventory popular items or complete necessary service, nothing will happen until a sale first takes place. That's right, "ain't nothing happening until something's sold". Period. Just check out all of the top, successful companies in any field and they will have one thing in common; great sales organizations that are consistently and professionally trained to achieve astonishing results.

Without a super sales team, your company will never achieve to the level at which it might be capable. The sales team provides the income on which the company operates and achieves success. This makes it the company's most imporNapredak Hall, 770 Montague Expway Dinner at 6:30pm, Meeting at 7:00pm Volume #25, Issue 5

# **IPSSA Contact Information**

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### IPSSA Financial Offices Cramer and Associates clint@cramercpa.com Phones 916-863-3107 or 888-391-6012

tant and valuable asset. Treat it that way. Keep in top shape with current, on-going training and relevant information.

### Reason 2

How Much Thought Have You Given to Your Sales Team? Really . . .When markets constrict or become more highly competitive, deficiencies in sales and sales management training are immediately emphasized. You find it difficult to compete against lower priced competition. You are concerned with 'price wars'.

Each lead becomes precious as competition becomes more aggressive (read that as price-cutting).

Fewer presentation opportunities are available or fewer sales are completed. Sale-to-presentation rations may remain constant, however now that leads are reduced the true success ratios are not nearly high enough to keep the income flowing at desired rates. Couple this with selling at lower than possible prices and a dangerous precedent has been set.

Although providing sales is the first and most important step to building success into any company, many disregard the training of their salespeople as a 'luxury' or unnecessary expense. Many who would not hesitate to spend many dollars on equipment, tools, storefronts, and advertising often will not invest a penny into their most valuable asset – the sales team.

Our next Newsletter will complete the four reasons to build a splendid sales organization. Always remember that the success of any company begins with the sale. The sale alone is omnipotent.

Have a wonderful and prosperous sales week. *Until next time.* . .

God bless and good sales,Mario© 2016 Rossetti Enterprises, LLC and Mario D. Rossetti Sign up for FREE newsletters & Power Sales Tips!

Toll-Free 855-776-2746 /AZ 480-502-2390 Fax 480-502-8791 / Email for information





EQUIPMENT CATEGORIES	CASH REWARD PER UNIT 1-79 UNITS	CASH REWARD PER UNIT 80+ UNITS
PUMPS		
Dynamo', OptiFlo' – All Models	\$3.00	\$5.00
FILTERS		
Clean & Clear' - 50 sq.tt., Sand Dollar' - Models SD35 and SD40, Cristal-Flo" II - Models 16" and 19", PLD Series - Models 50 and 70	\$3.00	\$5.00
EQUIPMENT SYSTEMS (All Models)		
Sand Dollar Filter System, EasyClean 'Filter System, Clean & Clear Filter System, PLM Series, PLD Series, Cristal-Flo II	\$8.00	\$10.00
HEATERS		
MasterTemp 125	\$20.00	\$25.00
AUTOMATIC POOL CLEANERS		
Kneepy Knauly'E-Z Vac', Kneepy Knauly Lil'Shark Č	\$3.00	\$5.00
SANITIZERS		
IntelliChlor' Salt Chlorinator - IC15	\$6.00	\$8.00

# ELIGIBLE INGROUND PRODUCTS BELOW

EQUIPMENT CATEGORIES	CASH REWARD PER UNIT 1-79 UNITS	CASH REWARD PER UNIT 80+ UNITS
COLOR/LED LIGHTING		
IntelliBrite "5g, 6loBrite", 6loBrite White LED, AmerBrite	\$10.00	\$20.00
COMMERCIAL WHITE LED LIGHTING		
IntelliBrite 5g White Light, AmerBrite LED Bulb Kit	\$10.00	\$20.00
AUTOMATIC POOL CLEANERS		
Kreepy Krauly' Kruiser"	\$30.00	\$30.00
Kreepy Krauly Legend', Kreepy Krauly Legend II, Kreepy Krauly 6 reat White', Pentair Dorado™	\$35.00	\$40.00
Kreepy Krauly Sand Shark	\$30.00	\$30.00
Kreepy Krauly Prowler'820	\$40.00	\$50.00
Kreepy Krauly Prowler 830	\$50.00	\$75.00
Kreepy Krauly Platinum", Pentair Racer"	\$115.00	\$130.00
Pentair Racer LS	\$75.00	\$75.00
Pentair Rebel", Kreepy Krauly Warrior	\$70.00	\$70.00
Booster Pump, Boost-Rite' Booster Pump	\$10.00	\$15.00
AUTOMATIC CONTROL SYSTEMS		
EasyTouch "Series, EasyTouch with IntelliChlor" Salt Chlorinator, EasyTouch PL4 and PSL4, SunTouch "	\$25.00	\$35.00
IntelliTouch 'Series (Must include Load Center and Personality Kit)	\$35.00	\$55.00
SolarTouch " Solar Control System	\$10.00	\$15.00
COMMERCIAL AUTOMATIC CONTROL SYSTEMS		
Acu Drive " XS, Acu-Trol Chemciel Controllers (AK110 and AK600)	\$50.00	\$75.00
LX820 Solar, LX802 Series, Automatic Backwash Controller (Use with THS Filter Systems)	\$25.00	\$40.00

CATEGORIES	1-79 UNITS	BO+ UNITS
PUMPS		
Challenger', Waterfall', WhisperFlo', WhisperFloXF', SuperFlo', Max-E-Pro', Max-E-ProXF', Dyna-Pro', Dyna-Wave', SuperMax'	\$6.00	\$10.00
VARIABLE SPEED PUMPS		
IntelliFlo" Variable Speed, IntelliFloXF", IntelliPro" Variable Speed, IntelliProXF", IntelliFlo VF, IntelliFlo VS+SVRS, IntelliPro VS+SVRS, IntelliFlo 11, SuperFlo VS, SuperMax VS, Sperus	\$25.00	\$40.00
IntelliFlo 2, IntelliPro 2 VST	\$50.00	\$50.00
COMMERCIAL PUMPS		
5HP WhisperFloXF and 5HP Max-E-ProXF	\$10.00	\$20.00
E0. Series ", Berkeley", C. Series ", CSP/CCSP. Series ", Aurona", SCSP/SCCSP. Series ", D-Series "	\$25.00	\$40.00
FILTERS		
Clean & Clean ", Clean & Clean Plus, Clean & Clean RP, FNS 'Plus, SMBW 4000 Series, Cristal-Flo " II, Posi-Clean" RP, Triton " II Side Mount, Triton C, Triton HD, Tagelus 'Top Mount, Sand Dollar ', Ouad D.E.', System 3' Modular Media, System 3' Modular DE, System 3' DE, System 3' Sand, System 2' Modular Media, System 2 Modular DE, EasyClean '	\$6.00	\$10.00
COMMERCIAL FILTERS		
THS Series", Triton C-3	\$50.00	\$75.00
HEATERS		
Max-E-Therm <sup>®</sup> , MasterTemp <sup>®</sup> , MasterTemp 125, Max-E-Therm ASME, MasterTemp ASME	\$20.00	\$25.00
COMMERCIAL HEATERS		
PowerMax', MegaTherm'	\$50.00	\$75.00
HEAT PUMPS		
UltraTemp	\$150.00	\$200.00

EQUIPMENT CATEGORIES	CASH REWARD PER UNIT 1-79 UNITS	CASH REWARD PER UNIT 80+ UNITS		
SANITIZERS				
IntellipH '		\$3.00	\$6.00	
IntelliChem"		\$5.00	\$10.00	
IntelliChlorSalt Chlorinator (Must include Po	ower Center and Cell)	\$45.00	\$55.00	
IntelliChlor Commercial 2 lbs.		\$70.00	\$80.00	
IntelliChlor Commercial 4 lbs.		\$140.00	\$150.00	
IntelliChlor Commercial ó Ibs.		\$210.00	\$220.00	
IntelliChlor Commercial 8 lbs.		\$280.00	\$290.00	
IntelliChlor Commercial 10 lbs.		\$350.00	\$360.00	
IntelliChlor Commercial 12 lbs.	\$420.00	\$430.00		
IntelliChlor Commercial 14 lbs.		\$490.00	\$500.00	
IntelliChlor Commercial 16 lbs.		\$560.00	\$570.00	
IntelliZone <sup>®</sup> , BioShield, AqueTRAM		\$100.00	\$150.00	
*COMMERCIAL STRAINERS				
PS Series In-line Strainer		\$25.00	\$40.00	
*WATER FEATURES				
MagicFalls' Waterfalls, ColorCascade' LE	D Light Bubbler	\$5.00	\$10.00	
MagicStream * Laminar	\$10.00	\$20.00		
BONUS LEVELS	1-79 UNITS	80+	UNITS	
Four Products in a System	\$15.00		\$20.00	
Five Products in a System	\$20.00		\$30.00	
Six Products in a System	\$25.00		\$40.00	
Seven Products in a System \$30.00		\$50.00		

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IPSSA service techs are being unfairly blamed for causing plas- Poly/NPIRC to try and prove their theories. But just like similar leaders can help protect their members by taking some effective the way they had hoped. steps to prevent this from happening. Please read on:

### What is the NPC up to?

Some plasterers are occasionally finish pools so fast that it detrimentally affects the quality and durability of plaster surfaces, and are not even aware of the consequences. And the NPC is enabling for this to happen. This needs to stop. Improper practices can speed up the finishing process, but also lead to a short life-span for plaster, lasting only five-ten years instead of twenty. They are not doing the consuming public right by condoning, and by omission endorsing, those improper practices.

Even worse, combining improper practices to the point of being excessive can lead to plaster defects, deteriorations, and discolorations showing up on plaster surfaces (including quartz and pebble) in just a few weeks to one year of time.

Last year. NPC board members assisted in writing and approving an ANSI Plaster Standard that did not include specifications, limits, or warnings about the amount of water being added, calcium chloride content, excessive wet troweling or late hard troweling. That is irresponsible. Are there no such things as improper workmanship practices that cause plaster problems? Is it the purpose of this document to protect plasterers from being held responsible for causing defects and discolorations?

However, back in 1998, NPC leaders acknowledged (in their Technical manual) that improper practices cause calcium nodules, spalling (flaking), severe craze cracking, and hydration (graving) of white plaster.

But that changed in 2002 when new NPC leadership took over wrote a new Technical manual. The correct information on the causes of the above plaster defects was removed, and now NPC literature suggests that "aggressive water" causes those defects.

Essentially it is being suggested that if pool water has an LSI of just -0.1, or an alkalinity of 70 ppm, then that is deemed as "aggressive water" and the claim is made that what is only a minute degree of aggressiveness causes plaster defects. That would be wrong, and there is no factual basis to claim that; but blaming service techs and pool owners for these problems happens often.

Let's note that the American Concrete Institute (ACI) and Portland Cement Association (PCA) do not blame rain water (which is significantly aggressive) for causing the above defects on cement surfaces. Instead, they cite improper workmanship and/or material additives issues as the causes.

In 2003, IPSSA and others wrote to the NPC requesting the supporting documentation for the changed positions on those plaster problems. The NPC responded that they would not provide any evidence for the new Tech Manual changes, and that there would be no further discussion or debate.

The NPC then decided to conduct test pool studies at Cal

ter defects and having to pay for re-plastering pools. IPSSA studies conducted during the 1990's, the results didn't turn out

The 2004-2007 test pool studies showed that aggressive water did not cause the above plaster defects, including "spot etching" (white soft spotting), which indicated improper practices was the likely culprit. But the NPC misled our industry on what happened at Cal Poly. Now the NPC wants to do even more test pools instead of admitting to and abiding by those documented results.

The NPC should be acknowledging what has been proven by their own Cal Poly/NPIRC studies (and documented by an independent peer-review), and the science and findings by professional cement authorities (who are experts in forensic analysis) that have identified improper practices that lead to plaster defects, including "spot etching."

The NPC should be promoting quality workmanship and start teaching their members about proper and improper plastering practices at their yearly conferences. Until then, poor workmanship will result and be empowered, and uninformed service techs (and pool owners) will continue to be misled and victimized when plaster problems occur.

Sadly, our industry is letting (and in some cases, helping) the NPC get away with this program.

Kim Skinner



# **Technical Training Seminars** 2016

No Fees Includes Lunch And **Tech Quick Reference Manuals OmniLogic VS Pumps Heaters** 

### **East Bay**

Tuesday March 15<sup>th</sup> 8:30am to 3:30pm

**Pleasant Hill Community Center** 

320 Civic Dr, Pleasant Hill, CA 94523

### South Bay

Tuesday March 22<sup>nd</sup>8:30 am to 2:30 pm

### Napredak Hall

770 Montague Expy, San Jose, CA 95131

# IPSSA members eligible for 35% rebate online education at <u>www.ipssa.com</u>

Through a partnership with the National Swimming Pool Foundation, IPSSA is pleased to offer online education through the IPSSA website. And, IPSSA members who complete classes through this online portal are eligible for 35% rebates!

There are dozens of courses available, in the following categories; \*Aquatic Courses, \*Electrical Safety Courses, \*Occupational Safety Courses, \* Environmental Management Courses, \*Depart. of Transportation Courses, \*Health Care Courses, \*Employment Law Courses. Plus three courses are available in spanish.

It's easy to enroll, visit <u>www.ipssa.com</u> and under the Resources tab click on Online Training Store to see all that is offered.

Once you have purchased your online training course, within one business day you will be emailed a link to the IPSSA training portal and access code to activate your online class.

Prices for the classes range from \$19.95 to \$259.00, with most in the \$19.95 category, and, IPSSA members will be rebated 35% of their class fee upon completion.

## March 2-3, 2016 San Ramon Valley Conference Center

3301 Crow Canyon Road - San Ramon, CA

Register now at <u>www.pentairtraining.com</u>, call <u>1-888-755-7946</u> or fax<u>1-800-227-2989</u> to reserve your seat.

> Event Registration is REQUIRED. Cost is only \$95. HURRY! Class sizes are limited.

Come join the Pentair Training team and your favorite Pentair representatives for an extraordinary learning event in San Ramon, CA. This two-day workshop will offer many courses, including: Advanced Automation, Hands-on Heater Troubleshooting, Pentair Lighting, Automated Chemical Controls, SuperFlo® and IntelliFlo® Pumps 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 at the door for only \$95!

### 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!

### Join Us for PENTAIR NIGHT at Tommy T's Comedy & Steakhouse

Tommy T's - 5104 Hopyard Road, Pleasanton, CA 94588 - 925-227-1800

March 2, 2016 - 7:00 - 9:00pm

Enjoy comedy, food and drinks provided by Pentair!

# SPECIAL HOTEL DISCOUNT

Pentair has secured a special discounted rate at the Holiday Inn Dublin-Pleasanton at 6680 Regional St. in Dublin, CA.

Rate: \$129.00/night Check in - 3pm Check out - 11am

RESERVATIONS: Call <u>925-828-7750 ext. 6137</u> (ask for Arielle).

### Questions? 1-888-755-7946

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### New Tech Class Outline

1st Quarter - March, April. May

- a) Go through "Checklist"
- b) Filter breakdowns
- c) April and May send Newsletter

2<sup>nd</sup> Quarter - June. July. August

- a) Take special care and clean pools perfectly (customers are using them)
- b) Do party clean-ups (same day if possible). This builds credibility with customer. Later in the year if sickness, storms, etc., customer will be more understanding.

3rd Quarter - September. October. November

- a) Check pools for mastic jobs
- b) Filter breakdowns
- c) Review "Checklist" make sure all repairs have been done
- d) Attend trade shows for ongoing education and networking

### 4th Quarter - December, January, February

- a) Rest. Recover from Season. Take a vacation.
  - 1. Thanksgiving and Christmas notify customers of holiday schedule changes ahead of time.
- b) Evaluate your company
  - 1. Review your billing system
  - Do taxes try to have them done by January 31<sup>st</sup>. "Keep it simple".
  - 3. Approximately 15% of each dollar go to taxes
  - 4. Set goals for the next year
  - 5. Check on uniforms or maybe shirts with logos



American Leak Detection	Bill Webb	408-729-5325	ald114@garlic.com	Leak Detection
Baby Barrier	Ben Fiscalini	408-806-2223	kpkicking@yahoo.com	Removeable Pool Safety Fence
Blake Sales	Ron Eger	360-970-3233	ron.eger@blakesales.net	Manufacturers Rep
Blueray xL	Chris Galvan	714-497-8822	chrisg@bluerayxl.com	CEO
Burkett's Pool Plastering	Jason Steenburgh	209-595-6016	burkettsjaason@gmail.com	Pool Remodeling
ChemQuip Inc.	Chris Sanders	510-887-7946	csanders@chemquip.com	Distributor
Elm Distribution	John Kies	916-853-2600	john@elmdistribution.com	Solar Panel Distributor
Gull Industries	Mike Kennedy	408-293-3523	mike@gullsolar.com	Solar Panel Maunfacturer
HalosourceSeaKlear	Jerry Jenkins	831-334-2830	jjenkins@seaklear.com	SeaKlear Chemicals
HASA, Inc.	Gabe Talese	650-243-1962	gabetalese@hasapool.com	Pool & Spa Chemical Manufacturer
Hayward Industries, Inc.	Jade Nicole	925-239-9748	inicol@haywardnet.com	Pool Equipment Manufacturer
Leisure Supply	Matt Anderson	408-727-8100	maanders@kellersupply.com	Distributor
Life Saver Pool Fence	Mark Hinkle	408-779-7922	mark@garlic.com	Removeable Pool Safety Fence
Natural Chemistry	Pat Smith	916-899-0915	psmith@naturalchemistry.com	Chemical Manufacturer
Oreg	Travis Hetzner	951-760-3149	travis@oreqcorp.com	Pool Equipment Manufacturer
Paramount Pool & Spa	John Andersen	925-595-7516	JAnderson@1paramount.com	Pool Equipment Manufacturer
Pentair Pool Products	David Lagrimas	209-627-6356	Dave.Lagrimas@pentair.com	Pool Equipment Manufacturer
Pool Covers, Inc.	Cheryl Maclennan	707-386-9106	cmaclennan@poolcoversinc.com	Swimming Pool Safety Covers
Precision Leak Detection	Kevin Brady	925-776-7588	pldinc@comcast.net	Leak Detection
Purity Pool Products	Rich Gross	530-472-3298	rich@puritypool.com	Pool Equipment Manufacturer
RayPak Inc.	Rick Witt	916-715-3470	rwitt@raypak.com	Pool Heater Manufacturer
Sales Link, Inc.	Jeff Moscoe	707-533-5136	Jeff@saleslinkinc.com	Manufacturers Rep
SCP Distributors	Steve Strauss	408-327-4900	Steve.Strauss@poolcorp.com	Distributor
Scuba Pool Repair	Drew Andersen	408-866-1945	drew@scubapoolrepair.com	Underwater Pool Repair
SunTrek Indudtries, Inc.	Elliot Fisher	831-297-0280	elliot@suntreksolar.com	Solar Pool Heating, Electicity, Hot Water
Superior Pool Products	Brian Rivera	650-257-8207	brianrivera@sppdistributors.com	Distributor
Swimco	Bob Raymond	408-378-2607	swimcobob@yahoo.com	Motor Repair
Wissbaum & Associates, LLC	Kirk Wissbaum	503-804-9303	Kirk_w@bcsreps.com	Sales Rep / Manufacturers Rep
W R Meadows	Patrick Raney	916-806-8924	praney@wrmeadows.com	Deck-O-Seal Manufacturer
Zodiac Pool Systems, Inc.	Nick Woodsen	925-357-7731	Nick.Woodson@zodiac.com	Pool Equipment Manufacturer

# Email any articles or ideas to: news@scvipssa.org



Donations to Mark's family: https://www.gofundme.com/yxank9kc So far over \$5,534 has been raised.

Thank you to our chapter supporter for helping Mark's Family.

Pentair	Hayward	Hayward Fame	Purity Pool
	Hasa	a Zodiac	