

# Santa Clara Valley IPSSA Newsletter



**Next General Membership Meeting  
Thursday, February 15, 2018**

santaclaraipssa@gmail.com / scvipssa.org

**SCP: 2036 Martin Ave.  
Santa Clara, CA 95050**

**Volume #27, Issue #2**

## Board of Directors

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Past President Joe McVeigh ... 408-249- 9731

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## IPSSA Contact Information

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clint@cramercpa.com  
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## PRESIDENT'S MESSAGE

Hello Again! Is it really winter? Plants are blooming and work is booming! Take this golden opportunity while it lasts...rain will come. It is a nice change of pace, keeping us all on track!

We had a very pleasant meeting in January. Thank you Chapter Supporters for sharing your wealth of information each month. We very much appreciate your efforts and energy!

Reminder, this next meeting on February 15th, the meeting time will be 5:30 pm until further notice. It's also still going to be at SCP in Santa Clara.

Now, get prepared for the upcoming "Nuts & Bolts" This will be on **April 19** in place of our regular meeting. It will be held at:

**The Berryessa Community Center at  
3050 Berryessa Rd. San Jose, Ca. 95132.**

It will be a great time for all! Mark your calendars...don't miss this one!

Our next speaker this month will be Brian Rivera from Hasa! We'll look forward to seeing you this Thursday!

Thank You!  
Tom Allen

IPSSA SANTA CLARA CHAPTER'S 29TH ANNUAL

# Nuts 'n Bolts

**Thursday,  
April 19th**

**5:00 p.m. – 8:30 p.m.**

Meet all the major Pool & Spa Manufacturers, suppliers, builders, remodelers and many other specialists as they showcase their companies and products. Learn about new products to help you make more money!

Bring your check book for the auction

Dinner is Catered

**Food Prizes**

## New Location

The Berryessa Community Center  
3050 Berryessa Rd., San Jose 95132





# Service Loyalty Rewards

Rake Up Some Green When You Choose Hasa Deposit Sani-Clor

Service Companies Earn \$25 for Every 100 Cases Purchased (See below for details)

Sign Up Today to Receive Your FREE Registration Gift



Hasa's Service Loyalty Rewards program runs from January 3, 2018 through October 31, 2018. In order to receive rewards, you must be registered as a participant with Hasa, Inc. Accumulated purchases of Hasa's branded 4x1 Sani-Clor deposit bleach purchased during this period are eligible for rewards. No other products qualify. The Service Loyalty Rewards program cannot be combined with any other Hasa discount program such as punch cards, co-op or "Buy 3 Get 1 Free" programs. Service Loyalty Rewards program is open to service professionals. Only one registration per company and the registrant must be the owner, proprietor, partner or other primary principal of the company. If previously enrolled in the Loyalty program and all registration information is the same, you are automatically enrolled in the 2018 Loyalty program. Submittals for reimbursement must be postmarked or date stamped and sent to Hasa by December 31, 2018. Rewards will be paid at a rate of \$25 per 100 cases. Registration and proof of purchase documents should be sent by e-mail to hasaprograms@hasapool.com, by mail or other courier to Hasa, Inc. Attention: Marketing Department, 23119 Drayton Street, Saugus, CA 91350.

**All proof of purchase documents must clearly indicate quantity of cases, from whom the product was purchased, invoice date and invoice number. In addition, the part number and product description must be Hasa specific and must clearly indicate that purchased product was Hasa and not that of a competitor. Allow 4-6 weeks for delivery of credits/vouchers.**

## Hasa Service Loyalty Rewards Registration

New Registration

Re-Register (only necessary if information has changed)

(Company Name) \_\_\_\_\_

(Street Address) \_\_\_\_\_

(City) \_\_\_\_\_

(State) \_\_\_\_\_

(Zip) \_\_\_\_\_

(Mobile Phone) \_\_\_\_\_

(Business Phone) \_\_\_\_\_

(Owner/Contact Name) \_\_\_\_\_

(Business/Owner E-Mail Address) \_\_\_\_\_

(Website Address) \_\_\_\_\_

Yes, I would like to receive discounts, promotions and program reminders throughout the year

Yes, I would like to receive the monthly Hasa digital newsletter

My business services \_\_\_\_\_ pools.

I am a member of (check all that apply)

APSP

IPSSA

UPA

Other: \_\_\_\_\_

Primary Distributor: \_\_\_\_\_

City: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

MARKT03036

# Register Now for the Western Show!



**March 15-17, 2018**

**LOCATION: Long Beach Convention Center**

## EXHIBIT HOURS:

**Thursday 6:00pm - 9:00pm**

**Friday 2:00pm - 6:00pm**

**Saturday 1:00pm - 6:00pm**

**Valuable door prizes given away each hour!**  
**NEW TRUCK GIVE-AWAY\* - last day of the show!**  
\* contact the Show for exact details about the truck  
 Register for the Show at [www.westernshow.com](http://www.westernshow.com)

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 Register for the Show at [www.westernshow.com](http://www.westernshow.com)



# 40th Annual Western Pool & Spa Show ~ March 15-17, 2018

**Seminars & Speakers subject to change or cancellation without notice / CHECK [westernshow.com](http://westernshow.com) FOR UPDATES OR CHANGES**

**THURSDAY, MARCH 15, 2018 / EXHIBIT HOURS 6-9 P.M. / OPEN TO THE TRADE ONLY / REGISTRATION REQUIRED / 40+ New Classes**

Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
1 P.M. TO 2:45 P.M.	Heater Overview ETI and the Hybrid, Pentair	How to Install Water Features That Work Ron Hetzner, Oreq	Service & Retail with The Pool Program - Enterprise Jason Wise	In-Floor Cleaning Systems, Jaime Guzman	Navigator AquaNaut and The Pool Cleaner Repair David Jones	MEETING ROOM	Design and Troubleshoot Solar Pool Heating Systems SunTrek Industries	MEETING ROOM	Raypak LoNox Heater - Installation and Troubleshooting Clases En Español
3 P.M. TO 3:45 P.M.		Hazardous Material Transport & Your Route Truck, Ron Hetzner	How it Works for Beginners Dennis Rettela	Ultimate Pool Care for the Next Decade Mike Quaka	Limpiadores de Succion Daniel Jazo	Proactive Pool Start Ups and Surface Protection Scott Niehols	Solar Pool Heaters Troubleshooting Service and Lessons Learned, Daniel Sizelove	MEETING ROOM	Secrets to Algae Free Pools Evangelina Serrano Clases En Español
4 P.M. TO 5:45 P.M.	Easy Touch Controls with Mobile Devices Pentair	Algae: Why we get it, How we get rid of it. And the truth about CYA Chris Marciano	How to sell the importance of Proper Water Chemistry to your customer, Terry Snow, Rich Gallo	Pool Lighting Decoded - How to Light todays pools, Graham Orme	VS Pump de Hayward y Sistemas de sal, Daniel Jazo Clases En Español	How to manage and Grow your Business Christine Hester	Good Mastic Installation Jim Dill Deck-O-Seal	Cement Surfaces Issues & Answers Ed Rock	Business Management Pedro Correa Clases En Español

**FRIDAY, MARCH 16, 2018 / EXHIBIT HOURS 2-6 P.M. / OPEN TO THE TRADE ONLY / REGISTRATION REQUIRED / 40+ New Classes**

Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
8 A.M. TO 9:45 A.M.	New IntelliFlow VSF Pump Hands-On Programming Pentair	Pool Plaster Concepts for Service Professionals OnBalance	How to Manage and Grow Your Business Christine Hester	Introduction to QuickBooks Pedro Correa Clases En Español	AquaRite & HydroRite UV03, Do's and Don'ts Ben Carver, John Rodriguez	Basic Water Chemistry & Testing Wayne Ivusich	Certified Stain Specialist Jack's Magic	MEETING ROOM	Pentair Chemical Automation Pentair Clases En Español
10 A.M. TO 10:45 A.M.	Hydraulics for the Service Pro, Pentair	Pool & Spa Filtration Concepts and Capabilities and Comparisons Mark Dunlop	Periodic Cleaning of Particulate Filters Maintains Optimal Performance Vance D. Fiegel	How to Find & Keep Today's High-End Pool Owner Customers Mike Quaka	California Commercial Title 22 Trevor Stiff	MEETING ROOM	Electrical Bonding and Grounding, Bill Hamilton	Stand Out Online and Win New Customers Jamie Taggart	Saving time, labor, and money with Combo/Connect Jbox & Ready/Set Actuator Intematic
11 A.M. TO 12:45 P.M.		Tips & Tricks for the New Pool Professionals, Peter Haverlation	Understanding the LSI and General Water Chemistry Harold Evans	Controles basados en la red Alex Valdovinos Clases En Español	Hayward Heaters Installation and Repairs Basics Dan Smith	Water Chemistry for the Pool Service Professional Bob Lowry	Changes to the NEC 2020 Bill Hamilton	Customer Billing with The Pool Program 8 Jason Wise	Ozone/Chlorine Generators Arturo Torres Clases En Español
1 P.M. TO 2:45 P.M.	Electricity for the Service Pro Pentair	Advanced Water Chemistry OnBalance	Comprension del LSI y quimica general del agua Ernie Peniedo Clases En Español	Bombas de velocidad variables y sus controles Alex Valdovinos Clases En Español	VS Pump Connecting to Hayward / All Controls Bryan Chrisan & Ben Carver	Hydraulic Component Compatibility Prolo Benedetti SWD Master, Dave Penton		CPISA, NSPF/Genesis Town Hall-Future of the Alliance	Basic Chemistry Pedro Correa Clases En Español

**SATURDAY, MARCH 17, 2018 / EXHIBIT HOURS 1-6 P.M. / OPEN TO THE TRADE ONLY / REGISTRATION REQUIRED / 40+ New Classes**

Time	CLASSROOM S1	CLASSROOM S3	CLASSROOM S4	BALLROOM A	BALLROOM B	SEASIDE PRE-FUNCTION	CLASSROOM S5	CLASSROOM S6	CLASSROOM S7
8 A.M. TO 9:45 A.M.	Pentair Chemical Automation	Chemistry 101, Basic Water Chemistry, Terry Arko, SeaKlear	Why Am I at Fault? Lessons Learned from Over 2,000 Claims & Lawsuits, Ray Arouesty	Raypak LoNox Heater - Installation & Troubleshooting Brad Duncan	Profitable Inspections Rick English Served on the APSP Builders Education Commission	Pool & Spa Water Testing Treatment Wayne Ivusich	MEETING ROOM	MEETING ROOM	New Pentair IntelliFlo VSF Pumps Pentair Clases En Español
10 A.M. TO 11:45 A.M.	How a Pool Works Purity Pool Robert Foutz Jr.	Chemical Control - How they Work and their Challenges Steve Dunn	Sodium Bromide What Manufacturers Aren't Telling You United Chemical	Jandy Web Based Control Alex Krajewski	Water Chemistry for the Pool Service Professional Bob Lowry	Transitioning From Service to Construction, Paolo Benedetti and David Penton SWD Master	Plaster Stains & Discolorations Jack's Magic	MEETING ROOM	Licenciade Contratista Guatista Class En Español
NOON TO 1:45 P.M.	Raypak x 94 Commercial Heater Brad Duncan	Which do you want to be? AMAZON, a Pool Professional or BOTH! Dennis Chapman	Creating the Backyard Water Park Selling Entertainment Centers for Additions Kathryn Varden	Variable Speed Pumps and their Controls Alex Krajewski	Millionaire Pool Man Thinking Outside of the Box Charles Baird	Show Your Customer Why they Need to Upgrade their Equipment David Peterson	Rola-Chem ORP/Ph Controllers & How They Function, Todd Schwab	Secrets to Algae Free Pools Todd Wilson	Advanced Chemistry Pedro Correa Clases En Español

**LONG BEACH CONVENTION CENTER, 300 E. OCEAN BLVD., LONG BEACH, CALIFORNIA / HALL "C" / Speakers' views are their own and not necessarily those of the Western Pool & Spa Show, Inc.**

American Leak Detection	Bill Webb	408-729-5325	ald114@garlic.com	Leak Detection
Baby Barrier	Ben Fiscallini	408-806-2223	kpkicking@yahoo.com	Removable Pool Safety Fence
BCS Rep				Thornburg Enterprises
Blake Sales	Ron Eger	360-970-3233	ron.eger@blakesales.net	Manufacturers Rep
Burkett's Pool Plastering	Jason Steenburgh	209-595-6016	burkettjsaason@gmail.com	Pool Remodeling
Davin Cahn Associates	Nate Womack	813-265-3426	nate@devincahn.com	Zeobrite
Easy Care	Jacklin Kitchen			
Elm Distribution	John Kies	916-853-2600	john@elmdistribution.com	Solar Panel Distributor
Fiber Clear	Mark Dunlop	800-594-5120	fiberclearpoolandspafiltration.com	Filtration
Gull Industries	Mike Kennedy	408-293-3523	mike@gullsolar.com	Solar Panel Manufacturer
HASA, Inc.	Brian Rivera	925-997-3640	brivera@hasapool.com	Pool & Spa Chemical Manufacturer
Hayward Industries, Inc.	Paul Cruddas	415-515-9982	pcruddas@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	Removable Pool Safety Fence
Natural Chemistry	Pat Smith	916-899-0915	psmith@naturalchemistry.com	Chemical Manufacturer
Paramount Pool & Spa	John Andersen	925-595-7516	Janderson@1paramount.com	Pool Equipment Manufacturer
Peninsula Leak Detection	Ryan Arterberry	650-716-9777	ryan@peninsulaleakdetection.com	Leak Detection
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
SCP Distributors	Kyle Beddo	408-327-4900	Kyle.beddo@poolcorp.com	Sales Center Manager
SCP Distributors	Tommy Bryant	408-327-4900	Thomas.bryant@scppool.com	Assistant Sales Center Mgr
Scuba Pool Repair	Drew Andersen	408-866-1945	drew@scubapoolrepair.com	Underwater Pool Repair
SunTrek Industries, Inc.	Scott Miner (cell)	925-260-2008	scott@suntreksolar.com (925-372-8983)	Solar Pool Heating, Electricity, Hot Water
Tom's Tile Cleaning	Tom Allen	408-307-3196	ta@tomstilecleaning.com	Tile Cleaning/Glass Bead Blasting
United Chemicals	Jeff Moscoe	707-533-5136	J.moscoe@unitedchemicalscorp.com	
W R Meadows	Patrick Raney	916-806-8924	praney@wrmeadows.com	Deck-O-Seal Manufacturer
Zodiac Pool Systems, Inc.	Nick Woodson	925-357-7731	Nick.Woodson@zodiac.com	Pool Equipment Manufacturer
Zodiac Pool Systems, Inc.	Jade Nicol	408-250-7000	Jade.nicol@zodiac.com	Pool Equipment Manufacturer



**Lets hope for rain and snow in the Sierras**