

# Santa Clara Valley IPSSA Newsletter



**Next General Membership Meeting**  
**Thursday, July 15, 2021**

santaclaraipssa@gmail.com / scvipssa.org

Scuba Pool Repair  
800 Cristich Lane, Campbell  
Dinner 6:00PM, Mtg. 6:30PM

**Volume #29, Issue 1**

## **Board of Directors**

President: Fred Doering ..... 408-685-8078  
Vice President: Nigel Roberts . 408-298-3870  
Secretary: Filberto Ruvalcaba . 408-838-2813  
Treasurer: Jose Olivera ..... 408-225-8204  
Past President: Joe McVeigh .. 408-249-9731

Newsletter Email- news@scvipssa.org

## **IPSSA Contact Information**

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## **IPSSA Financial Offices**

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clint@cramercpa.com  
Phones 916-863-3107 or 888-391-6012

## **President's Message**

Our first chapter meeting will be on Thursday, July 15th at Scuba Pool Repair, 800 Cristich Lane, Campbell, CA. Dinner will be served at 6 pm and a short meeting will start at 6:30 pm. When I called Brian Rivera from HASA today to see if he could be at this meeting to give us an update on the chlorine shortage, he said he would be out of town but would forward a letter from the HASA CEO, Chris Brink that would help explain the situation. That letter is on page 3.

A quick update on the sick route coverage issue we went through a few weeks ago. The good news is enough members stepped up to cover those pools. A huge thank you to all that did. However, I must tell you that overall the experience was very disappointing. We had several members who quit rather than help cover pools. We also had a few members never return numerous calls requesting their assistance.

The Board will be putting together a committee to determine what needs to be done so we don't have to experience these issues again in the future. HUGE thanks to Nigel Roberts, VP for his determination in getting these pools covered in a timely fashion.

Hope to see you at this month's meeting,

*Fred*

## ***Pool Industry Expo Is On For September 2021!***

Since things are improving in California as counties are opening up to less restricted levels for various businesses and activities, including larger gatherings, we found out that the yearly P.I.E. Show is still on for 2021 in Monterey this year!

Dates are though are earlier in the month than usual:  
**September 9 -11, 2021.**

Please make your plans now to attend the Exhibits and Seminars. Hotels book up fast there due to it being a popular tourist destination, so now is good to make your hotel reservations if you plan to stay there while attending the Show.

Register for the Show at the website:

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

*Seminar Schedule for P.I.E. show will be out soon!*

### **Exhibit Hours**

Thursday 5:00 pm - 8:00 pm

Friday 2:00 pm 6:00 pm

Saturday 11:00 am - 3:00 pm

### **Contact**

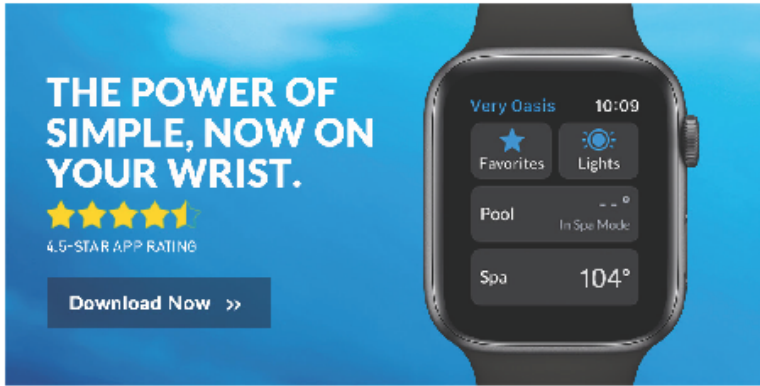
(650) 323-7743

[info@poolindustryexpo.com](mailto:info@poolindustryexpo.com)

### **P.I.E. Office Address**

426 Willow Rd

Menlo Park CA. 94025 USA



**THE OMNILOGIC APP NOW WORKS WITH APPLE WATCH®.**

With OmniLogic's all-new compatibility with Apple Watch®, the industry's most intuitive pool control app is better than ever. Available now for Series 3 watches (or newer), the OmniLogic app allows users to manage lights, pumps, heaters and more—without ever needing to bring their phone near the water. Backyard control has never been quite so easy or convenient.



**CONTROLS INCLUDE:**

- Managing pump speeds
- Adjusting pool & spa temperatures
- Choosing lighting colors
- Activating themes and favorites

*Compatibility requirements: Apple Watch® Series 3 or newer, WatchOS® 7 and higher.*



**Omni® firmware R4.0.0 is here!**

This is the last Omni system firmware upgrade that will need to be downloaded onto a USB device and then uploaded to the system. Future upgrades will be released over-the-air, directly to the Omni Controller.

[Download Firmware >>](#)

[Get Install Instructions >>](#)

Mobile phone and Apple Watch® are not included.

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**'This is outrageous': Residents protest big rate increases from San Jose Water**

By Maggie Maggie, mangst@bayareanewsgroup.com

People living in parts of San Jose and Cupertino, as well as residents in Saratoga, Campbell, Los Gatos and Monte Sereno would be affected.

Customers of Silicon Valley's largest water company are in an uproar after receiving yet another proposal to substantially hike up their monthly water bills.

Under a new proposal from San Jose Water, the monthly bill of a typical customer would increase nearly 30% over the next four years — and that's on top of an about 60% rise in rates since 2015.

With many San Jose residents and families struggling financially amid the COVID-19 pandemic, many across the South Bay described the proposed hike as outrageous, "irresponsible" and "greedy."

If the California Public Utilities Commission, which is tasked with regulating privately owned public utilities, approves the company's plan, customers would see an 18.73% rate hike next year alone, followed by 3.32% in 2023 and 3.38% in 2024, according to a public notice sent out last month. An additional 3% rate increase went into effect for 2021 in January.

For a homeowner with a 3/4-inch water meter who is currently paying \$92.54 a month, the proposed hikes would increase their cost to \$117.25 a month by 2024.

About 1 million residents living in central and west San Jose, a small portion of north San Jose, as well as Saratoga, Campbell, Los Gatos, Monte Sereno and half of Cupertino would be affected by the rate increase. "This is outrageous, especially given the fact that we're in a pandemic," said Rishi Kumar, a Saratoga councilmember, who has been spearheading efforts to oppose San Jose Water's push for higher rates and surcharges for the past half-decade. "It's really sad that people have to worry about paying for water along with putting food on the table and keeping up with housing."

The rate increases are due to escalating expenses related to "increasingly stringent" water quality requirements, cyber security and data privacy mandates and needed system infrastructure replacements, according to San Jose Water.

San Jose Water's parent company SJW Group in October 2019 completed a merger with Connecticut Water, making it one of the nation's largest investor-owned water utilities with customers in California, Connecticut, Maine and Texas. The company plans to spend \$435 million on water infrastructure over the next three years, including replacing approximately 75 miles of water mains, its website states. "In general, we know this is an already difficult time for everyone, including our customers, however, it's on us to protect public health and safety as we continue to live through this pandemic," said Liann Walborsky, director of corporate communication for San Jose Water.

*(Continued on page 3)*

"We really do need funds to help our investment in local water infrastructure to ensure that our pipes and systems are reliable."

San Jose Water charges its customers considerably higher rates than some of the other local private and municipal water companies that serve the Silicon Valley area. In San Jose, for instance, the other two companies that serve the minority of residents — San Jose Municipal Water system and Great Oaks Water Company — charge at least 30% lower rates than San Jose Water.

At the request of San Jose Mayor Sam Liccardo, the city in March is expected to hold a public hearing between city leaders and San Jose Water representatives to learn more about the water company's justification for raising the rates.

San Jose leaders have been flooded with emails from residents urging them to do whatever is in their power to stop the rate hikes. San Jose Water customers have until early April to [lodge their complaints](#) with the California Public Utilities Commission, which has already received 500 comments on the matter.

"Water is an essential need, not a commodity," San Jose resident Cynthia Tacci wrote in a recent email to her city leaders. "The pandemic has wreaked havoc on the economy and many people have lost their jobs and incomes, including me, and now is not the time to agree to a water increase."

Liccardo said the March hearing will also help the City of San Jose decide whether to file a formal challenge against San Jose Water's proposed rate increases with the California Public Utilities Commission.

"I think it's important for us to get the facts out into the open and provide some transparency to San Jose Water's request for higher rates, particularly given the dramatic increase we've seen over the last decade," Liccardo said in an interview

Friday. "At a time when so many of our residents are suffering and families are struggling to pay bills, this is not the time to be making any but the most essential capital investments that could impact rates."

The latest proposed rate increases are just the latest dissension in an increasingly contentious battle between the San Jose Water Company and its South Bay customers.

Residents have formed multiple citizen accountability groups — the SJWC Water Oversight Committee and Water Rate Advocates for Transparency, Equity and Sustainability or WRATES — in the past decade to keep a close eye on the water company.

**Note:** Getting customers to add water to the pool is hard enough to accomplish, now add expensive and it gets even harder. Understanding the cost of water may help with encouraging customers to value the pool and keep the water at the correct level. Our job to inform is as important as it is to understand. Diplomacy can go a long way!



7/7/21

To our Valued Customers:

In the face of all-time high demand for everything from industrial HASA products that make drinking water safe, to liquid chlorine to make swimming pools Safe, Clean and Clear, HASA is working hard to produce enough product to meet the needs of our customers across the 9 states we serve, from Washington to Texas. We are all collectively experiencing record-breaking demand in the pool industry, even as we tackle the same challenges that are faced by almost every other manufacturing company in America today:

- Being able to hire plenty of good people.
- Keeping our employees, distributors, retailers, and customers safe while we work to produce more.
- Obtaining enough basic materials to manufacture our products.

Despite producing record amounts, the demands of the industry have increased in an unprecedented way. What does this mean?

- Hasa is working tirelessly to "supply some to all".
- We have been and will continue to review all orders and adjust quantities based upon previous year quantities and long-term forecasts supplied by our distribution and retail partners.
- We will remain in constant, daily contact on order fulfillment, and will continue to provide updates on our ability to meet market demands as things evolve.

The following economy-wide currents have impacted our joint business, and we continue to fight on your behalf to overcome all of them:

- \* Labor challenges
- \* High heat creating unprecedented/Record demand
- \* Resin, plastics, wood and other materials shortages
- \* Shipping container and rail car shortages
- \* Force Majeure events
- \* Product limitations
- \* Supply chain challenges
- \* Chlorine Tablet shortage

We plan to produce more in July than we did in June, and have plans in place to produce more in August than any month on record in the history of the company, to serve your needs.

Please consider this as you think about all-of the choices you may have in a partner for the industry, we have nearly 500 employees all working for you, right now, to make sure you have safe, high quality, high value product to support your business.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Brink".

Chris Brink, HASA CEO



Company	Contact	Phone	Email
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Scuba Pool Repair	Patrick Bagg	408-866-1945	office@scubapoolrepair.com
United Chemical	Jeff Moscoe	707-533-5136	J.moscoe@unitedchemicalscorp.com
W.R. Meadows	Patrick Raney	916-806-8924	praney@wrmeadows.com
Zodiac	Jade Nicol	408-250-7000	jade.nicol@zodiac.com



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**Sick Route Card - Click on the card to fill it out!**

DATE \_\_\_\_\_

Your Name \_\_\_\_\_ Spouse's Name \_\_\_\_\_  
Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Company Name \_\_\_\_\_  
Company Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
Location of Sick Route Cards \_\_\_\_\_

Cities where you provide service and the number of service accounts in each city.

City	Zip Code	Quantity	City	Zip Code	Quantity

This card must be updated every 6 months.  
SR2-1295

Who Makes Money From America's Pool Obsession: <https://youtu.be/-mtEIPFf46I>