

Santa Clara Valley IPSSA Newsletter



**Next General Membership Meeting
Thursday, October 21, 2021**

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Sutton Swim School
96 San Tomas Aquino Road, Campbell
Dinner 6:30PM, Mtg. 7:00PM

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President's Message

While it is officially fall, we continue to have some nice warm days. It should be cooling off soon and who knows, maybe we'll even get some rain this year.

I saw a few of you at the P.I.E. show last month in Monterey. I just stopped in for a few hours to help the region man the IPSSA booth, but I did have the opportunity to walk the floor. A pretty impressive showing of vendors considering the pandemic. I spoke to several of you who participated in the education program and I hear there were some good classes.

The chapter took the summer months off as we know everyone is very busy during that time but we are ready to get back into holding our monthly meetings. Our new member Earl Sutton has agreed to allow us to use his business's parking lot to hold this months meeting. We will be at Sutton Swim School, 96 San Tomas Aquino Road, Campbell on Thursday, October 21st, dinner at 6:30, meeting starts at 7 pm. This months presentation will be on Controlling Algae and will be given by Joe McVeigh. We'd love to see all our Members show up as well as our Chapter Supporters.

I hope everyone and their families are healthy,

Fred

SHORTAGE

Pandemic-Related Shortages Causing Some Pool Services To Sink

By Amber Pellicone

"Stabilizer we were out for 4 weeks this summer," said Owen. "We can't get the parts that keep pools running, chemicals have been a bad thing too where most nationally and around the world everyone is talking about stabilizer tablets for pools and everyone's freaking out because there's no chlorine."

With prices for some chemicals quadrupling, Owen said he's been left with no choice but to raise his prices for the first time in years and has to let go of clients.

"When you've been dealing with people who are elderly that you've been taking care of for almost half a century. Do you just let them go? You're just going to let customers go who have been there for this whole time," Owen added.

This is a trend that can be found across North Central Florida, as the Redpoint apartment complex pool has to be closed for weeks. Staff saying they're waiting for a new pump on backorder.

The History of Hayward

Founded in 1925 by Irving M. Hayward and acquired in 1964 by Oscar Davis (controlling shareholder), the company has set the standard in innovation for over 40 years. Trademarked products like the AquaBug®, Navigator Pro®, Pool Vac XL™, NorthStar™, TriStar®, Super Pump®, Perflex®, Pro™ Series, SwimClear™, HeatPro®, and Phantom Turbo® top the list when it comes to the industry's most well-known, highly regarded pool equipment.

In the early 1990's, Hayward developed the concept of the pool equipment "bundle" to provide pool owners with all the benefits of sourcing their entire pool equipment system from one manufacturer. In 2008, Hayward introduced the Hayward Energy Solutions® line of products, which were designed to be just as good for the Earth and energy savings as they are for pool owners.

Today, through an ongoing effort to diversify products, grow organically and develop a worldwide presence, Hayward has built the largest installed base of residential swimming pool equipment in North America. For example, Hayward is at the forefront of manufacturing with thermoplastics, and is also a leading industrial plastics equipment manufacturer, offering a broad selection of engineered thermoplastic valves and specialty flow control products through its industrial division.

Hayward Plastics is managed separately from Hayward Pool Products because of the different markets served. However, Hayward combines many aspects of the business to achieve synergies in manufacturing, management, information systems and other corporate functions.



Just Another Day, Right?

July 20, 2021: At 1:29pm this afternoon #SJFD responded to reports of a vehicle into a pool on the 1300 block of Fruitdale Ave.

Firefighters assessed the driver who although shaken, thankfully sustained no injuries. No one was in the pool at the time of the incident. All units cleared at 1:45pm

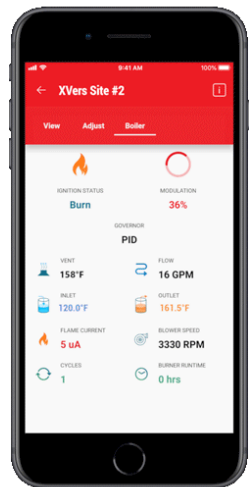


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Hayward Goes Public

Reprinted from Aqua Editors, March 16, 2021

Last Friday, Big 3 manufacturer Hayward (formally known as Hayward Holdings, Inc.) global designer, manufacturer and marketer of pool equipment and automation systems, officially went public. The move reflects the broader financial world's growing interest in pool and spa companies, as investors take notice of the pandemic surge in pools and spas.

For a time, POOLCORP was the only publicly traded company predominantly offering pool and spa products. Last year, POOLCORP stock became a well-publicized success story as the per share value rose more than 100 percent from March to October of 2020. In that same month, Leslie's Inc., retailer of swimming pool products and related supplies, launched its own IPO and saw a rise in stock price from an initial value of \$21.97 per share.

Hayward is listed on the New York Stock Exchange under the ticker "HAYW." On Thursday, March 11, the company commenced an initial public offering of 40,277,778 shares of its common stock, priced at \$17 per share. 22,200,000 of these shares were offered by Hayward and 18,077,778 shares were offered by existing stockholders. BofA Securities, Goldman Sachs, and Nomura are underwriters on the deal.

"Over the past five years, Hayward has grown to a large global enterprise, present in all key markets," says Stuart Baker, vice president of business development. "This IPO is the next chapter in Hayward's growth story. By accessing the public capital markets, we will be able to accelerate our ambitious growth plans to fund both organic development of the business and new innovative technology products as well as execute on our M&A pipeline." Baker noted the significant advancements in pool aesthetics and

operation over the last decade, pointing toward Hayward's Omni app and eco-friendly offerings as clear differentiators for the company.

"Today, connected, smart device or voice control of pool equipment is almost a given," he says. "And ESG-relevant products are key as pool owners look for energy efficient products like variable speed pumps or LED lighting. Consumers are also looking for environmentally sustainable products, such as salt chlorine generators or UV/Ozone/AOP natural sanitizers to reduce reliance on chemicals, while other products like cartridge filters address the desire to conserve water. The great thing about all these products is that they offer both experiential benefits and reduced cost of ownership — a real win-win for our pool owners."

Industry demand went through the roof in 2020 with the onslaught of pool installations triggered by the pandemic. Hayward is optimistic about what's in store for 2021 and beyond.

"The pool industry is a great space to be in. The industry has an ever-growing aftermarket, is ripe for upgrades and new innovative technologies, as well as strengthening new pool construction," says Baker. "The outdoor living market has strong secular trends of which the pool is the centerpiece. Retiring baby boomers are investing in their properties while tech-savvy millennials are seeking a better work life balance with a greater emphasis on time outdoors with friends and family."

Special thank you to Alex for catching us up on our industry news. Pretty exciting stuff!

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