

Santa Clara Valley IPSSA Newsletter



**Next General Membership Meeting
Thursday, April 21, 2022**

Roundtable Pizza, 1400 W. Campbell Ave, Campbell
Dinner 6:00PM, Mtg. 7:00PM

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President's Message

Welcome to spring. With covid, higher gas and chlorine prices, equipment and supply shortages as well as lack of qualified people wanting to work, if you are still in business then pat yourself on the back. Here's hoping 2022 is a great year for each of you.

It has been a while since we have had a member meeting because of covid (again) and a lot has happened since we've met. Here are a few highlights.

Our Treasurer, Jose Olvera and I attended IPSSA's "Weekend of Inspiration" in San Diego in February. The highlights of the weekend for me was a speech from the new President of IPSSA, Todd Starnier. Todd said he ran for President on the platform of growing IPSSA membership by 30%. The room left out a nervous laugh when we heard this. As you know, we have been bleeding members for many years, how do you think we can reverse this and begin to grow again?

He proposed that chapters start to hold fewer meetings each year, stop making them MANDATORY to attend, and start making the meeting more FUN. Let's get camaraderie among our members going again. Have meetings where members can bring their families, when possible hold events not meetings, and when members do attend, get them talking to each other rather than lecturing them for 30 minutes.

Those are big changes for most of our chapters, Santa Clara Valley IPSSA included.

But he told us, the chapters who have adopted these changes, are starting to grow again. So our chapter is looking into the best ways to apply these changes. Last year the Santa Clara Board agreed to reduce the number of meetings from 12 a year to 6 (all even number months) but we are talking about maybe changing that as well. Change the

venue from a dark closed room to a restaurant that you can bring your family along with you if you want.

Lastly, plan an event or 2 each year for members to attend.

Our first step will be April's member meeting which will be held at Roundtable Pizza, 1400 W. Campbell Ave, Campbell, CA on April 21 st at 6 PM. We have a private room so we can allow our sponsors a few minutes of our time, but this meeting will be about reconnecting with each other.

Bring the family, we will buy the pizza and soft drinks and they sell beer, which you can buy on your own. If you haven't attended a meeting in years, come back and enjoy some time with your old friends. If you know a pool lady or guy who you think might like to meet some like minded folks, invite them too. Meeting will be short, food will be plenty and who knows, you just might make a new friend.

Mark it on your calendar please and stay safe,

Fred

Pool Together

In 2020, the California pool and spa industry contributed more than \$5 billion and **94,000 jobs** to the state economy.

The state receives \$205,226 in sales tax for every acre-foot of water used for new swimming pool installations.

The pool and spa industry produces over **\$1.4 million in gross state product** for each acre-foot of water it uses to fill newly constructed pools.

The pool and spa industry generates **11,700 jobs per 1,000 acre-feet of water** it uses to fill newly constructed pools. That is considerably higher than other industries, like agriculture, which only produces 12 jobs per 1,000 acre-feet.

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FACT: The pool, Hot Tub And Spa Industry Is An Important Part Of California's State Economy

From the tens of thousands of small business owners and employees to the millions of dollars in economic output, the pool and spa industry helps keep California solvent.

Pool construction alone employs hundreds of local residents, requires permit fees and employee payroll taxes to be paid, all of which help stimulate local economies. When water restrictions propose regulations only affecting pool and spa owners, they are promoting a policy that will adversely impact the pool building industry.

This industry is composed of small, local and often minority-owned businesses. By imposing such industry-specific regulation, hundreds of local jobs will be put in jeopardy and will result in less money for local governments that rely on their permits. More importantly, water use restrictions on filling new swimming pools and spas are symbolic in that they do not result in any significant water savings.

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- **The state receives \$205,226 in sales tax** for every acre-foot of water used for new swimming pool installations.
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FACT: Pools, hot tubs and spas use substantially less water than comparable landscaped and planted areas.

Outdoor water use accounts for more than 30 percent of total household water use, on average, but can be as much as 60 percent of total household water use in arid regions. A well-maintained pool or spa uses significantly less water per day than an irrigated lawn. Most pool designs include more than just the pool itself; wooden or concrete decks also replace traditional lawns and landscaping. Lawn irrigation use equals 49 inches per year and swimming pool requirements are 39.6 inches per year, less walkway and decking areas equal to the actual pool area, which reduces total pool water use to 20 inches per year.

According to a study done by the Santa Margarita Water District, a typical 1,200 sq. ft. pool installation uses **about the same amount of water as California-friendly drought-resistant landscape** the year after the pool has been constructed.

Independent studies show that the average swimming pool installation will use **one-third of the water a lawn of the same square footage requires**. In other words, a well-maintained pool and surrounding decking uses significantly less than the amount of water a lawn uses in the same period.

Even building and filling a new pool requires less water than a lawn. On average, water use, including filling, in the first year a

pool is installed is 32,000 gallons. A 1,200 square-foot lawn uses approximately 44,000 gallons per year.

Average water savings for first year (including filling the pool): **12,000 gallons per pool**

Average water savings for subsequent years: 30,000 gallons per pool. Hot tubs are incredibly water-conscious

Hot tub water, once cooled, can be re-used for lawns and landscaping. Any chemicals break down within 48 hours, making spa water safe for plants.

The industry is taking steps to educate the pool-owning public to reduce evaporation loss through the use of solid pool covers, solar pool covers, or other devices when pools are not in use. This effort could significantly reduce total evaporation rates since the pools would be covered at the times when the evaporation rate is the highest

FACT: The use of water in swimming pools, hot tubs and spas is negligible compared to any water district's annual water consumption.

A SPEC research project in the Santa Clara Valley district showed that if 800 pools were built in a typical year and each were filled with 20,000 gallons of water, the 16 million gallons needed for initial filling of those pools would only comprise 4.5% of one day's average water use. This means that all the water needed to fill all the new pools in the area would equal just one hour of typical public water use for this water district.

FACT: A pool can be used to assist local fire departments in times of drought.

This is another way that the pool can act as a reservoir and a pool owner can feel an added benefit in his or her pool: giving back to the community. Pool owners can enter into an agreement with their local fire department so that they may pump water from their pool in the event there is a fire in the neighborhood. This agreement is an incentive for officials to see pools as a benefit in times of drought.

FACT: Municipal water supply is not the only source that can be used to "top off" residential pools.

Pools covered with mesh safety covers have accumulated enough water from rain, snow and ice to be opened without additional municipal water. The water collected on top of solid pool covers can also be filtered and placed in the pool. Additionally, the home's downspouts can be extended to the edge of the pool to enable rainwater to augment water already in the pool. Water can also be brought by truck from other areas to supplement.

FACT: Hot tubs don't waste water.

The typical U.S. household consumes 400 gallons of water per day. The average household loses 10 gallons of water per day due to leaks—that's 3,650 gallons over the course of a year. Standard toilets use 3-5 gallons a flush. Doing laundry can use 20-40 gallons of water per load. In contrast, the typical hot tub holds 400 gallons of water. Because that water can last for four months or longer, hot tub water usage averages out to less than 3 gallons per day, or just 1% of total household water consumption.

Dreading Telling Loyal Customers That You Have To Raise Prices?

You must handle a price increase quickly and authentically to ensure that your customers understand the situation and are willing to stick through it.

Price Increase Justification

This conversation is never easy to have with customers. After all, who wants to hear that the product your business relies on is going to cost more?

No matter how well you communicate this change, your customer service team (usually you), should expect at least a few negative reactions. If you aren't seeing anyone complain about higher prices, then they're still probably too low. This leaves it up to your discretion whether you want to increase revenue or maintain customer satisfaction.

In general, the best approach you can take is assuring customers that the increase will help maintain product quality.

Customers who are dependent on your products will be more understanding of this reasoning and will want you to maintain the high quality that they're accustomed to.

Contact them directly.

It's unfair for a customer to suddenly find out there has been a price increase in their product. If a price increase occurs, go through your list of customers who use that product or service, and send a price increase letter notifying them of the change. If possible, address the letters to each customer to personalize the process.

Let customers know well in advance.

You should provide your customers with plenty of time to come to terms with the price increase. They may need to re-assess their budget or consider alternative options, so you should keep them in the loop once you're made aware of the situation.

Explain the reasoning behind the price increase.

To make it clear that you're raising the prices to maintain the quality of the product, you should explain what caused the price increase. For instance, as some raw materials become increasingly scarce and expensive, companies that utilize these materials are forced to increase the prices for products that use them. Laying that out to customers will prove your willingness to be transparent. Allow customers to reach out with further questions or concerns.

Reassure them that they can always reach out to you or your company — with any more questions or concerns that come up regarding the price increase.

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Why increase your prices? Unless you can be sure that none of your bills and expenses will be going up in the next year, you need some sort of **rate increase just to stand still**.

What's more if you invest in your skills through training, reading industry blogs or going to conferences, you'll probably be getting better at what you do all the time. That means your clients are getting more value from you, so if you don't increase your prices at some point, you're probably selling yourself short.

Get to the point Let's face it, this letter or email is all about one thing — a price increase. It's best to just get to the point quickly — tell them how much their prices will be going up by, what they will be afterwards and when this all takes effect. If they want to read the whole letter and find out more, they will and they don't want to have to get in touch with you because the prices weren't clear.

If you waste too much time on fluff and preamble, your client will see right through it. As they read it they'll be thinking "come on, what's the bad news?" so they'll be grateful to you for getting to the point.

Don't be apologetic You have every right to put your prices up once in a while. Don't forget that probably every bill you have to pay will go up on a regular basis. Keep your letter factual and resist the temptation to sound apologetic.

Use the passive voice Copywriters will often talk about using either the active or passive voice in copy and content. The active voice can be used to explain what you will do, for example "I will prepare a quote for you and email it to you by the end of the day".

The passive voice is subtly different and gives the impression that something will just routinely happen, rather than as a result of any special effort on your part, for example: "A quote will be prepared and emailed to you by the end of the day".

The active voice implies decisive action on your part and is great for delivering good news. The passive voice however can be better for news that might be perceived as bad, so it could work much better for a price increase.

So rather than saying "we will be increasing our prices..." you could simply say "**our prices will be increasing...**".

Don't create a reason for the relationship to end If your insurance premium goes up at renewal time, then there's a good chance you will shop around for a better deal. Industries like insurance know that every renewal brings the risk of losing a customer.

It's important that you don't create the perception in your customers' minds that the price increase is a reason for them to shop around. It's enough to simply ask them to contact you if you have any queries, then you can deal with any questions in the appropriate way.

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Sample letter to customers

Dear _____

I'm writing to let you know that our prices will be increasing by 3% with effect from 1st April. For you, this will mean an increase from _____ to _____ starting with your May invoice.

As you know, we value your business and have enjoyed working with you and achieved some great results along the way. Like any business though, our own operating costs do increase especially with gas and supplies.

To maintain the level of service you're accustomed to, this modest increase is necessary, so I wanted to communicate this to you in good time. We're confident that our prices remain competitive within our industry for the quality of the service that we provide and as always, we're focused on providing these services.

I'd like to remind you of the services we provide to you on a monthly basis, which includes:

- Service 1
- Service 2
- Service 3

Thanks again for your business, and please contact me if you have any questions about your new prices.

Yours Sincerely

Not all customers are created equal

Company	Contact	Phone	Email
American Leak Detection	Bill Webb	408-729-5325	ald114@garlic.com
Blake Sales	Brian Duyanovich	916-529-0806	bduyavich@blakesales.net
Blueray XL	Chris Galvan	714-497-8822	Chrisg@bluerayxl.com
Chemquip—SCP	Laura Minert	925-250-7206	Laura.minert@poolcorp.com
Elm Distribution	John Kies	916-853-2600	john@elmdistribution.com
HASA	Brian Rivera	925-997-3640	brivera@hasapool.com
Hayward	Alex Capous	415-515-9982	acapous@hayward.com
Leisure / Keller Supply	Johnny Vasquez	408-727-8100	jvasquez@kellersupply.com
Lifesaver Pool Fence	Mark Hinkle	408-779-7922	Mark@garlic.com
Pentair	David Lagrimas	209-627-6356	Dave.Lagrimas@pentair.com
Pool Covers Inc	Cheryl Maclennan	707-386-9106	cmaclennan@poolcoversinc.com
Purity Pool	Rich Gross	530-472-3298	rich@puritypool.com
Raypak	Matt Anderson	916-767-8185	Matt.Anderson@raypak.com
SCP Distributers	Kevin Brown	408-327-4900	kevin.brown@poolcorp.com
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

Remind them what they get from you already

No matter what you do, there may still be a few clients that do choose to look around for a cheaper service. If that should happen, you don't just want them benchmarking you against your competitors on price alone.

Remind them of the value you offer them, month in month out. This might be as simple as a bulleted list of the services provided.

An alternative to increasing prices: Look at how to reduce costs. Tighten up your route, light up your truck, schedule your repairs in a timely manner.

Sample letter is in part from: Content Snare website

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