By Terry Arko
HASA, Product Training Consultant

The subject of phosphates can create controversy and lots of lively discussions at the distributor counter. Some will tell you that high levels of phosphate can lead to water quality issues such as resistant algae growth, others state that it really doesn’t matter if there are phosphates in the pool if you keep all your chemical levels right. So, what’s the truth?

Phosphates defined
Phosphates are biological building blocks that are formed when phosphoric acid comes in contact with certain metals. Most of the natural sources are found in rivers, lakes and oceans or mined rock. (The United States is one of the largest producers of phosphate from mining.) Phosphates are omnipresent in our world. They can be found in detergents, hair care products, fertilizers and even soda pop. Many of the foods we eat contain phosphate which is a primary nutrient for muscle growth. There are many ways phosphate can enter pool water. The two biggest sources of phosphate in pools come from metal sequestering products that contain phosphoric or phosphonic acid. One of the biggest sources of phosphate can be the tap water supplied by your local municipality.

Phosphates in fill water and other hidden sources
That’s right the water that you use to fill the pool can be a substantial source of phosphates. The U.S. Environmental Protection Agency (EPA) has mandated that drinking water municipalities must follow an anti-corrosion process. This is to prevent contamination of drinking water from the corrosion of older lead-based pipes. The EPA recommends phosphate buffers be used such as zinc ortho-phosphate.

When the drinking water supply facility adds the zinc phosphate the result will be very high levels of ortho-phosphate coming from the tap. There have been some reported cases of phosphate from the tap testing 1000 parts per billion (ppb). It is important to understand that phosphates exist in many different forms. There are combined forms such as polyphosphates or sodium phosphate. These compounds are used in many of the cleaning agents and chemicals that we use in pools. Many of the new buffered non-fuming acids that are being sold contain sodium phosphate.

Are Phosphates Really a Problem in Swimming Pools?

Continued from page 8

Losses.
• Investigate whether it makes sense to use appreciated securities to make charitable donations or support lower-income family members.

Update Your Financial Emergency Plan
A sizable emergency fund is helpful if you run into a financial rainy day; be sure you have socked away adequate resources. While you’re at it, look at your broader emergency plan as a whole.
• If you don’t have three to six months’ worth of expenses tucked away, building your emergency savings should be a top priority.
• Invest in insurance: Are you covered for a temporary disability, for example?

• Make sure you have a financial and medical power of attorney in place.

Look Ahead to Future Savings
As you move into the fall think about where else you could be saving money to fully fund your emergency savings and put aside more for the future. Consider whether you should:
• Refinance your mortgage.
• Rethink your car insurance.
• Lower your food bill.
• Utilize Flex Spending or Health Savings Accounts.
• Cut the cable TV cord.
• Curb your energy bill.
• Divert your paycheck to savings, by contributing more to retirement accounts or funneling money directly from your paycheck to an emergency savings account.

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Annual Financial Planning
Continued on page 18

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Our expert repair staff at County Leak Services provides guaranteed leak detection & repair on gunite pool or spas. Services that we provide:

- a. Pool /spa leak detection.
- b. Removal of suction plumbing blockages.
- c. Underwater repair and patch.
- d. Pool light junction and line locating.
- e. Removal of stuck light cords.
- f. Light junction box extension to current safety code.
- g. Guaranteed structure crack repair.

- Referral commissions available on pre-arranged jobs.

Blue-White Industries’ founder, Ozzie King, was a Pool Industry pioneer. In the late 1940s he became a successful pool builder as well as inventor, operating first as King Construction and later as King Blue White Pools. In 1957 King switched the focus of the company from building to manufacturing and incorporated Blue-White Industries.

Ozzie’s goal was to design new products for the growing swim pool industry, as well as improve on existing products. King had the foresight to see what type of products the industry needed and the skills to develop and manufacture these products.

In the early years of the pool industry, products that we now take for granted were simply not available. In the 1950s King was awarded a patent on the Weir Gate Skimmer, a product which proved to be one of the most important inventions in the pool industry. The Weir Gate Skimmer greatly reduced pool construction costs and effectively cleaned pool water surfaces.

In addition to the Weir Gate Skimmer, Ozzie developed the underwater pool light (the first underwater light approved by the City of Los Angeles), as well as DE and Sand Filters, Air Gaps, chlorinators, and pool specific flowmeters.

King’s development of the F-300 Series flowmeter was a game changer and quickly became the Pool Industry standard. The simple yet ingenious F-300 meter installed in just minutes. It enabled users to accurately determine actual flow rate in their plumbing system. Health Departments now mandate flowmeters on all public and semi-public pools.

As of January 14, 2020, the company added a brand-new flowmeter to their line. This new flowmeter is designed for use on residential swim pools. It helps servicepersons and / or home-owners dial-in the Pool’s Variable Speed Pump for maximum efficiency. In doing so the R-300 Flowmeter helps residential users save energy dollars and improve Pool Water Quality.

Additional Blue-White product lines include both Peristaltic type and Diaphragm type Chemical Feeders, Complete Metering Systems, Variable Area Flowmeters, Digital Paddlewheel Flowmeters, Variable Area Flowmeters (Rotameters) and Water Treatment Accessories.

Blue-White is well known as a company that offers great customer service, a generous warranty policy and is always willing to provide expert technical assistance to customers.

Blue-White Industries is located in Huntington Beach, California. The company designed and built it’s 50,000 square foot facility not just for maximum production efficiency, but also environmental efficiency.

In addition, Blue-White takes pride in the way employees are treated including paying very competitive wages and providing excellent benefits. More than 50% of the current employee workforce has been with the company 10 or more years. We believe happy employees build better products.

There is a large indoor / outdoor employee commons and services area that provides a pleasant and relaxing break and lunch area. It includes no-cost coffee and beverage service as well as large refrigerator / freezers, microwaves, comfortable seating and even games and television.

Today Blue-White Industries continues to operate as a King Family business with Ozzie King’s grandson, Rob Gledhill serving as President and CEO.
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   Plaster White ‘n Bright, Quick ‘n Thick Tile and Vinyl Cleaner

2. Phosphate Removal and Water Clarity
   Clearex 500, Enzyme Oil Out, Phosphate Remover or
   Phosphate Remove Max, Enzyme and Clarifier

3. Algae Elimination and Control
   Aqua Pure Algaecide, Skill It Swimming Pool Algaecide,
   Knock Out Yellow Algaecide, Knock Out Proteins Algaecide

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BioLab Announces Winner of NC Pool Cleanup Challenge

NC Brands (now BioLab) presented a $6000 check to the 1st place winner of its Pool Cleanup Challenge, in which Pool Professionals entered their most compelling and creative ‘swamp to clear’ experiences.

This year, Matthew Barclay of Blue Moose Pools in Phoenix, Arizona, received the contest’s first place prize after clearing a green pool in just a few hours! Barclay, owner of Blue Moose Pools, received the check at the SCP Branch in Phoenix for the treatment of a green swimming pool with Yellow Out prior to shock treatment with an EPA-registered chlorine that kills green or yellow algae. Matt also added Natural Chemistry’s Pool First Aid to break down the dead algae, completely clearing the pool water within hours. “I picked up the contest flyer at the SCP branch before heading to the green pool so I could document everything,” explained Barclay. “My client texted me shortly after I left the backyard to tell me the product had already cleared the pool—it’s crazy how well and fast it worked.” In addition to the $6000.00 check presented to Barclay, the SCP Phoenix, AZ branch received a $1000 credit for supplying the product used in the winning submission.

“We received incredible transformation pictures and videos for a second year in a row—it was a true testament to the power of the recommended cleanup process,” said Jamie Novak, Brand Manager at NC Brands. “Matt used the products as directed. He documented his results beautifully, including an adorable shot of the homeowner’s dog, who didn’t want to put a paw into the pool until it was cleared.” The NC Pool Cleanup Challenge also presented a check to 2nd place winner Steve D. out of Conyers, GA whose entry won $2,000. Steve was so excited with the results that he included his own picture in the submission.

The 3rd place winner, Ann E., who purchased her products from Gregg’s Pool Works in Shingle Springs, California, also received a $1000 check for her entry.

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Many pool professionals have innovative ideas for our industry but don’t have a process to monetize their ideas into successful start-ups. It is obvious that our industry is filled with talented, creative, hard-working, hands-on professionals that have many brilliant ideas. But because pool professionals don’t always have a clear process to innovative growth in their businesses, learn how to patent, protect and monetize their ideas, many of these ideas never make it to market or get gobbled up by bigger players.

Thursday Pools is a company that strives to bring unique ideas to the pool industry and has succeeded at bringing innovative, patented products to market. However, the road to innovation started off bumpy. It took several years to develop a system of proven processes. We studied and adopted steps that are used by real-world companies in a variety of industries. As a company we have decided we want to share these processes with our industry colleagues so they can avoid costly mistakes or risk being swindled by marketing scams.

We recently began sharing our knowledge through seminars at various regional trade shows and the information has been very well received. Therefore, this article is written to provide some of the information from our seminar to a wider audience and highlights the 10-step process used by Thursday Pools including some basics on understanding the patent process and how to avoid invention-marketing scams.

## Turn ideas into true business opportunities

Our industry generates some really terrific product ideas that come from service techs, builders, retailers even factory workers at manufacturing companies. However, without a specific process to bring ideas to market, these entrepreneurs become frustrated and never realize their dreams. Most people underestimate their creativity, productive capacity, intelligence and full potential. Even for our team at Thursday Pools, it took us several tries before we established a formal process that allowed us to successfully bring new, innovative ideas that we turned into patent-protected products we could manufacture. In order to get started, professionals need to have a step-by-step process and a good understanding of the patent process. Having a proven process to follow and education on the patent process will help inventors get their ideas to market.

As soon as a person starts thinking about finding a solution by creating a new product or service, they have begun Step 1 of the Thursday Pools process: The Intent-to-Invent step. This is the beginning of a possible long process that can take months or years. Searching for instant gratification or a ‘getting rich quick’ scheme is the enemy of realizing the dream of bringing your product to market. However, is it important to start with ‘desire’ and then realize your goals with ‘persistence.’ Both ‘desire’ and ‘persistence’ are extremely important steps along the journey to bringing a product to market.

### Proven 10-step Invention Process – to monetize ideas

In order to help provide a structure to the process of bringing pools to market, Thursday Pools created a ten-step process to guide its team to a successful product launch. Our goal is to share these steps to give a structure for success to inventors.

#### Step 1: Intent to Invent

**Mindset** – You must be actively thinking and looking for something to invent. As mentioned earlier, once you have the idea, get excited and get ready to start a structured approach to getting the product to market. If the product or service is what customers want and desire, combined with patent protection, it can make people and companies millions of dollars.

#### Step 2: Solve Problems

Ask, listen, learn, implement.
IPSSA's newly launched Volunteer Spotlight feature puts our amazing volunteers front and center in the IPSSA Community! We want to use this unique opportunity to thank the wonderful individuals that continuously donate their time and energy to help IPSSA and the pool and spa industry thrive. We encourage all IPSSA members to connect with these star volunteers to let them know about the Spotlight. To be featured in our next Volunteer Spotlight, in the IPSSAN, Face Book and YouTube email your picture, pictures of any information that supports the spotlight, and answer a few questions. Forward to info@ipssa.com.

1. Tell us about yourself
2. Tell us about your volunteer experience with IPSSA. Project in the past that would be featured as a Spotlight
3. Why did you decide to become a volunteer
4. How has volunteering impacted your career
5. How has being involved with IPSSA made a difference in your community or outreach to the public

Ramuc’s Ultra PRO 2000 is a synthetic rubber pool paint formulated for commercial use on concrete or plaster pool surfaces. This low VOC, synthetic rubber-based pool paint can be applied over other chlorinated rubber pool paints as well as on bare concrete and plaster surfaces. Ultra PRO 2000 is competitively priced and designed for use where pool maintenance is scheduled annually. Self priming, no primer needed. VOC compliant in all 50 states. Made in USA.


RAMUC New Ultra PRO 2000

Blue-White began the 2020 New Year with the introduction of two ground-breaking new products for the pool industry. The company has developed an all new flowmeter designed for use exclusively on residential swimming pools. The innovative R-300 Pool Pump Efficiency Meter is sure to be a game changer.

The R-300 is a great tool for service professionals. It’s fast and simple to install, has a colorful, easy to read scale and provides nearly effortless monitoring of the pool pump.

We didn’t stop with the flowmeter. How about one pump that does it all? FLEXFLO A1A Acid and Liquid Chlorine Chemical Feeder

The A1A will accurately and efficiently dose pools large or small. There’s just one model number, making ordering fast and easy. There’s just one tube size, just one controller to install, has a colorful, easy to read scale and provides nearly effortless monitoring of the pool pump.

What are the benefits? Dollars saved due to improved pump operation and resulting in better pool water quality. How does it work? The flowmeter helps dial in the pool’s variable speed pump for maximum operating efficiency.

The A1A is equipped with a Variable Speed DC motor to save energy dollars and includes a comprehensive three-year warranty.

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How to use:

1. Tell us about yourself
2. Tell us about your volunteer experience with IPSSA. Project in the past that would be featured as a spotlight
3. Why did you decide to become a volunteer
4. How has volunteering impacted your career
5. How has being involved with IPSSA made a difference in your community or outreach to the public

IPSSA’s newly launched Volunteer Spotlight feature puts our amazing volunteers front and center in the IPSSA Community! We want to use this unique opportunity to thank the wonderful individuals that continuously donate their time and energy to help IPSSA and the pool and spa industry thrive. We encourage all IPSSA members to connect with these star volunteers to let them know about the Spotlight. To be featured in our next Volunteer Spotlight, in the IPSSAN, Face Book and YouTube email your picture, pictures of any information that supports the spotlight, and answer a few questions. Forward to info@ipssa.com.

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It pays to designate beneficiaries

One of the benefits of membership in IPSSA is a $50,000 life insurance policy. All you need to do is complete a Beneficiary Designation Form.

But, what happens if you haven’t declared a beneficiary? You will lose control of who receives your benefits. The payment of funds will be delayed and, if the benefits are part of a probate, it could take a year or more for your loved ones to get those funds.

The good news is that, when your Beneficiary Designation Form is on file at the IPSSA financial office, the check for your life insurance benefit is issued as soon as the death certificate is received by the insurance company.

Call the financial office (888-391-6012) if you are not sure whether or not your Beneficiary Designation Form has been filed or if you want to change your beneficiary.

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Let us know! One of the great things about IPSSA is the underlying commitment to help others in the industry. After all, this association was created on the principle of sick route coverage. But, many members go above and beyond sick route, helping other members and their communities. These are IPSSA Heroes. Tell us your story, or let us know who has helped you. Email us at info@ipssa.com.

Introducing New IPSSA Merchandise!

IPSSA has some new items to help you grow your chapter and BOOST your meeting experience!

Orders can be billed to your Chapter account or Credit Card. Shipping Costs will vary depending on order size. To order contact: info@ipssa.com

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New IPSSA Logo Wear—OH YES! These new embroidered hats and shirts are excellent as incentives for meeting attendance and table top event volunteering! Have your Chapter looking GOOD!

Prices for Logo Wear:
Snap Back Hat: $23.95 ea.
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Polo: $32.95 ea. ($-2x) (there will be an additional $3 added to shirts 3x and larger)

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JCZ420 Cartridge Filter
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JCZ 2 1.5HP VS Pump
4087

 JCZ Salt System 40k Cell
81450

Need to set up an appointment? Call your local rep today!
Finding something that will solve a problem can be a challenge. People are always looking to purchase, so be sure that the invention being pursued is something that solves a problem or makes life easier for builders, retailers, service professionals or consumers alike.

Step 3: Desire – You need a burning desire to make it happen. There won’t be many mistakes as you seek to bring your product to market. So be sure you are passionate about your invention and have a deep desire to see it brought to market—you will need this to keep going and to get through challenging times.

Step 4: Persistence – Don’t give up when refining your product or service. Going back to the drawing board multiple times is common and most likely necessary. As you spend time examining the product and the market, you will likely find ways to improve on your idea and you might even happen upon a new and better idea along the way!

Step 5: Collaborate – This step is next whether you are working in a company or alone. You will need help getting the product or service to market. Just make sure you have an NDA (non-disclosure agreement) in place if working with others outside of your company. This applies to designers, suppliers, makers of prototypes, marketing and even market research firms.

Step 6: Brainstorming – This is a good technique to continue refining the product or service if you hit a roadblock. Keep re-imagining how the product or service will be used in the real-world. Think of additional features that will enhance your original idea.

Step 7: Toolbox – Having the right tools, equipment or software to bring the product to life is important. If you don’t, you may need to find a company that can build it or develop it for you. But remember to get those NDAs agreements signed before sharing information! Better yet, pay them upfront!

Step 8: Get dirty – From building the product and testing it out—this entire process of test marketing takes a lot of time and effort. You will need to roll up your sleeves to prove it out before you can be confident it works. Testing and validating your assumptions are key to ensuring success. Make sure you are in the field with potential users/ buyers to receive feedback. Don’t be afraid to make adjustments in design. You don’t want to try to make adjustments after the product has been launched. A tested and proven product will be much easier to sell. And you don’t want to patent something that can be easily improved upon after the product has been launched.

Step 9: Protect – If you have a winner product, make sure you start down the patent process before you go to market. Beware of unethical invention companies. You can do this without their “help.” Be sure to get recommendations of trusted patent lawyers who are experts in the industry.

Millions can be made either through producing the product or service, selling the rights outright or licensing agreements. Making the right choice is critical but having a patent makes it much easier to ensure you have the strength of the government on your side. This is a powerful negotiating tool if selling the rights or licensing.

Endnotes of Patent Process: It is important for pool professionals to get a handle on what it means to get a patent on an idea or product. A patent gives its owner the right to exclude others from making, using, and selling the claimed invention in the country that issued the patent. To get a patent, the claimed invention must be useful, novel and non-obvious. It is incumbent upon an inventor to file his patent application soon—rather than later—because of the first to file rule, because when two inventors have very similar inventions, it is the first one to file that gets priority over the other. However, the first to file rule only applies to true inventors—copiers cannot be awarded valid patents.

Patents promote innovation by granting a government-enforced limited monopoly to the inventor. Patent rights last for 20 years from the date of the filing of the patent application. In exchange, the public get the right to practice the patented invention once the patent expires.

Step 10: Market – Getting the product in front of the customer is the only way it will sell. Choosing the right method is critical. Getting your idea to market by selling the rights, licensing or producing is the “last mile” of the journey. Choosing the right way to go can be exciting but financial intelligence is important. Multiple additional factors come into play so there is no formula to decide Lifestyle, competencies, financial backing, competitive environment, economy all play factors in making the right decision. Once the ideal product or service has been proven out, the final phase is critical in getting the product to market and sold. Many people struggle to understanding the next steps and the “marketing sharks” will begin to circle around.

Oftentimes the lack of funding can be a concern but can be overcome with good guidance.

Avoiding pitfalls of invention marketing scams: Once again, the sharks or unethical invention companies are out there looking for prey. Having honest, ethical and local legal help may be the best way to move your idea forward. Beware of people or companies who want to “help” you get your idea to market. It could end up costing you thousands of dollars and you may end up with nothing to show for the expense, other than frustration and a hole in your pocket.

Conclusion – We have all heard the success stories of those who have had an ‘AHA’ moment and turned their idea into millions of dollars. The media has done a great job hyping up those stories. Unfortunately, many people are unaware of all the steps needed and the years of hard work that it may require to make it big. It has been said, “where there is a will there is a way.” Much depends on how much desire you have burning in your gut. Being systematic in your approach to an inventive idea will give you the structure needed to determine the best approach to bringing the product to market. We hope that our 10-step process gives our industry кол leagues a place to start the process.

About Ed Vondell and Thursday Pools

Thursday Pools LLC has designed, developed and manufactured fiberglass swimming pools for over ten years. Over the past decade we have designed some very unique swimming pools, add-on features and products that the end customer or installer really desire. Some of the designs and products have patent protection so it gives the company a durable competitive advantage, which translates into increased revenue. A strong company provides security for the employees, their families, and the community.

**Policy on IPSSA mailing list**

The IPSSA general membership mailing list will not be given out. This includes, but is not limited to, including members, associate members or outside organizations. This policy has been established to protect members from possibly being placed on inappropriate or indiscriminate lists.

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**Monetize your ideas**

Continued from page 13

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Pools Covers Inc. providing quality safety products and service in Northern California for over 30 years.

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Save Lives, Save Water, Save Heat, Save Money!
Pool Safely’s Top 10 Tips to stay safer around the pool or spa

1. Learn how to swim and teach your child how to swim.

2. Install a four-foot or taller fence around the entire perimeter of the pool and use self-closing and self-latching gates; ask your neighbors to do the same at their pools.

3. Never leave a child unattended in or near a pool or spa and always watch your children closely.

4. Designate a Water Watcher to supervise children in the pool or spa. This person should not be reading, texting, using a smart phone or be otherwise distracted. Adults can take turns being a Water Watcher.

5. If a child is missing, look for him or her in the pool or spa first.

6. Keep children away from pool drains, pipes and other openings to avoid entrapments.

7. Ensure any public pool and spa you use has drain covers that comply with federal safety requirements, and, if you do not know, ask the pool manager if the facility complies with the “VGB Act.”

8. Learn how to perform CPR on children and adults, and update those skills regularly.

Phosphates

Phosphates end up in the pool water? Some say that phosphates aren’t a problem in a well-maintained pool. Others claim they are a determining factor of an algae outbreak. The truth is somewhere in between. It is important to understand how phosphate can make maintenance of the pool a real problem. Phosphate is one of the prime ingredients in fertilizer. We use fertilizer to help plants grow and algae is a plant. There are three main ingredients that algae need to grow. Nitrates, CO2 and phosphates. Of these, the only one we can effectively control and remove is phosphate.

Scientifically phosphate is categorized as a growth limiting nutrient. What that means is that the growth of algae is limited if it can’t obtain phosphate. Even if there is nitrate and CO2 present. So those that say phosphates are not a concern if the water is balanced and chlorinated may be correct. However, an event such as a powerful, wind storm or even just excessive heat in the presence of high phosphate could lead to a quick and resistant algae bloom.

With higher levels of phosphates, algae have more fuel to grow and turn a pool green quickly with the strong nutrient phosphate within the cells, the algae will be much more difficult to kill using chlorine and algaecide.

Phosphate and Salt Chlorine Generators

Well maintained pools may also see an increased chlorine demand from high phosphate levels. While they do not directly reduce chlorine, phosphates are the prime nutrient for the transition of algae from the spore to the blooming form. As this process occurs more chlorine is needed to fight the growth of the algae, even though it is not visible as a bloom. This is also what causes the need for an increased output of free chlorine from salt chlorine generators.

Phosphate should be tested for before algae are present and managed to prevent poor water quality and sudden algae outbreaks. When dealing with a green swamp pool the algae should be first killed by super-chlorinating with liquid chlorine. An algaecide is then used to combat the killing process. Several days after algae has been eradicated from the pool then a phosphate test should be done. Based on the level of phosphate a removal treatment may be needed. Since algae consumes phosphates as a nutrient when a pool is overrun most of the phosphate will be in the plant. Trying to test for or remove phosphates in a green pool will not work. When the algae die off it will then release the phosphate back into the water. This characteristic of algae is why many pools experience resistant algae. In other words, the algae are killed with chlorine and algaecide and then more algae return within a few weeks even in a well-maintained pool. This is because the original kill released more growth nutrient into the pool water fill the void.

Phosphates should be tested for and are measured in PPB. When testing for phosphates the chlorine level should not be higher than 5 ppb. Higher levels of chlorine will bleach out the test and give a false low reading. When phosphate levels are extreme at 5,000 ppb a dilution test is recommended. In reagent test a ten times dilution is recommended. This is accomplished by adding nine parts of distilled water to one part of pool water. This mix is tested, and the result is multiplied times ten. In many cases phosphate levels can be extremely high and a dilution test can reveal if a phosphate remover can be used or if some draining and dilution would be better. There is lots of written scientific proof on how phosphate is nutrient pollutant to our water ways and is also being put in our food. So, it is a matter of whether phosphate is in pool water or not it is really a matter of what is the source and how much is there. For his reason source tap water should be tested regularly for phosphate spikes. Also, it best to use non-phosphate-based metal removers such as EDTA or a polymer-based formula.

Proactive phosphate removal is best and can be practiced weekly, monthly or even seasonally depending on the levels. The most important factor is managing and keeping levels near the 200-ppb level. There are phosphate removers at different strengths available that can handle everything from 10,000 ppb to 500 ppb. If a pool has a level over 10,000 ppb a concentrated product should be used. Once the levels are below 500 ppb a less concentrated maintenance formula can be used weekly to keep levels near ideal.