

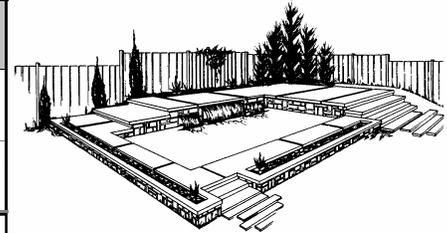


# Water Digest

San Diego Chapter

www.Spa.and Pool.org July 1999

July Membership Meeting			
When:	July 13, 1999	Price:	FREE
Where:	San Diego Safety Council	Topic:	Working Safely
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Leadership Meeting in San Diego

Gary Thill: Writes in Pool and Spa News about this conference.

The topic is demographics. These are statistical data based on age, race, income and sex. These are popular marketing segmentation tools.

The editorial director of American Demographics magazine, John McManus, will speak at the Leadership Conference in San Diego this August.

He will explain how to market to generational groups like baby boomers, Generation Xers and echo boomers.

Each generation has a different set of wants. Those wants change over time. Marketers must discover those wants in order to capitalize on them. Those needs also change as these generations go through the different stages of the family life cycle.

- ◆ Baby boomers
- ◆ Generation Xers
- ◆ Echo boomers.

The Leadership Conference runs Aug. 19-20, with a reception Aug. 18. Cost is \$650. For registration forms or information, contact NSPI's Jack Cergol at (703) 838-0083, ext. 161.

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## Presidents Letter

### Greetings

It appears that the summer weather and the summer pool season are upon us. Everyone to speak with seems to be extremely busy. With the onset of the summer season, it's a good time to prepare yourself for the summer sun and heat. July's dinner meeting topic of "Work Related Safety" is especially important during the summer months.

It is also very important to note that our meeting place has changed.

We are now meeting at the San Diego Safety Council in Miramar. Along with a new meeting place the chapter will also be providing dinner. I invite you to come learn how to work safely and enjoy a free dinner. This is also very important to RSVP to the meeting so that we know how much food to order.

The Golf Tournament was a huge success. It was a perfect day for golf and everyone had a great time. I want to thank all of our sponsors. A special thanks to Lisa at Permaglass for sponsoring the drink cart for all of our players. The big winner of the day was Tom Casebier. Not only did his Fletcher Hills Financial group win with the lowest Gross Score, but Tom won the Longest Drive and one of the Closest To The Pin holes. Our chapter was able to make a nice donation to Children's' hospital with a portion of the proceeds. Next year's event is planned for Tuesday May 9th. Mark Your Calendar Now

I want to remind everyone that our Design Awards are in October. Now is the time to take your pictures. The applications will be coming soon.

Lastly, I want to thank Kenny Judd for performing superbly as our President for the last year. I only hope I can live up to the standard he set. In the future, our chapter will be working without the help of an executive director. It is the board's aim to do the jobs we have

volunteered for and to better serve the chapter by saving the money that we normally spent hiring Susan as the Executive director. It is our goal to provide our chapter members with a fun and worthwhile meeting. The first step in doing this is moving our location and providing dinner. The next step is for the members support this effort by attending the meeting. Hope to see you all there. New location San Diego Safety Council 7220 Trade Street, Suite 100. RSVP (888-269-1589)

**Phil Grider**, NSPI San Diego President



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## Dunn Named SPEC Chairman

By Rebecca Robledo of Pool and Spa News

**G. Bruce Dunn**, president of Mission Pools in Escondido, Calif., has been elected chairman of SPEC, the California pool and spa industry's legislative advocate. Dunn replaced **Frank Geremia Jr.** of Geremia Pools in Sacramento, Calif., who stepped down May 1 after holding the top slot for 19 years.

"I have had a great education over the years in public affairs serving as Frank Geremia's No. 2," Dunn said. "With our talented volunteer board and our dedicated professional staff, SPEC will continue to accept nothing but victory on every governmental relations battlefield where the spa and pool industry is forced to fight."

Dunn, who took his company from a \$350,000 to a \$25 million international operation, began his tenure at SPEC shortly after its formation and was elected vice chair 15 years ago. He is a past

chairman of the International Master Pools Guild, past president of the National Spa & Pool Institute's San Diego Chapter, past advisory board member of two national companies and current director of a regional banking institution.

Geremia, the organization's chair for its entire 19 years, helped found SPEC and was the first pool contractor appointed to the State Contractors License Board by the governor of California. For two of the eight years he served on the CSLB Board, Geremia was chairman.

Also elected were new vice chairmen **Cecil Fraser**, president of Swan Pools of Southern California in Lake Forest, and **Mark Wilson**, president of Hasa Chemicals in Saugus, Calif.; and Treasurer **Vance Gillette**, vice president of Teledyne-Laars/Jandy Products in Moorpark, Calif.

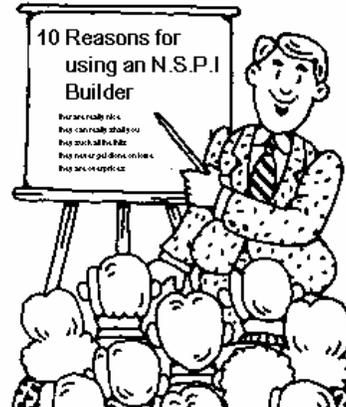
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## San Diego NSPI has its Own Web Site by Rick English

<http://www.Spa.and.Pool.org> (the capitol letters are not important but all the "dots" are very important) is the site address of the new San Diego NSPI web site.

I have owned this name for some time. I decided to donate it to NSPI San Diego. It will be used to get our message as an association to the San Diego community. I have already registered it with some national search engines and I will soon get it on with local search engines.

I am looking for ideas and pictures to post to the site. If you have anything then fill out the handy form on the web site.

We can use the site as more than a static information source. We could install a bulletin board and/or a chat room. We could have private sections for members only. We could promote our pool awards.

Please send me your ideas through the site or by e-mail. Don't send me anything on paper because that means that I have to retype it.

My e-mail address is [rick@english.net](mailto:rick@english.net) and my personal web page is <http://www.Rick.English.net>.

See you in cyberspace.

Artisan Pak

# ATTENTION POOL & SPA PROFESSIONALS!



NATIONAL  
SPA & POOL  
INSTITUTE

***You're Invited To Attend The Next Meeting Of  
The National Spa & Pool Institute  
San Diego Chapter***

***Tuesday, July 13, 1999 at 6:30 pm  
At The San Diego Safety Council  
7220 Trade Street***

**ENJOY FREE PIZZA & SODA!\***

***And***

***Learn how to stay healthy and safe through the  
hot summer months.***

***Enter Our Raffle To Win  
COLD CASH!***



***RSVP By Phone At 888-269-1589***

***\*In order to qualify for the free pizza and soda offer, you must RSVP no later than  
5:00 pm on Thursday, July 8th.***

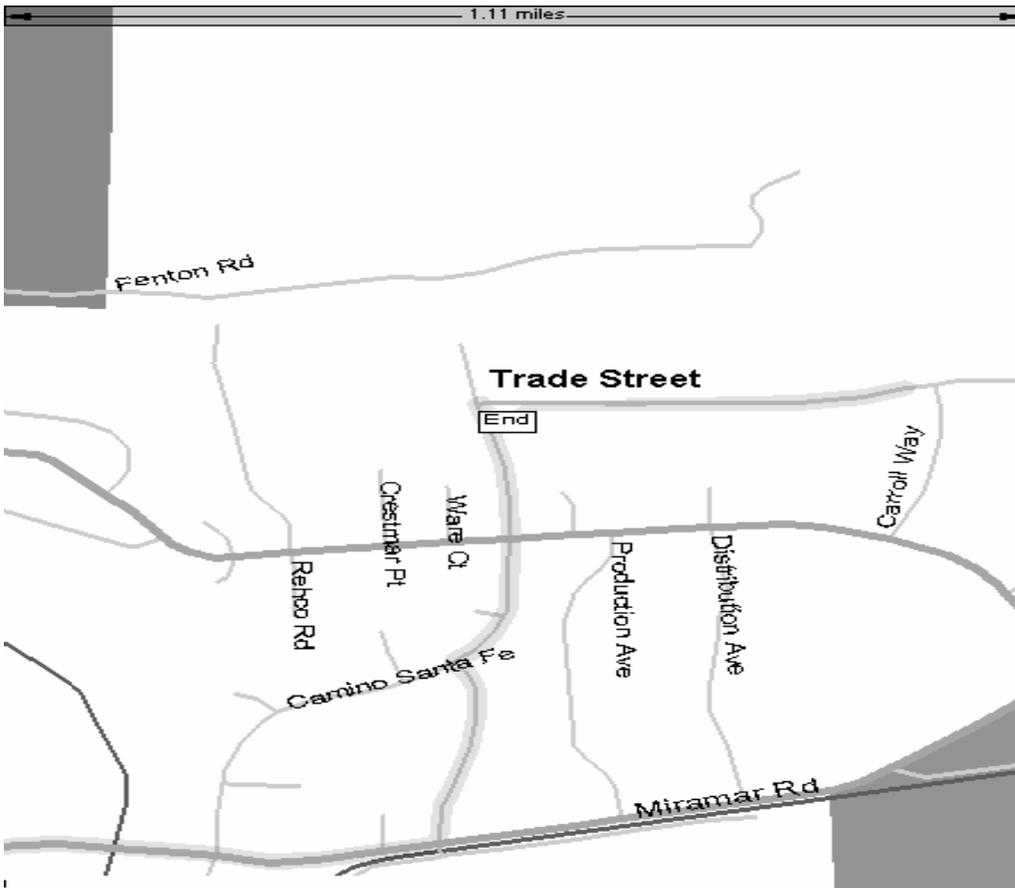
***If you don't register by the deadline, the cost is \$10.00 per person at the door.***



San Diego Chapter  
**National  
 Safety  
 Council**

7220 Trade Street  
 Suite 100  
 San Diego, CA 92121

Directions from 805	
Take the LA JOLLA VILLAGE DR/MIRAMAR ROAD exit	
Keep RIGHT at the fork in the ramp..	Drive 0.5 miles
Merge onto MIRAMAR RD.	Drive 2.4 miles.
Turn LEFT onto CARROLL RD.	Drive 0.7 miles.
Turn RIGHT onto CAMINO SANTA FE.	Drive 0.2 miles.
Turn RIGHT onto TRADE ST.	Turn left into the first entrance (across from the Pacific Bell Bldg.).



## Really Dan, I'd Rather You Hadn't

I don't know how many of you tuned in to the broadcast on 60 Minutes II last month. Dan Rather and his cohorts did a long segment on the safety of residential pools with diving boards. In particular, they focused on two cases.

The first was a gentleman that later became a lawyer. His case was interesting because the incident was captured on video tape. The second case was the gentleman that sued NSPI and was awarded a multi million dollar judgement.

They interviewed NSPI and several victims, victim's lawyers and diving coaches.

The main thing that a consumer would get from a show is that residential pools with diving boards do not need as deep or as flat a floor profile as the YMCA , Olympic or non residential commercial standards. Since the history of accidents is there, it would be very easy to conclude that NSPI's standards are unsafe.

As most of us know, the diving boards that we install on residential pools are not as high or long as those that go on non residential pools. This fact, which I felt would have added perspective was not broadcast.

So, our current situation is that one jury has decided that the NSPI standards are not safe. NSPI is appealing. We don't know how long the appeal will take. NSPI has filed for bankruptcy in case the appeal fails.

Aqua Magazine has a forum on their web site where various pool issues are discussed. The editor, Alan Sanderfoot, sent out a general e-mail asking if anyone had noticed a decline in diving board sales. To date, everyone has said that sales are about the same as last year.

I do a lot of pool inspections at close of escrow. Now, when I see a board, I just cringe. My approach has been to first check if the pool meets NSPI standards. If it doesn't then I tell them to get rid of the board. If the pool does meet NSPI standards then I tell the whole story in my report. I usually discourage keeping the board. Just in case they decide to keep the board, I include NSPI's suggested safety rules for safe diving.

The topic of this month's meeting is safety for ourselves, our subs, and our employees. Perhaps we should spend a little time on consumer safety.

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**1445 28th Street**

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