

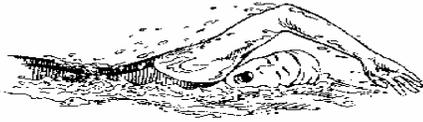


# Water Digest

San Diego Chapter

www.Spa.and Pool.org

March 2001



## Calendar of Events

Mar 22-24, 2001	Board of Directors	Austin, TX
Mar 25, 2001	Retailers Council	
Mar 27, 2001	IPPSA Region 7 Board of Officers meeting	Ambers
April 1, 2001	Walk For MS - IPPSA Team Sponsorship	
April 10, 2001	General Meeting	Double Tree - Rancho Penasquitos
May 10-11	Region XI Meeting	Long Beach
Jul 26-28, 2001	Board of Directors	Sun Valley, ID
Aug 24, 2001	Deadline for Submission of Pool Award Entries	
Aug 27, 2001	Judging of Pool Award Entries	
Sep 28, 2001	Pool Awards and Golf Tournament	Double Tree - Rancho Penasquitos
Nov 28-30, 2001	NSPI International Expo	Phoenix, AZ
Dec 9-10, 2001	NSPI Canada	Toronto, Ontario

## PRESIDENTS LETTER

Its been a while since our last general meeting. So your board is correcting that. There will be one scheduled for April 10<sup>th</sup> with the topic being energy conservation.

Mike Galloway, our new fearless regional leader has delegated the duties of San Diego membership to the erstwhile Red Barrett. If you know anyone that wants to join then have them contact Red.

As you know the region is in dire financial straights. What we need is greater participation by members in the HDR Insurance Program. So the regional leadership is focusing on that. HDR usually has the best prices. They support NSPI in a big way. The next time that your insurance comes up for renewal, please get a quote from HDR insurance. Mike Galloway is the local contact for HDR.

You may have heard that the Menelee case was not heard in the Washington State Supreme Court. If there is another appeal, which does not seem likely, then it will be before the U.S. Supreme Court.

Your board is hard at work on next year's award banquet and golf tournament. This year it will be at the Doubletree hotel and golf course.

More details to come.

*Phil Grider*, NSPI San Diego President

**San Diego NSPI Board of Directors**

	Name	Company	Address (Snail Mail) Address (E-Mail)	Phone Fax Pager/Mobile
PRESIDENT	Phil Grider	The Pool Dentist	1340 Bulrush Court Carlsbad, CA 92009 Phil@pooldentist.com	800-215-7665 760-918-0987 619-994-2475
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PAST PRESIDENT	Kenny Judd	Mission Pools	755 W. Grand Avenue. Escondido, CA 92025-2594	760-743-2605x2606 760-743-0384 760-801-4393
	Mike Galloway	Wateridge Insurance Service	10525 Vista Sorrento Pkwy. Suite 300 San Diego, CA 92121 msgallo@home.com	858-452-2200x193 858-452-6004
	Lisa Adams	Fiberkote	206 Walsh Street Oceanside, CA 92054 oscaardike@aol.com	760-754-4552 760-754-4552 760-535-4015
	Kim "Red" Barrett	SCP, Inc	566 North Tulip Escondido, CA 92025 spred@cs.com	760-737-7655 760-737-7663 760-458-8033
	Matthew Gardner	Caldera Spas	9952 Kika Court Suite 5223 San Diego, CA 92129 matthewgardner@msn.com	858-831-0955 858-831-0955 619-889-7727
	A. J. Wilson	Like New Pool Service	10224 Baroness Avenue San Diego, CA 92126-1153 AJ@likenewpool.com	619-695-3461 619-695-3461(751) 619-417-1709
	Rob West	Trendwest Pools	P.O. Box 20624 El Cajon, CA 92021	619-442-6889 619-447-1815
	Berwick Drury	AqA	2185 Faraday Avenue - Suite 130 Carlsbad, CA 92008 berwick.aqua@hashcom.net	760-427-6792 760-431-5757
Region XI Executive	Laura Wiemer	c/o AqA	2185 Faraday Avenue - Suite 130 Carlsbad, CA 92008 isw95628@aol.com	760-427-6792 760-431-5757
NEWSLETTER WEBMASTER	Rick English	English Pool Consulting	1445 Twenty Eighth Street San Diego, CA 92102 rick@english.net	619-338-9197 619-338-9167 619-331-8389



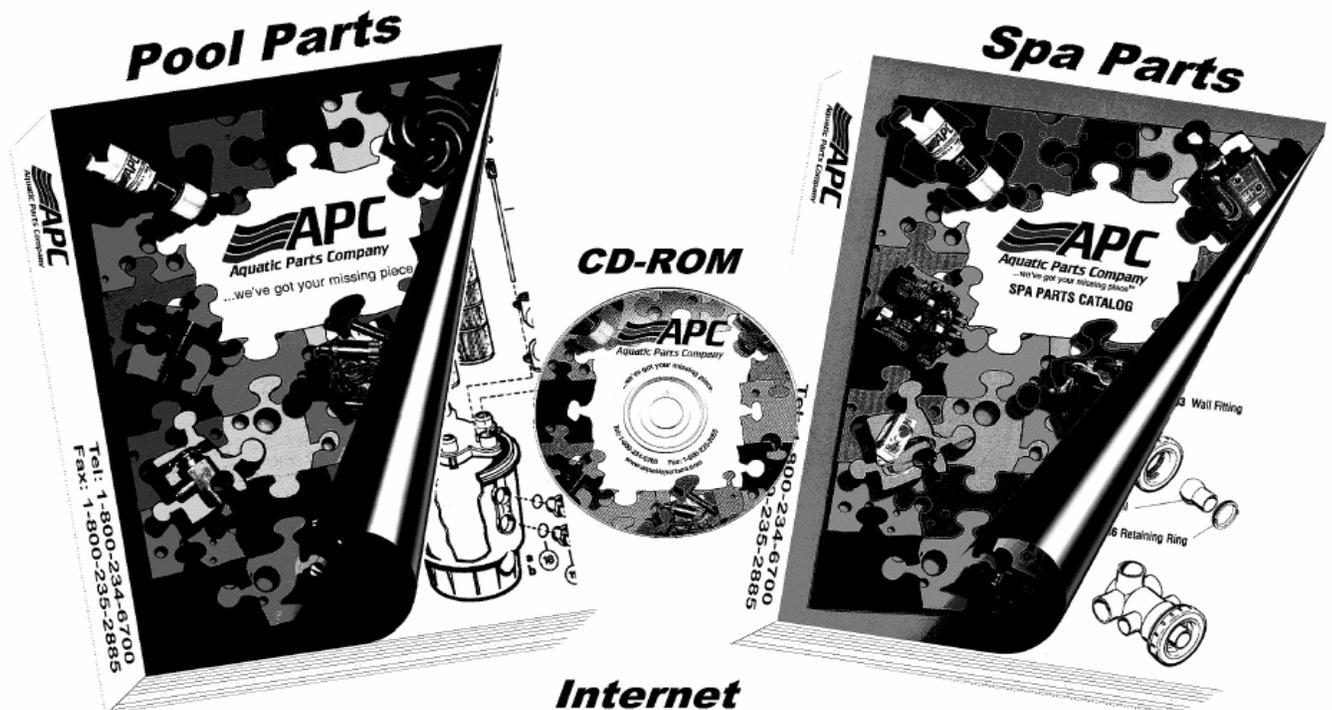
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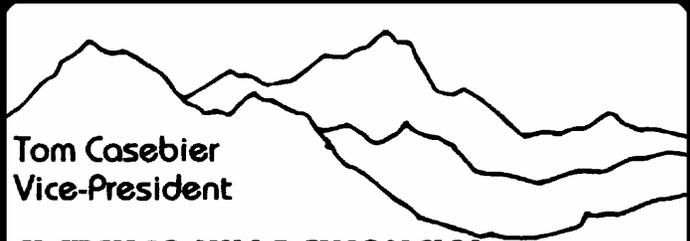
# ZAP Taps into Solar Energy

Press Release SOURCE: ZAPWORLD.COM

Veteran Alternative Energy, Transportation Companies Form Alliance

SEBASTOPOL, Calif., March 5, 2001 -- A strategic alliance has been formed between two of the leaders in alternative energy and transportation. Electric vehicle maker ZAPWORLD.COM and solar contractor Sun Pirate are teaming up so consumers can "ZAP" their utility bills with solar energy. Management for each of the two companies has more than 25 years of experience in the solar energy field, including solar electric and hot water systems. ZAPWORLD.COM has been offering optional solar panels for its electric vehicles and has seen an increase in the demand from its consumers for larger power systems.

"ZAP wants to fill that leadership role in bringing solar energy to more of our electric vehicle customers while expanding the market for solar." In California, rising energy prices are sparking demand for photovoltaic and solar hot water systems. Roger Coghlan of Sun Pirate says the demand for solar systems has outgrown his capacity and the alliance with ZAP will help him grow. ZAP and Sun Pirate will be offering "pre-packaged" solar



**Tom Casebier**  
Vice-President

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systems as well as custom consulting and installations for commercial projects.

"With solar, you can ZAP your utility bills forever," says Coghlan. "*If you own a swimming pool, it no longer makes economic sense to heat it with natural gas. Solar is the only cost-effective alternative and can extend the swimming season.*"

Solar for hot water in many cases can also greatly lower your utility bill. Recent government incentives combined with rising electric bills can also make solar electric or photovoltaics practical for the first time."

For more information, visit [www.zapworld.com](http://www.zapworld.com) or call toll-free at 1-800-251-4555.

## Our New "Pro Small Business" Administration

Remember those ergonomic rules that I warned you about. Well forget them. The following is a summary of a Forbes article by Dan Ackman.

The Senate voted to kill a Clinton Administration rule aimed at preventing workplace injuries, especially repetitive motion injuries such as carpal tunnel syndrome.

The vote was mostly along party lines. The votes will scuttle ergonomics standards, which might have forced employers to redesign workplaces and compensate workers for repetitive-motion injuries. The rules in question require job conditions and workstations to be tailored to help workers avoid repetitive-stress and other types of injuries. Before the vote, the Bush Administration provided support for killing the rules. OSHA said the regulations would cost businesses \$4.5 billion, but would lead to greater productivity and fewer sick

days, which would more than make up the difference. Business groups say the rules would cost up to \$100 billion.

To defeat the standards Republicans called on a law, the Congressional Review Act, passed in 1996 but never used, that gives Congress the authority to overturn federal regulations expeditiously.

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**We are HDR Insurance Services, underwriters for the NSPI Pool Pak program, and here is our promise to you.**

HDR Insurance Services, in cooperation with INSCORP and our agents around the state, is committed to offering our insureds the highest quality insurance program available. Customer focus will be our first priority as we continually strive to satisfy our policyholder's insurance-related needs.

NSPI, we are your HDR Insurance Services underwriters, We thank you and your agent for placing your coverage and trust with us.

*Sunday Sandle*  
*Barbara L. Deal*

*Michelle Storey*  
*Nancy Freediger*

For further information, please contact Mike Galloway at Wateridge Agency 1-800-223-6756.

### Zodiac North American Pool Care Sector



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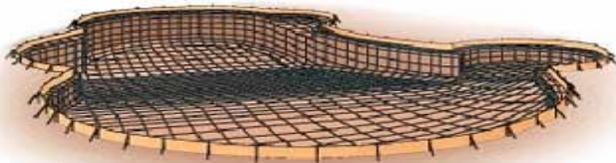
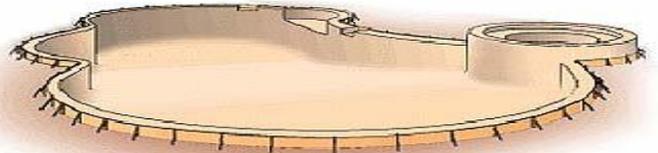
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## SURVIVING THE TOUGH TIMES

I don't know if a recession is coming. I do know that the media is doing their damndest to create a recession whether we want it or not.

It's easy to forget that there is very little difference between a recession and an economic boom. It's not like half the country gets laid off. Unemployment jumps up a few points and all of a sudden it's a recession. Instead of seeing "NOW HIRING" signs at every store, theater, restaurant and every other business, we see "NOW ACCEPTING APPLICATIONS" signs.

The truth is that some industries and some consumers really never experience a recession. Some industries and consumers seem to go from recession to boom and back again.

Our industry usually really feels a recession even if it is not warranted. Let's face it, a pool is a luxury. It is very easy for most consumers to put off the pool purchase decision for a while. So, if they perceive that their economic future is uncertain then they act accordingly.

What we have going for us this time is a promise of continually lower interest rates and the likelihood of a tax cut.

Interest rates, tax cuts and other elements of the economy are beyond our control in the short run. All we can do is prepare.

So let's talk about what we can do if the dreaded recession does come.

There are two avenues for a business to take in down times. The first is to cut costs the other is to increase revenue.

The first thing that any business should do is called a break-even analysis. It is really quite simple. Add up all your fixed costs. These are costs that you must pay no matter what you sell. Fixed costs include rent, utilities, insurance, administrative and office payrolls, advertising contracts, cell phone and office equipment contracts, vehicle payments, interest on loans, etc. Some business owners consider that their own salary is a fixed cost. Others feel that they can forgo a salary in bad times. Let's assume that all of that adds up to \$700,000 per year.

The next step in a breakeven analysis is to calculate your average gross profit per unit sold. Average profit! Not average revenue! Profit is the revenue minus the additional costs to produce that revenue. Let's assume that your average pool contract was for \$40,000. If the average pool cost you \$32,000 in material, labor, subcontractor cost, commissions, etc. then your average gross profit was \$8000.

Finally, divide the fixed costs by the average gross profit and you have the breakeven point. Dividing \$700,000 by \$8,000 gives 87½. That means that you

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## SURVIVING THE TOUGH TIMES (CONTINUED)

have to sell 87½ pools this year to break even. That assumes that you don't cut your price.

That works out to 7¼ pools per month.

I know that I have simplified this. You sell several products and services. They have different mark ups and margins. Fortunately, accounting programs like Quickbooks™ and Peachtree™ allow you to calculate gross profit for a variety of products. Spreadsheets like Excel™ and Lotus™ make doing the breakeven analysis much less tedious.

I once helped a restaurant do a breakeven analysis. When we were done we saw that it was virtually impossible for her to breakeven. Too bad she did not do the analysis before she took a loan against her home to support the business. We pinpointed the problem down to the rent. She tried to renegotiate, but failed. Since then four other owners have tried to make a go of that restaurant. They all went broke. It was impossible to break even with that rent.

If your analysis says that you need to build or service a lot more pools than you know is possible then you need to work on your fixed cost. If your analysis says that you need to sell more (and you have the capacity) then you need to work on generating more revenue.

Cutting fixed costs is really painful. It often means giving up things that you swore that you couldn't live without. Be careful about giving up advertising and promotion. Those two items generate business. You may want to prioritize them by determining the value of the business that each promotional vehicle generates.

If you have to generate more business then consider the following strategies.

The most common strategy is to build market share. That makes sense if the market is growing or if you are the biggest in your field. Each percent of market share cost you more than the last. You have to spend more to get a product advantage or cut prices. Either can be devastating.

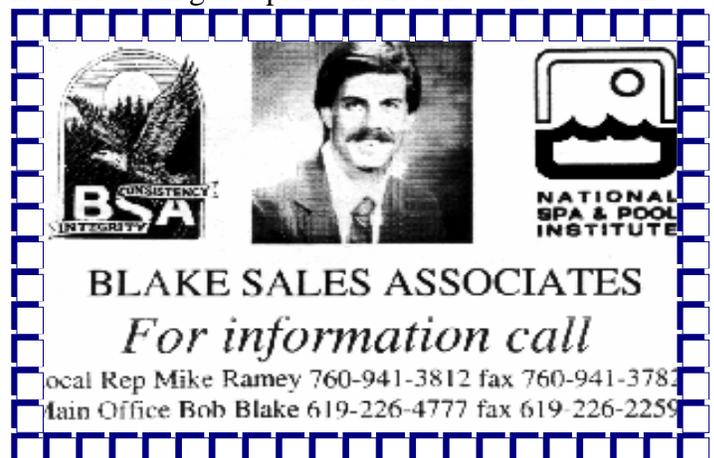
Another strategy, instead of building market share, is to go for greater share of the customer. You have customers. You know their likes and dislikes. They like and trust you. Why develop broader business relationships? You could choose to sell your existing customers complimentary products and services. You

could also sell them products that seem totally unrelated. As long as the relationship is there and you can deliver other products and services competently and cost-effectively then why not? You win by getting another sale and the profit. They win by getting great value without having to go through the agony of shopping all over town.

A third strategy is to take your existing products and services and try to go after market niches that are being ignored by the competition. You may have to modify your products and services a bit. Consider adapting products for other uses. Did you know that you could use a pool to heat a house? Pools are also use for fire protection, water storage, fish and plant habitats. Are you looking at building and servicing these markets? These buyers are not existing customers but they should readily accept your knowledge and experience.

The most dangerous strategy is to diversify. In the last three strategies we had knowledge and command of at least one element. In the first we knew the customers and the products. In the second strategy we knew the customers and not the products. In the third we knew the products pretty well but not the customers. When you diversify, you don't know either. For example, you could open a restaurant or a carwash. Diversification offers the greatest potential reward but it also carries the greatest risk.

I hope that no recession comes. I hope that the boom continues. But I also hope that all of our members are in business for the foreseeable future regardless. This article probably presented nothing new. But, if it reminded us to stop and think about our long and short term game plans then I know that we'll all



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We sell one of the most wonderful products that a family can own. In addition to all the benefits, our product comes bundled with hazards. The following stories serve to remind us of that.

### **Friday March 09 12:22 AM EST Teens Pluck Pups From Pool**

Three teens are being credited for saving four drowning puppies.

The four-week-old puppies wandered away from their mom, snuck through a patio screen and fell into the swimming pool. The dogs' owner wasn't home. But next door, three boys were playing baseball, and heard barking. The trio thought that someone was breaking into the neighbor's home. When they went to check, they saw the puppies trying to stay afloat in the pool.

Three puppies came out fine, but the fourth one, was in trouble.

One boy said, "I had reached my hand down there grabbed her, picked it up tried to give it CPR, it spit out some of the water, but it didn't all come out".

The lad says he gave the pup CPR for ten minutes, but he was not able to save her.

The owner says she is grateful to the teens for being so courageous. She says the puppies will be placed in new homes in a couple of weeks.

### **Thursday February 22 11:01 AM EST**

#### **Child Drowns In Altamonte Springs Pool**

Boy Apparently Opens Glass Door Leading To Pool

A four-year-old child drowned in a Seminole County family's swimming pool.

A nanny was watching three children Wednesday night when it happened. The boy was her boyfriend's son, WESH NewsChannel 2 reported.

She put the child down for a nap during the afternoon, and two hours later, she found him in the pool, authorities said.

The home's owner, Jerry Selwyn, wonders what he could have done differently.

"The few good swims and family time are not worth the loss of any child, my own or others too," Selwyn said.

The home has five rooms with sliding glass doors that lead out to the pool.

The nanny said that the doors were locked, but the four-year-old boy was apparently still able to open one of them.

### **Severely Burned Woman Goes Home**

A woman who was severely burned in a fire while driving her car finally headed home Friday after an eight-month stay in the hospital.

A fire broke out in Sharon Everett's car July 9. Investigators said that the blaze broke out after swimming pool chemicals combined with other household chemicals purchased at the grocery to cause an explosion.

Everett was not expected to survive after suffering serious burns.

While Everett recuperated, relatives told WLWT Eyewitness News 5 reporter Evelyn Robertson that there was an outpouring of support from the community to help the family during the trying time.

### **Sunday February 18 10:23 AM EST**

#### **Girl nearly drowns in club pool**

From the Chicago Daily Herald

A 4-year-old girl almost drown in a pool at The Meadow Club, in Rolling Meadows, Saturday night.

She was in fair condition and transferred to Children's Memorial Hospital in Chicago for observation, a Northwest Community Hospital spokeswoman said.

The girl's family was swimming in the club pool about 8:39 p.m. when she was found amid some pool toys, said Rolling Meadows Police Sgt. Tom White.

The girl was not breathing, and her father and a country club worker performed two chest compressions on her, then CPR, he said.

The chest compressions started her breathing and saved her life before emergency workers arrived, said a Rolling Meadows Fire Department spokesman.

The girl was crying when she was taken to Northwest Community Hospital in Arlington Heights and had good color in her face, he said.

# April NSPI Meeting

When: Tuesday, April 10, 2001

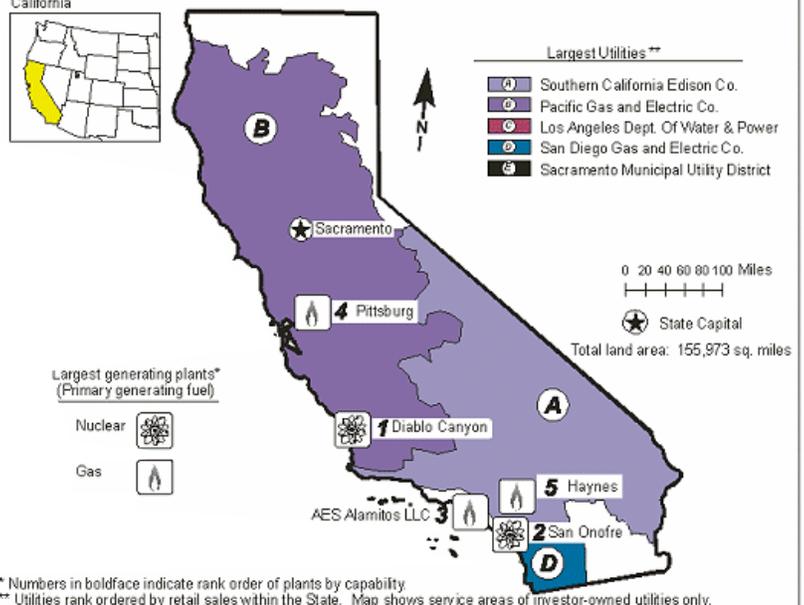
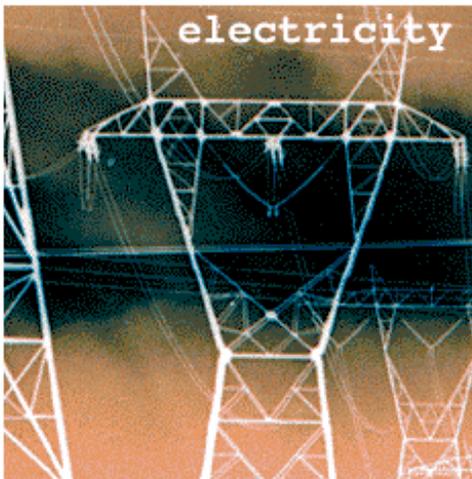
Where: Doubletree Golf Resort  
14455 Penasquitos Dr.,  
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Topic: Energy Conservation and The  
Swimming Pool Industry

Rose Fowler and

Speakers: **Tony Coonce**  
Small Business Standard  
Performance Contract Program  
Manager  
San Diego Gas & Electric

Cost: Free to Members with a Reservation



# Mobile Bricklaying Robot

*From [www.new-technologies.org](http://www.new-technologies.org)*

Bricklaying is a highly repetitive and physically exhaustive task. For these reasons, it is logical to consider automation for this process. Also, industrialized countries are confronting the problem of a lack of skilled workers. With the predicted building boom and the decreasing availability of a skilled workforce, the construction industry can profit from the automation of the bricklaying process.

Scenario of a man-machine-system for automated bricklaying on the job site.

The tasks of the construction site bricklaying robot include removing bricks or blocks from prepared pallets, the application of bonding material and the erection of brickwork at a high level of accuracy and quality.

Prototype realization of the bricklaying robot, which is based on a commercial construction machine, has been done by two research institutes in close cooperation with ten industrial partners.

The design of the robot is strongly influenced by technological aspects such as the types of bricks or blocks and the mortar technology used. Proper function of the robot requires:

- handling different kinds and sizes of bricks and blocks,
- detection of and compensation for material tolerances,
- calibration of the brick or block position with respect to the TCP (Tool Center Point),
- automated dispensing of bonding material,
- robust, site-specific and cost-effective solutions

To meet all of the above requirements, a number of solutions

have been presented during the last few years but each of them covers only part of the requirements.

Operation sequence of automated bricklaying

The bricklaying robot could reduce costs, improve quality, and reduce need for skilled labor.

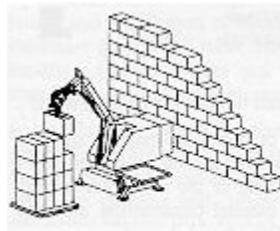
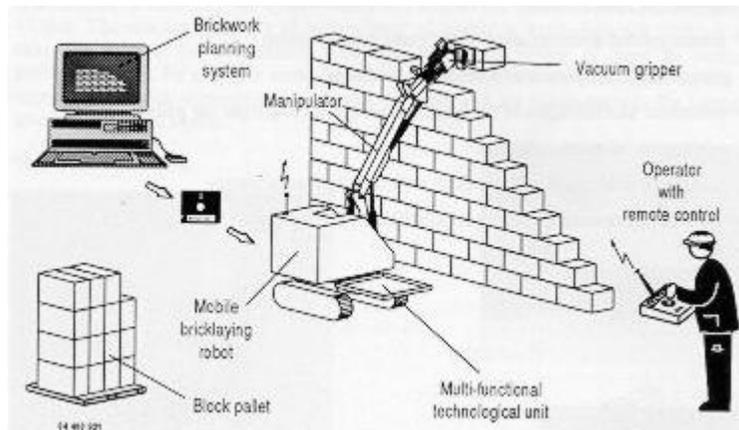
The automatic application of thin-bed mortar using the dipping method has been verified by trials with an experimental robot. A standard industrial vacuum handling system, which has been slightly modified,

turned out to cover all relevant types and formats of bricks and blocks.

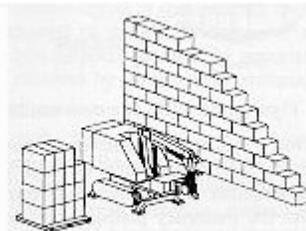
A unit has been developed which integrates technological functions such as TCP calibration, measurement of the block tolerances and application of bonding material. Future

research will include the integration of the described subsystems in the prototype of the bricklaying robot and extensive experimental investigation

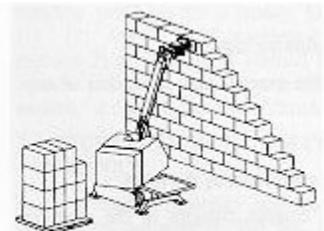
As a prototypical technology, it is still under development and improvement. In most of the countries around the world the implementation of this robot would be more expensive than to hire labor. This is a technology that is responding to a need of the German construction market.



Pick-up of a brick from a prepared pallet



Automated application of mortar



Final placement of the brick

# Prepacked Shotcrete Admixture : Spray Con-WS

*From www.new-technologies.org*

Over the past 10 years advances in materials such as the introduction of silica fume (microsilica), fibers and super-plasticizers, have made make shotcrete easier to place, and also improved its durability. Batching all these materials in the right proportions with sand and cement can be difficult. Many manufacturers have developed pre-packed shotcrete repair mortars to which contractors add only water.

This simplifies batching and provides more consistent quality. But packaging all the dry materials increases their cost. Gemite Products Inc. Amherst, NY developed pre-packed products (called "concentrates"), which include all the admixtures but require contractors to provide their own sand and cement. The material costs of concentrates mixed with sand and cement are considerably lower when compared with complete packaged systems. The same quality is maintained.

The wet shotcrete admixture products, Spray-Con, are mixed on-site with locally supplied sand and Portland cement. Spray-Con's silica fume enhanced and fiber-reinforced formulations make it easy to

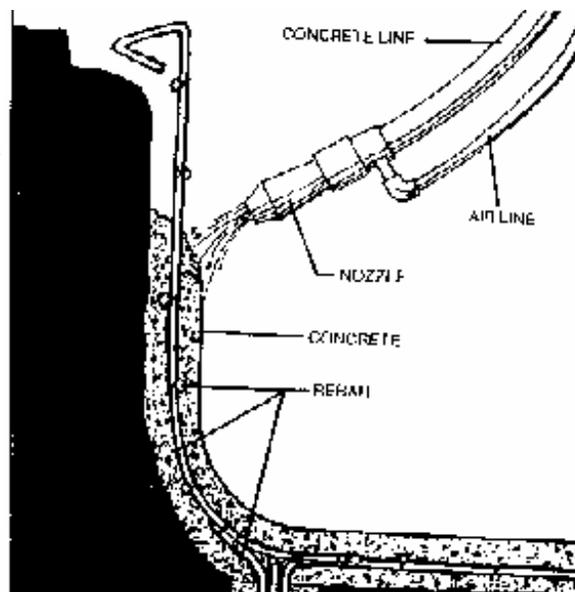
control air entertainment in shotcrete. Air entertainment is an important requirement for freeze/thaw durability and salt-scaling resistance. Applied to clean, sound concrete, Spray-Con's bond strength exceeds the tensile strength of the substrate concrete. The high bond and reinforced composition make it an ideal material for any areas subject to vibration during application. For rock and soil stabilization Spray-Con's admixtures and fiber reinforcement may allow its use without mechanically placed reinforcing mesh and anchors. The low permeability of micro-silica

concrete is essential in construction where resistance to chloride penetration is essential. It endures northern climates and can be used in most applications where extreme freeze/thaw cycles prevail.

One disadvantage is that the product must be protected from freezing for 48 hours after application.

## The Benefits

- Applies up to 30 cm (12 inches) thick in a continuous overhead build-up
  - Minimizes down-time for application
  - Allows thin to thick application
  - Forms a durable, high bond surface
  - Protects the substrate
  - Fiber-reinforced, may eliminate the use of meshes
  - Reduces labor requirements
  - Low water/cement ratio
  - Resists water intrusion and salt-scaling
  - Resists drying shrinkage cracking
  - High economy
- Points of Contact  
Dr. Ivan Razl, Gemite Products, Inc. 160-3840 East Robinson Road, Amherst, NY 14228, Phone: 800-443-6483, Fax: 888-443-6329, E-mail: <techinfo@gemite.com>, <www.gemite.com>



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## WHO'S THE COMPETITION?

IF YOU'RE A POOL BUILDER, WHO COMES TO MIND WHEN YOU THINK ABOUT YOUR COMPETITION?

WAS IT ANOTHER POOL BUILDER?

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FOR MORE INFORMATION, PLEASE ASK YOUR LOCAL SCP REPRESENTATIVE AND CHECK OUT OUR "ESCAPE" WEB SITE.

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