



Region 7 Review

A monthly publication for the members of IPSSA, Inc. – Region 7

February 2014

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Director's Notes Region 7 Quarterly Report

Greetings,

February 15th and 88°? Well, by now we have all heard about the DROUGHT. The drought is for real. I believe Amy from corporate sent all the chapter presidents the latest last week. Early Monday morning I spoke with **Terry Snow**, IPSSA's liaison to CPSA (formally SPEC). So this is about as good as it gets before it makes it to press. At this point, from northern California to the border it is all voluntary. But that's not any reason to go out and buy a car wash. This will be my fourth drought in my 35 years in the business. But if we don't get any rain, tighten up the belt buckle, because I believe this may be the worst one.

So that being said, IPSSA Inc. has donated \$15,000.00 to CPSA to help towards the cause. There is a builder in northern California that matched IPSSA Ok, enough bad news.

I would like to thank our region -- we had a 100% turnout at Leadership! Leadership was fun filled and ended with a great dinner and dancing and casino. Our own **Mary Ann Downing** was the keynote speaker on Drown

Prevention, and the feedback was wonderful. Thank You, Mary!

If there are any presidents that would like to help me man the booth at the Western Show, let me know.

I will be contacting the North County presidents for April Pools month as soon as I hear from Mary Ann Downing.

That's about all I have for now, so be safe and see you at the March regional meeting.

Sincerely
Joe Lukacik
Region 7 Director

The Bigfoot Strategy

In some niches, unsophisticated customers search in droves for something that you, the professional, know doesn't work.

Instead of feeling frustrated and angry that charlatans are snatching much of the business, use what I call the Bigfoot Strategy, named after the legendary ape-like creature whose sightings scientists have not been able to squelch.

Identify a phrase that the naive ones search for. Then use it prominently and honestly in the title of an article or the headline of a press release that explains the shortcomings of the mythical entity they're looking for.

For example:

Fix Your Own Wiring? Five Reasons Why It's Safer to Call a Licensed Electrician

Free Online Translation Sites: A Quick Way to Become a Laughingstock - and An Affordable Alternative

Why You Can't Become a Black Belt in a Weekend, and Other Secrets from a Young World-Class Martial Artist

Hire a Cheap, Fast Ad Agency and Repent in Leisure, Says Albuquerque Marketing Consultant

With this strategy, you attract attention, stand out amidst the competition, educate potential customers and win enough of them over to make the effort worthwhile.

** The Marketing Minute **
January 27, 2010
Marcia Yudkin,

Marketing Expert and Mentor

<http://www.yudkin.com/marketing.htm>

Calendar of Events

- **IPSSA Annual Leadership Weekend**, Jan. 31 – Feb. 1, Sheraton Park Hotel at the Anaheim Resort, Anaheim, CA. info@ipssa.com
- **CPO Class**, March 6-7, Zodiac, 2620 Commerce Way, Vista, CA 92081-8438. www.anotherperfectpoolnews.com/cpo
- **Western Pool & Spa Show**, Long Beach Convention Center, Long Beach, CA, March 13-15, www.westernshow.com
- **R7 Board Mtg**, Wed., March 26, Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, San Diego.
- **R7 Board Mtg**, Wed., June 25, Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, San Diego.
- **R7 Board Mtg**, Wed., Sept. 24, Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, San Diego.

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How California Water Agencies Are Responding to Record-Dry Conditions

Updated Feb. 11, 2014

Local water agencies across California are beginning to take action in the face of record-dry conditions in early 2014. Many water suppliers are calling on customers to step up conservation efforts, while some already have implemented mandatory restrictions on water use.

View an interactive map showing local response actions [here](#).

Mandatory Restrictions / Stage 1, 2, 3 or 5 Water Alert Declared

- **City of Sacramento** – Adopted Stage 2 alert on Jan. 14 requiring customers to cut their water use by at least 20%. Stepping up enforcement of conservation ordinance, limits on outdoor watering, etc.
- **City of Folsom** – Adopted city-wide Water Warning requiring 20% reduction in water use. Mandatory water use restrictions for businesses and residences limit landscape watering to two designated days per week; prohibit washing of parking lots, street, driveways or sidewalks; and prohibit use of City water for construction purposes without approval.
- **City of Arroyo Grande** – Permanent mandatory water conservation restrictions in effect. City is stepping up monitoring and enforcement of water use restrictions as of Jan. 17.
- **City of Visalia** – Adopted ordinance limiting outdoor watering, car washing, etc. to specific days.
- **City of Modesto** – Outdoor water use restrictions in effect.
- **City of Sierra Madre** – Implemented mandatory water conservation measures for all water customers in Sierra Madre in May 2013. Still in effect.
- **City of Willits** – Declared a Phase 5 water shortage emergency on Jan. 8, citing extraordinary circumstances. Also declared a local emergency to pursue emergency funding that would pay for an emergency water supply. Phase 5 prohibits all nonessential water use and implements mandatory usage restrictions, such as a 150 gallon limit per day for each

occupied residence (including outdoor watering and irrigation) and a 35% reduction by commercial and industrial users.

- **City of Healdsburg** – Declared a water shortage emergency on Jan. 21, implementing Stage 2 mandatory conservation measures limiting outdoor irrigation and calling on businesses to reduce use. Healdsburg is aiming to cut use by 20%. Voluntary conservation was in effect since June 2013.
- **Cloverdale** – Imposed mandatory water conservation measures on Jan. 22, with the intent to curtail water use by 25%.
- **Cambria Community Services District (CCSD)** – In October 2013, the CCSD Board of Directors adopted mandatory water conservation measures, allowing watering with potable water only one day a week, based on address, with a person in attendance, limited to the amount necessary.
- **Los Angeles Department of Water and Power** – Mandatory conservation measures in place since 2009, including limitations on outdoor watering (three days a week, assigned to odd / even addresses, prohibitions on runoff into streets and gutters from excessive watering, serving water to restaurant customers unless requested, etc.)
- **Rancho Murieta Community Services District** – Adopted a Stage 2 Water Alert on Jan. 17 requiring mandatory water use restriction for homes and businesses. Landscape irrigation is limited to a maximum of two days per week when necessary.
- **Rio Linda/Elverta Water District** - Adopted a mandatory Stage 2 water alert in 2008, which has remained in effect. Irrigation allowed only on designated days as per address, shut-off nozzles required on hoses, no washing down of hard surfaces, pools must recirculate water, etc. At Feb. 10 board meeting, stage may be elevated.
- **Tuolumne Water District** - On Jan. 28, Phase III Mandatory Water Conservation, goal of 50% reduction. No lawn irrigation; watering of trees and plants by bucket only; no hose washing of cars, paved areas; use of water in pools and ponds minimum needed only to sustain aquatic life.
- **Las Virgenes Municipal Water District** - Support governor's call for 20% reduction. Mandatory restrictions include: no irrigation between 10 a.m.-5 p.m., no run-off, broom instead of hose, trigger nozzles. Second violation \$50, third violation \$100, fourth \$250, fifth district may restrict flow or terminate service.

Voluntary Measures Enacted

- **San Juan Water District** – Adopted heightened conservation levels on Jan. 8 asking customers to reduce indoor water use by 20% and eliminate outdoor water use.
- **El Dorado Irrigation District** – Encouraging customers to voluntarily reduce their water use
- **Marin Municipal Water District** – Passed resolution Jan. 21 calling for an immediate 25% voluntary reduction in water use by district customers. As of Jan. 16, the district is pumping water from a reserve reservoir. Depending on the reservoir storage levels on April 1, MMWD may need to adopt mandatory reductions in water use.
- **Sacramento County Water Agency** – Urging customers to voluntarily reduce water use by 20%.
- **City of Roseville** – Calling for a voluntary 20% reduction in water use by residents and businesses.
- **Alameda County Water District** – Requesting that customers voluntarily cut back on their water use by 20%. The water district's service area includes 336,000 people living in the cities of Fremont, Newark and Union City (Jan. 17).
- **Zone 7 Water Agency** – Asking everyone to conserve as much water as possible with a target of at least 20 percent savings, keeping in line with the governor's proclamation (Jan. 17).
- **Citrus Heights Water District** – Requesting customers to immediately reduce water use by at least 20% (Jan 17).
- **Fair Oaks Water District** – Requesting customers to immediately reduce water use by at least 20% as part of a Stage 3 water warning to help conserve water for the region.
- **Upper San Gabriel Valley Municipal Water District** – Calling for a 20% voluntary reduction in water use and directing San Gabriel Valley residents to visit www.socalwatersmart.com to receive rebates for high-efficiency toilets and other water-saving tools.
- **City of West Sacramento** – On Jan. 25, the City of West Sacramento asked the public to voluntarily reduce water use by 20%, cutting back on watering, indoor use; e.g. shorter showers, only full loads for washers, etc.

- **Elk Grove Water District** – On Jan. 22, Board of Directors voted to ask the public to voluntarily reduce their water use by 20%, even-odd numbered watering days, checking for leaks, irrigation reviews, no water washing of pavement, etc.
- **City of Solvang** – the City Council adopted a Stage One drought declaration, asking customers to voluntarily reduce water use by 15%; water only between 10 p.m., and 6 a.m., serve water in restaurants only upon request, etc.
- **Orange Vale Water Company** - Voluntary Stage 2 Water Alert adopted. No run-off, shut-off nuzzles on hoses, leaky pipes fixed within five days, reduce indoor and outdoor use by five to 10%.
- **City of Paso Robles** - Adopted voluntary Level 2 alert, asking for 20% reduction. No runoff from watering, no washing of paved surfaces, pools must recirculate water, hotels should offer optional fresh linen service.
- **Del Paso Manor Water District** - Asking for a voluntary reduction of 20% indoors and outdoors. No runoff when watering, turn off water when brushing teeth or shaving, only was full loads of dishes, clothes.
- **City of Calistoga** - Asking customers to voluntarily cut water use by 10%.
- **Mid-Peninsula Water District** - Pending a formal decision, asking customers to voluntarily reduce water use by 10%.
- **Golden State Water Company** - Voluntary 20% reduction. Only full loads of clothes and dishes, repair leaks, use a broom instead of a hose.
- **North Coast County Water District** - Voluntary 20% reduction. Wash only full loads, replace old toilets, shorter showers, use a broom instead of hose, irrigate late night or early morning.
- **Olivenhain Municipal Water District** - Adopted a level 1 Water Supply Shortage on July 1, 2010, still in effect, which calls for a 10% voluntary reduction.
- **Sacramento Suburban Water District** - On Jan. 27, adopted a Stage 2 Water Warning. Asking for a voluntary 20% reduction. Irrigation allowed twice a week, restaurants serve water upon request only, only drought-tolerant plants allowed in new landscaping.
- **Santa Clara Valley Water District** - On Jan. 28, the board set a preliminary 2014 water reduction target equal to 10% of 2013 water use in Santa Clara County.
- **Casitas Municipal Water District** - Voluntary 20% reduction. Fix leaks, wash full loads, use a broom instead of hose, fix leaks.
- **Elsinore Valley Municipal Water District** - Voluntary 20% reduction. Replace washers and toilets with high efficiency models, check for leaks, use faucet aerators.
- **Newhall County Water District** - Voluntary 20% reduction. Check for leaks, water only when needed.
- **Metropolitan Water District of Southern California** - Declared formal water supply alert on Feb. 11. Asking for voluntary reduction of 20%. See more under "Other Actions" below.
- **Foothill Municipal Water District** - Increased Water Conservation Alert Status. No percentage reduction requested.
- **Mesa Water District** - Voluntary 20% reduction.
- **Calaveras County Water District** - Voluntary reduction; no percentage given. Leak detection and non-revenue water aggressively addressed.
- **Three Valleys Municipal Water District** - Voluntary 20 reduction.
- **Calleguas Municipal Water District** - Voluntary 20%, in line with governor's request.
- **Eastern Municipal Water District** - Voluntary 10%, wasteful use penalized with significantly higher rates.
- **Palmdale Water District** - Voluntary 15% reduction. Rinse produce in pan; turn water off while shaving, brushing teeth; use trash instead of disposal; broom instead of hose.
- **City of Ventura** - On Jan. 29, asked for voluntary 10% reduction. Check for leaks, review water consumption history.
- **Nevada Irrigation District** - Asking customers for voluntary 20% reduction.
- **San Francisco Public Utilities Commission** - On Jan. 31 asked local residents to reduce water use by at least 10%.
- **City of Santa Cruz** – Voluntary 20% reduction. Asking residents to turn off automatic irrigation systems and make concerted effort to reduce water use.
- **City of Watsonville** - Asking for voluntary 20% reduction.
- **Sonoma County Water Agency** - On Feb. 3, asked for voluntary 20% reduction

through actions such as eliminating outdoor irrigation.

- **San Diego County Water Authority** -- Asking for voluntary conservation.
- **Placer County Water Agency** - Asking its users for voluntary 25% reduction.
- **City of Santa Rosa** - Calling for a voluntary 20% reduction.
- **Santa Margarita Water District** -- Adopted Board resolution implementing conservation measures in response to Gov. Brown's recent drought declaration; asking customers to voluntarily reduce their water usage by 20%.
- **East Bay Municipal Utility District** -- As of Feb. 11, customers are being asked to voluntary cut water use by 10% to stretch supplies.

Drought Emergency / Water Shortage Declared or Proclaimed

- **Mendocino County Board of Supervisors** – Jan. 7 and extended on Jan. 21.
- **Kern County Water Agency** – Jan. 8
- **San Joaquin County Board of Supervisors** - Jan. 28. Local drought emergency proclaimed.
- **Santa Barbara County Board of Supervisors** - Jan. 21. Asking for immediate 20% reduction in water use.
- **Brooktrails Township** - Jan. 14. Water emergency declared; limit of 110 gallons per day per connection.
- **City of Santa Cruz** - In May 2013, declared a Stage 1 Water Shortage Alert, which has remained in effect. Mandatory water restrictions include no watering between 10 a.m. and 5 p.m., no run-off, no washing of paved surfaces, trigger nozzles, fix leaks. Penalties will be applied to bills for repeated violations.

Agricultural Impacts

- **Modesto Irrigation District** – Planning reduced deliveries to growers in 2014.
- **Richvale Irrigation District** - Mandatory 50% cut to acreage irrigated by district.
- **Browns Valley Irrigation District** - Mandatory. Not making deliveries at this time; only have 30% of needed supply.
- **Tehama-Colusa Canal Authority** - Mandatory. 17 water districts will receive

0% allocations; groundwater is all that is available.

- **Nevada Irrigation District** - Placed a freeze on new agricultural contracts or increases in those currently in place.

Other Actions

- **Sonoma County Water Agency** won approval from the State Water Resources Control Board to reduce flows from Lake Mendocino into the Russian River in order to conserve the surface water supply.

- **Santa Clara Valley Water District** is monitoring water resources, with the current conditions meriting a yellow "cautionary" tag.

- **Water agencies in Southern California** are keeping a close eye on conditions, though surface storage and groundwater reserves established over the past few years are expected to help the southland cope this year.

- **Desert Water Agency** is investigating additional conservation programs and measures in light of the dry conditions.

- **University of California** President Janet Napolitano on Jan. 16 announced a system-wide goal of reducing per-capita water use by 20% by 2020.

- **Southern California Water Committee** announced on Jan. 29 that its Board of Trustees unanimously approved supporting Gov. Jerry Brown's emergency drought declaration and is encouraging Southern Californians to support the call for additional voluntary water conservation, as the state experiences record dry conditions.

- **Metropolitan Water District of Southern California** on Feb. 11 declared a Water Supply Alert throughout Southern California in response to statewide drought. The MWD board also formally endorsed Gov. Brown's statewide call for conservation in response to the ongoing drought. Along with urging cities, counties, local public water agencies and retailers to achieve extraordinary conservation, the board doubled Metropolitan's annual conservation and outreach budget from \$20 million to \$40 million. The increase will provide additional rebate incentives for Southern Californians to purchase water-saving devices throughout the district's six-county service area and help reach the Brown Administration's goal of a statewide per-capita water use reduction of 20%. The board also pledged to explore ways Metropolitan can help other parts of the state address water supply challenges.

<http://www.acwa.com/sites/default/files/page/2013/05/2014-drought-response-local-water-agencies-1-31-14.pdf>

more: <http://www.acwa.com/>

California Drought: Why We Must Act

by [Vance Gillette](#) 1/24/14 10:38 a.m.

California is currently experiencing the most severe drought conditions in 500 years according to some sources, and certainly the worst in our lifetimes. How bad is it?

The implications for the pool and spa industry's largest regional market are potentially catastrophic. When we've faced droughts in the past, pools are one of the first things hit with draconian water rationing measures, including complete bans on filling pools, whether new or for repair purposes.

In areas where those measures go into effect, the industry is essentially shut down. No one buys or repairs pools and the economic impact is devastating. And now, with our industry only recently recovering from the mother of all recessions we just experienced, the timing couldn't be worse.

The reasoning behind such moratoriums is both obvious and tragically false. In addition to being seen as a luxury item, pools are considered water wasters by many. It's a perception that is hard to shake, even though it's been proven time and time again that pools use less water per square foot than lawns.

And no one cares to acknowledge that pools are reservoirs that can be used to fight fires, which naturally increase in frequency and ferocity during droughts.

If I sound alarmed, it's for good reason. I've been through this before, particularly in the mid-70s and early '90s when we experienced severe drought conditions — none of which were as bad as this.

As was the case then, the only organization standing between our industry and the devastating impact of mandatory rationing measures is the [California Pool & Spa Association](#) (formerly known as SPEC). This organization has a long track record of successful lobbying efforts, particularly on the state government level. CPSA President **John Norwood** is, in my opinion, a wonderfully talented lobbyist — if there's anyone up to the task of pushing back against wrongheaded rationing measures, it's John.

If you're wondering what can be done to push back against rationing measures, let me share some ideas I received recently from **Craig Sears**, president of Sears Pool Management in Sandy Springs, Ga. Sears is a member of the local APSP chapter and was heavily involved in fighting pool filling moratoriums during the severe drought that hit the Southeast a few years ago. I was extremely impressed with the list of measures he offered.

- Change the perception that pools are water wasters. Operated correctly, pools conserve water in a clean and useful state. Pools can be tapped as emergency sources of water, especially when fighting fires — but only if they are maintained.

- Unmaintained bodies of water quickly become health hazards, breeding bacteria and disease-carrying mosquitoes. Contact your state health department and ask them to issue a statement to this effect.
- Find lawmakers with a stake in the issue, such as those with pools and spas who enjoy swimming or whose kids participate in aquatic sports. Ask them to help.
- Contact local news agencies to help get word out of the importance of swimming pools in learn-to-swim programs and the fight against childhood obesity. It helps to hire a PR expert to get media exposure.
- When you do get media exposure, control the message. Make sure you and your association members are on target, and don't go rambling on about something that's going to distract from or implode your message. Give the media specific people to contact for comment, and make sure those people are ready to give their story.
- Contact aquatic sports organizations like [USA Swimming](#), [USA Diving](#), [US Water Polo](#) and [Synchronized Swimming Associations](#), as well as the [American Swimming Coaches Association](#). Such groups have grassroots manpower and common interests. Members of the ASCA in particular can mobilize a vast group of people, from athletes and their parents to college and Olympic training programs.
- Take a proactive approach by coming up with water conservation tips for pool owners from the industry/[APSP](#). The industry should demonstrate that it cares and wants to help, not that we're just being selfish and protecting our own interests. (sample upon request.)
- Support lobbying efforts and organizations.
- Pass the hat. Ask the industry and vested parties to chip in to help cover the costs of implementing these strategies. At the time, we didn't have a fund for this sort of thing. Going forward, we should maintain a government relations fund and consistently ask for donations to this fund so that we're ready the next time an issue comes along.

Much thanks to **Sears** for this litany of potent suggestions.

My hope is that if we band together with the CPSA and aggressively implement these measures, the California industry will weather this crisis.

Otherwise, we may wither instead.

Vance Gillette is an outspoken proponent of the pool and spa experience. An industry leader with 47 years of experience, he has traveled extensively through the U.S., Europe, Canada and Australia representing such prominent firms as Arneson Products, Jandy Products, Teledyne Laars, Waterpik Technologies, Zodiac Pool Systems and now...Vance Gillette Ventures.

<http://aquamagazine.com/content/post/California-Drought-Why-We-Must-Act.aspx> (excerpt)