



MASTER POOLS GUILD REFLECTION

November 2016 – 6th Edition

Dear Members:

Code Of Ethics & Business Practices

Master Pools Guild members are dedicated to designing and building the World's finest pools to the highest industry construction standards. Master Pools Guild success is based on the sharing among members along with the trust and confidence that is earned from our clients. We secure loyalty by keeping commitments, demonstrating integrity and honesty in achieving our goals through ethical conduct and honorable performance.

At the past two meetings we've encouraged members, vendors and spouses to mingle with people they haven't spoken to in a while or with someone new. We also reminded members of our Code of Ethics which centers on our core value of **Sharing** –lifting each other up in business and in life. This is the heart of the Guild.

At the roundtable in Bermuda, we came away with the idea of creating a database of sorts identifying each members' areas of business practice and strengths to facilitate more active sharing. At the Guild office we are working on expanding our member profiles to enable this exchange of ideas among like size/style of member businesses or for members to identify a fellow member's areas of expertise to reach out to for specific help.

As we are all dynamic businesses and personalities there are things which just cannot be contained in a database. I have personally benefited from reaching out to my mentors and friends within the Guild for advice, and hopefully I have and am paying it forward as well. Nothing replaces getting to know people in person.

To this end I encourage you to keep in touch with those you connected with at meetings. Don't wait for the next meeting to cement that friendship, ask a question or reach-out and extend a hand to a fellow member or vendor. We never know how important we can be to another's success. Whether it be the good, the bad or the ugly times. What we think is every day in our market can be a break through moment for another. And the simple act of friendship can turn around person's perspective leading them from a place of struggle to personal success.

I look forward to seeing all of you at the next meeting this March 2017 in Antigua, Guatemala and wish you all a prosperous 2017.

Until then keep on sharing.
Carla Sovereign, Chairman

Save these Dates!

Spring 2017

March 14-18, 2017
Casa Santo Domingo
Antigua, Guatemala

Annual 2017

October 24 – 28, 2017
Fairmont Olympic
Seattle, Washington

Spring 2018

March 14 – 17, 2018
Peabody Hotel
Memphis, TN

Our Newest ESP (Essential Service Provider)



UTILIZING THE ELEMENTS OF LIFE IN SWIMMING POOLS & SPAS

It's no secret that for many years' competitive swimmers and bathers of all types have encountered numerous issues from various water treatment methods across the globe. Some of the most common issues that are most often heard are itchy scratchy or dry skin, skin rashes, swimmers asthma, burning eyes, hair loss or thinning of the hair and much more. The quest for providing healthier water for all walks of life is truly a tough journey that is traveled by few. However, if it is truly embraced for discovering the great secrets of what water can provide it can be a great and rewarding experience.

At Pure Vision Technologies, we have been studying the benefits of atomizing different types of natural gasses into water. At the top of our list was the third most abundant element in the universe which is oxygen. We took a few different bodies of water in different settings, both indoor and outdoor applications, studied them for several years and found the results have been nothing short of astounding!

We already know that our current atmosphere is oxygen deprived so when we added it back into the water it was a truly amazing sight. The first thing, amongst all the bodies of water that were tested, people noticed how clear the water was. It becomes almost like a magnified image of the bottom of the pool. Suddenly even the main drain looks amazingly close to the surface of the water. The second thing people noticed was how soft the water felt. Most of them thought the systems had changed to salt water in their pools. There was no more chlorine odor at the surface of the water that they were accustomed to smelling. Some had noticed that it was much easier to move in the pool as if there was less resistance in the water. The third most common feedback was the feeling upon leaving the water. Most people realized how soft their skin was and that there was no chlorine smell. Upon drying off they noticed they did not feel the need to apply lotion to themselves or their children as they so often did in the past. Some had even commented that they felt better than they did stepping out of the shower.

Through the Pure Vision Technologies, AquaGen Advanced Oxidation System we are able to atomize the oxygen so small that it does not break the surface tension of a water molecule. What that means is that we are able to harness that oxygen and give it the ability to stay in the water for days. After bringing a small body of water up to 30 parts per million (ppm) we can shut the system off for a week and only lost about 10 ppm. This process significantly increases oxidation potential, which dramatically reduces your need for your traditional chemical usage. We have witness a 40 to 80% chemical savings with our commercial clients, and residential even more of a savings to the point of being totally chemical free.

We did mention that we atomize different gasses, right? Our second gas we utilize in the swimming pool industry is Carbon Dioxide (CO₂). Since CO₂ is also a natural and abundant element we found it to be much better for pH control than the traditional acid. Due to the high efficiency of our system we were able to get a staggering 93.8% dissolution rate into the water. That's right, we only have about a 6% loss of gasses! You'll feel better knowing that the majority of the product being used is not wasted. Using

CO₂ also does not affect the alkalinity in the water. As a matter of fact, the alkalinity will naturally rise on its own, so you can expect a huge decrease in Sodium Bicarbonate usage.

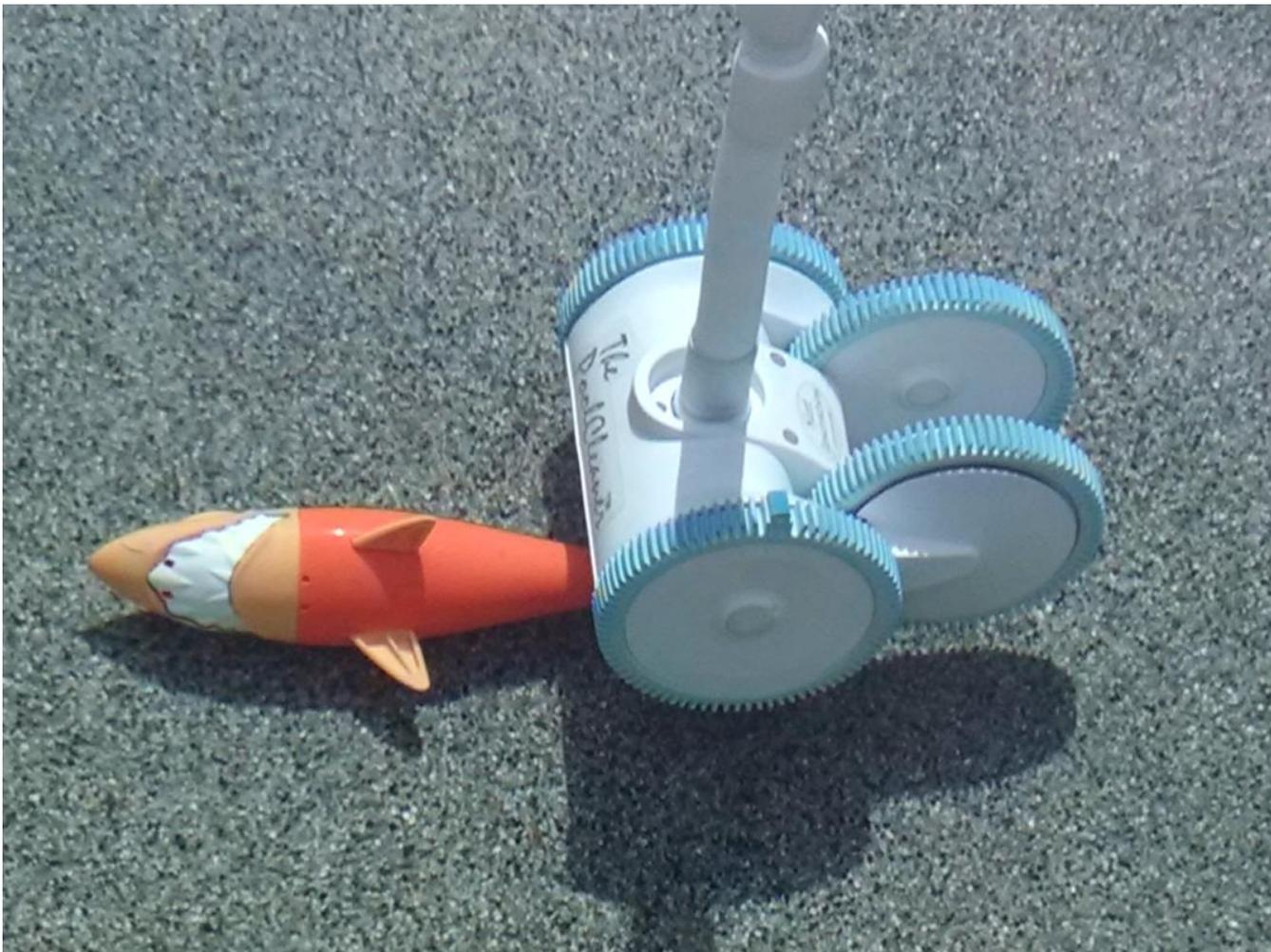
So finally, we saved the best for last. Our last gas we utilize for treating water is the ever so powerful ozone. Ozone is about 20 to 3000 times stronger than chlorine as an oxidizer and disinfectant. Due to our patented technology in atomizing gasses the disinfection contact area just got immensely larger. Our Nano bubble technology is 100 times smaller than the smallest ozone bubble created in the past. What does that mean for water treatment? It means that ozone becomes exponentially more efficient at disinfecting and oxidizing contaminants in the water.

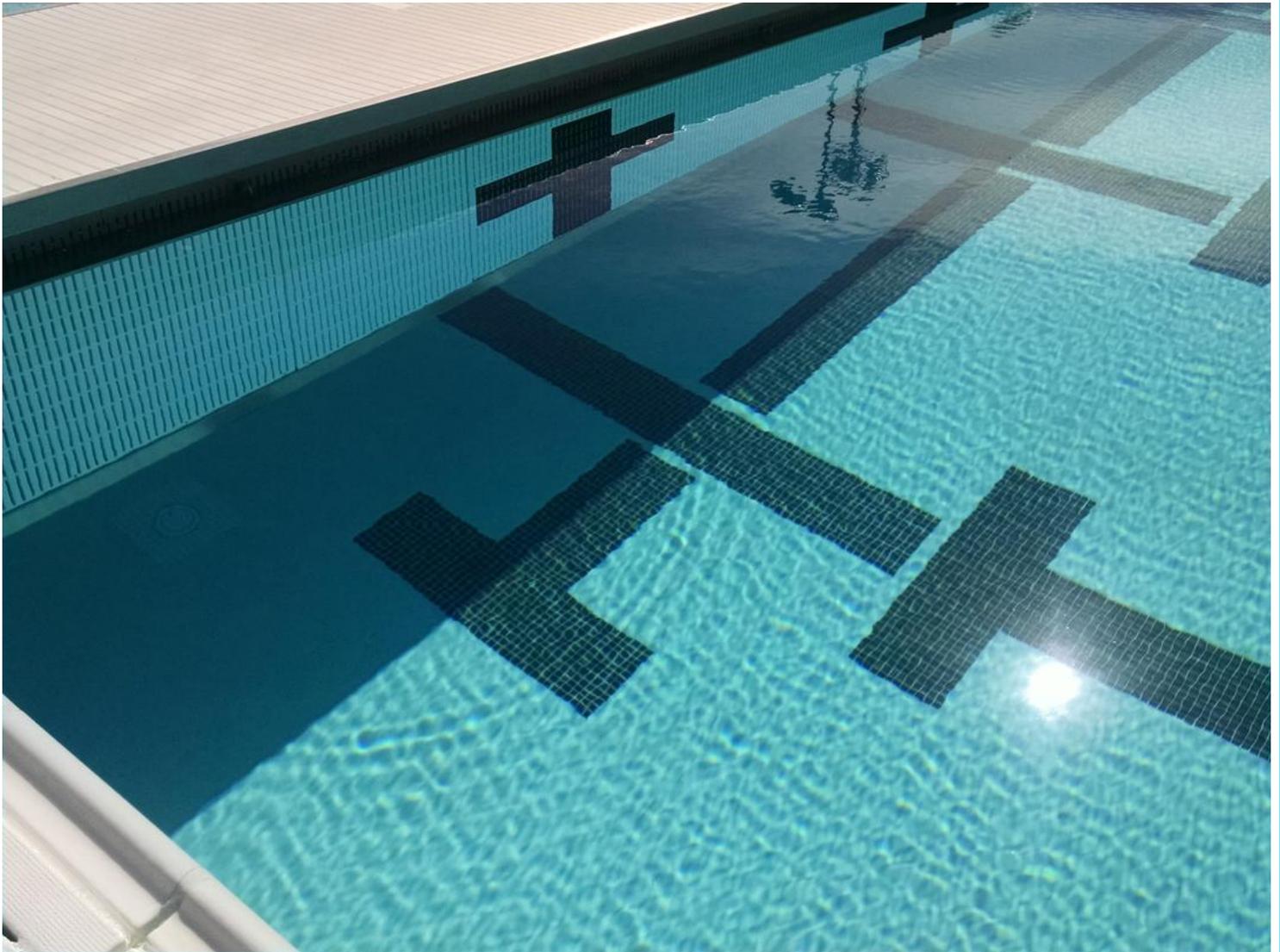
Those who have been looking for the ultimate experience in being fully immersed in the most natural body of water, can finally harness it in your own back yard!

Pure Vision Technologies utilizes several universities, doctors, scientists, and chemists worldwide to help improve our technology each and every day. We believe that water is one of the world's greatest gifts to all forms of life. As our moto states "Utilizing the elements of Life" ... is exactly what we intend to do!

By Michael Geyer & Mike Low
Pure Vision Technologies; www.purevtech.com

The toy in the photo is in 3 feet of water...





The above photo is another illustration of the water conditions created by using the Pure Vision system.