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The Business Magazine for Spa & Pool Professionals

**CALIFORNIA IS GOING TO PUMP YOU UP
FILTERS THAT CLEAN THEMSELVES
WAFING SPA FRAGRANCES**

It's Showtime In
Vegas!

Pentair And Red Rock Pools Keep Arizona Energy Efficient

Local country club pool receives first commercial-sized VFD

La Casa at Encanterra, in Phoenix, is pioneering the use of new energy-efficient pool filtration technology, thanks to Pentair Water Pool and Spa's first commercial-sized variable frequency drive filtration system. Red Rock Pools and Spa recently outfitted the 120,000-gallon pool with Pentair's VFD and expects Encanterra to save thousands of dollars in utility costs each year, in addition to further reducing the development's environmental footprint.

Like residential variable-speed pumps, the Acu Drive XS allows a system to circulate water at much lower rates throughout the day, resulting in increased energy savings. The flow rate on



the La Casa pool can be adjusted by up to 45 percent.

"The technology is much more common in residential pools," says Rick Chafey, co-owner of Red Rock Pools and Spa. "But the potential for energy savings is actually much greater in commercial pools, where the pumps are generally required to run 24 hours a day and are much larger than residential pools."

Chafey says the La Casa pool can expect to pay off the cost of the energy-efficient pumps within its first year of operation.

According to Hal Looney, area president of Shea Active Lifestyle Communities, the energy-efficient pool is just one way Encanterra incorporates eco-friendly living into their residents' lifestyles. Satellite-controlled sprinkler systems, recycled insulation, wood from sustainable forests and water-conserving appliances all help in the company reduce its carbon footprint.



Representatives from Watkins Manufacturing present North County Solutions for Change a check for \$15,000.

Solutions For Change

Watkins gives help to those in need

This past August, the employees at Watkins Manufacturing, Vista, Calif., went above and beyond, filling the company's hallways with bedding, cleaning supplies, personal hygiene items, clothing, food and school supplies, all to be delivered to North County Solutions for Change, an organization dedicated to helping homeless families. Watkins also presented a \$15,000 check from Masco Corporation, Watkins' parent company.

"Our company has been an active supporter of Solutions for Change for several years," says Sandra Shuda, vice president of human resources for Watkins. "We appreciate the proactive way they're creating a solution for homeless families in Vista.

"When the Masco Corporation Foundation invited its subsidiaries to apply for grants to help local organizations devoted to ending homelessness and hunger during these tough economic times, we knew immediately who our candidate would be.

"Solutions for Change has a 10-year track record of successfully helping homeless families transition into the community, find work and put their lives back together," adds Shuda.

The Solutions for Change campus is a series of apartments designed to have a community feel, says Solutions co-founder Chris Megison. So far, the organization has helped 542 families.

"The donations and this generous grant from Watkins will help us continue and build on that success," says Megison, whose organization has collected \$6.5 million in donations to date.

Kudos to Columbia Spas

The U.S. Commerce Association in Washington, D.C., presented Columbia Spas with its 2009 Best of Jefferson (Oregon) local business award in the plastic or fiberglass hot tub category.

Each year, the USCA recognizes companies that it believes have achieved exceptional marketing success in their local community and business category. The Asso-

ciation also recognizes these companies because they enhance the positive image of small business through service to their customers and community.

The organization is funded by local businesses operating in towns across the country. Its purpose is to promote local business through public relations, marketing and advertising.