

The Deep End

MAR 2016

Things are Heating Up Around Here

So it's raining once a week or so like it's the summer. Though the temperature was down to 69F or so the last weekend of February, it feels like it's starting to warm up overall. Well, things are getting really hot at Pool Patrol!

This is our 30th year in business as we've been serving Cayman since 1986, the last year the NY Mets won the World Series.

But this is the year that the Metsies will reclaim the championship, and this is the year you can reclaim your backyard! We have lots of sales and freebies in store for all our wonderful customers.

Make sure you join us on April 30th from 10am to Noon at our store on North Sound Road, across from the MIRCO Centre and Tortuga, to join in and win something for yourself.

What can you win? Great Question. How about a free LED color-changing light bulb for the pool? Or an LED light for your garden? Or a salt water chlorine generator? Or free pool service for a month? Join us on April 30th!



GREEN products are available at Pool Patrol.

Do your part to save the environment.

You get to save money at the same time!

Sign up for our digital newsletter for more info through our hyperlinks

[Speaking of saving \\$\\$\\$, Check our ECayOnline Site for weekly specials!](#)



CELEBRATE OUR 30TH ANNIVERSARY!

- *Join us at our store on April 30th for free prizes and nibbles to celebrate our 30th. Get 30% off toys & floats, win a salt chlorine generator or LED lights.
- *Submit a picture to pools@poolpatrol.ky of your "Pool Patrol-ed" pool with a blurb about how you have enjoyed our service and you can win [one moth of free maintenance!](#)



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Question Line

Q : I have a high chlorine reading when I test my water. But I still have algae growing in my pool. What is the problem?

A : Great question. More than likely, you have one of two issues. You are wither providing food for the algae, or you are preventing the chlorine from working.

The food source for the algae can be coming from an

excess of phosphates in your pool. This comes from leaves, iguana poo, dog hair, sweat and urine, or some other source of biological material. These are great food for algae.

The most common way to prevent your chlorine from working is too much cyanuric acid. This is a UV stabilizer built into the chlorine tablets to prevent the sun from burning it out before it can kill.

Resolve these two issues, and your pool will go from green to clean in no time flat.

HAPPY SWIMMING!

Not Your Usual Fish Tale

Hearing the siren call of a new business venture, a Southern California lifeguard company now supplies mermaids for private pool parties.

Golden State Lifeguards, based in suburban Los Angeles, is a one-stop shop for professional lifesavers, as well as actors who portray mythological sea creatures.

Adding entertainers to its repertoire is how the firm intends to maintain a stronghold on a very niche market — celebrity pool parties. Hollywood types hire Golden State Lifeguards to supervise their splashy soirees.

"We're dealing with very high net-worth clients, celebrities, VIPs — people who don't hold anything back when throwing birthday parties for their kids," said owner Ed Castillo.

It was at such a function where Castillo found himself chatting with a performer sporting a shimmering fishtail. The two discovered that both their

businesses could benefit through cross promotion. That's how Castillo and Chantel Durelli, CEO and director of Iridescence: A Mermaid Tribe, joined forces earlier this year.



The Iridescence cast includes actors, contortionists, fire dancers, aerial performers and what its website calls "silly mirth makers," all trained in the art of "mermaiding". (Training takes place each year in Hawaii and includes tail swimming, daily exercise

and meditation.)

A partnership between lifeguards and merfolk makes sense, Castillo said. When his company books a gig, he'll offer a troupe of performance artists to be the (sea) life of the party. Likewise, Iridescence can suggest that clients hire Golden State Lifeguards to ensure safety at the functions where they perform.

The finned entertainers do more than 20 events a year, Durelli said. These include festivals, productions and corporate parties. "The relationship is wonderful because it adds a layer of protection at these parties," Castillo said.

This isn't Golden State Lifeguards' first time offering entertainment services. The company has been supplying music and event-planning support for several years. "I don't think there's anyone out there more diversified than us," Castillo said.
