



# Region 7 Review

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

Volume 7, Issue 17

July 2001

## IPSSA, INC. REGION 7 Board Officers

Rick Bishop, Region Director  
(760) 730-3116  
Gordon Pithart, Region Treasurer  
Don Wall, Region Secretary

## Director's Corner

As most of you know, **Bob Blake**, CEO of Blake Sales Associates based in San Diego, suffered a heart attack and passed away on June 20. Bob was an industry veteran of 20 years and touched the lives of many. He has served the NSPI in many capacities at the local, regional, and national levels, with his most current position being the National Secretary/Treasurer, and he was in line to be the next President-Elect as well. He was 61 years old and is survived by his wife Carolyn and two children, Rob and Lisa. His partners, Mike Ramsey and John Grucky, will continue to operate and run Blake Sales from the San Diego office.

A memorial service and reception will be held 2:30 to 5:30 p.m. August 4 at the Hyatt Regency Islandia (619-224-1234), Mission Bay. RSVP to Blake Sales at 1-800-748-5756. Condolences may be sent to BSA, 4250 Pacific Hwy, #126, San Diego, CA 92110, or you can make a donation in Bob's name to: Oklahoma Heart Center, Integrist Baptist Medical Center, 3300 NW Expressway, Oklahoma City, OK 73112. Metro chapter has sent \$100 for flowers.

Reimbursement for attending Contractors State School has been increased from \$100 to \$200.

**Todd Paquin**, Metro Chapter, recently passed the water chem test, as well as 13 members of the San Diego chapter. Congratulations!

## Positioning Yourself in Your Market

--Excerpted with permission from a July 11, 2001 presentation by **James Ray**

- Have an unbending belief in yourself, your product, and your industry. Have a passion for what you do.
- People buy *outcomes*, not *processes*. [Don't sell pool service; sell more leisure time spent by a sparkling, trouble-free pool.]
- It is not *what* you do that determines your success – it is *how* you do it. It is the intangibles that will make you stand out in the business world.
- Set yourself apart from the pack and build a *unique identity* in the market. Develop a niche market. Better....different....faster....cheaper.
- **When there is a lack of unique identity, negotiations will deteriorate to the lowest common denominator – price.**

*James Ray is known as The Master of the Entrepreneurial Mindset™. JAMES RAY INTERNATIONAL, 7514 Girard Ave., 1 PMB-544, La Jolla, CA 92037. 1-800-643-6085 Service@JamesRay.com • www.JamesRay.com*

## Board Meeting Notes – IPSSA, Inc. – Region 7 Tuesday, June 26, 001

### Challenge Center – Support for

**Pool:** Bill Bodry of the Challenge Center explained that he founded the Center 16 years ago to provide support and rehabilitation facilities for those with long-term disabilities – to provide improvement through movement. The City of La Mesa recently launched the Parks Project to rebuild two parks. Junior Seau is co-chair, and the founders of EdCo Disposal are on the board of the Parks Project. The Center will move to one of the parks once the \$300,000 reno-

## Calendar of Events

- **Bob Blake Memorial Service**, 2:30 to 5:30 pm, Sat., Aug. 4, Islandia, Mission Bay.
- **R7 Picnic**, Sun., Aug. 5, 10 am - 3 pm, De Anza Cove in Mission Bay. Bring your used, working pool equipment for the Silent Auction. Don Wall, (619) 579-9336, dwall0001@aol.com.
- **B.O.R.D.**, Aug. 18, Embassy Suites, Santa Ana.
- **R7 Board Meeting**, Tues., Aug. 21, 7:00 p.m., Amber's Restaurant (858-689-7305), San Diego.
- **Pool Industry Expo**, Sept. 27 – 29, Monterey.
- **NSPI Design Awards and Golf Classic**, Fri., Sept. 28, 2001, Doubletree Golf Resort, 14455 Penasquitos Dr., San Diego, to benefit Children's Hospital. For info, reservations, or sponsorships, call (888) 269-1589, fax (760) 941-3782, e-mail: matthewgardner@msn.com.

vations are completed. A swimming pool will be built at the new Center. Mr. Bodry asked IPSSA for support and professional recommendations on the pool project and explained that an entity has pledged to match pool funding 10:1.

**NSPI Liaison Report:** Next general meeting of NSPI July 10. At the last meeting, half of the people were IPSSA members. A.J. Wilson is focusing on getting NSPI and IPSSA to work together.

**Treasurer's Report:** Gordon Pithart: As of 5/31/01, income \$500.00, expenses \$841.74, balance \$2,143.64. Picnic Account balance \$6,798.12. He will e-mail the updated proposed 2001 budget to Board members.

### Chapter Reports:

**Carlsbad:** Brian Kattke: 1) Problems with sick route have been resolved. 2) A pump was raffled at the May meeting; a heater will soon be raffled. 3) Recently held a good roundtable on products.

**East County:** Don Wall: 1) Michael Nieratko has been on sick leave for six months, and the chapter has been covering his route. A press release was sent to KUSI outlining what the chapter is doing for Mike. 2) Suggested reviewing expected level of coverage for sick route

coverage. Should subs provide the same service the down member did or what the sub normally does? 3) A Pentar filter was recently auctioned. 4) The chapter recently accepted a new member who had only two months experience but had his CPO. Now when looking at new members who have limited experience, his chapter looks at the individual's accomplishments and not just time in the business.

**Escondido:** There was no rep present; the chapter will be fined \$100.

**Metro:** Barry Seems: 1) Chapter held its second meeting at its new location. 2) Everybody enjoyed the recent BBQ. 3) Sta-Rite was a recent guest speaker; they donated a cleaner for the raffle. 4) To recognize chapter supporters, the chapter had supporters' business cards blown up 200% and displayed around the meeting room. In the future, the business cards will be made into banners

**N. County Coastal:** Ted Wilson: 1) The chapter recently had multiple guest speakers. 2) Chapter is trying to solidify its sick route policy. They have not yet had a member down. Rick reminded him that the B.O.R.D. wants sick route plans from all chapters. 3) An SDG&E rep was hammered at the chapter meeting for saying pump horsepower affects energy usage to any extent.

**Rancho Del Mar:** Wayne Maynard: 1) One new member. 2) Two members were canceled for non-payment. 3) Chapter will soon be looking for new officers. 4) Meeting night and location might be changed.

**San Diego:** Jon Rumble: 1) Apprenticeship program is working well. 2) Two new prospects from the Chapter web site. 2) Rick administered the water chem test at the last chapter meeting; 17 took the test, and 13 passed. 3) Chapter has a great sick leave chairman. 4) Next chapter meeting will be at a different location; call Jon for details. 5) Instead of a Christmas party, the chapter will have a casino night. 6) Members are giving away the Water Watcher tags as a promotional item.

#### **Region Director's Update:**

1) B.O.R.D. met in Sacramento June 23. Discussed having B.O.R.D. meetings at one central location, as meeting in Texas was very expensive. Rick Bishop asked for input. Also, the B.O.R.D. is considering hiring a facilitator to coordinate Sally Ryan's retirement, review her job duties, and restructure the position. 2) Remind members to turn off the water to prevent potential costly insurance claims. There was recently a claim for \$90,000 for water damage. 3) We now have legal defense coverage for B.O.R.D. members and chapter board members from AIG,

our new insurance carrier; the coverage protects members from liability in their capacity as board members. 4) While in Sacramento, B.O.R.D. members took a private tour of the Senate and Assembly, courtesy of Don Burns, SPEC lobbyist. We owe him a debt of gratitude for pulling for the Vac Alert bill before it was passed.

#### **Unfinished Business:**

1. **2001 R7 Picnic Report** – Don Wall: Picnic Committee meets Wed., 6/27 at Amber's Restaurant; poor turnout at the last meeting. The picnic will be 8/5. Don is looking at two different caterers and reviewing a music CD from a band in another chapter. Asked Rick to explain the silent auction to the committee.

Brian Kattke noted that members of the Carlsbad chapter have complained about having to pay \$15 per member for the picnic, as most members don't attend. It was suggested the cost be changed from \$15 per member to \$7; it was agreed this is an R7 fundraising event and the cost should be kept at \$15 per R7 member.

Gordon Pithart said the picnic made \$3,038 in 1999 and \$3,437 in 2000. Don Wall noted that Red Barrett of SCP is taking over from Dave Courey as sponsor chairperson.

2. **R7 Meeting Place** – At its 3/27/01 meeting, meeting location was changed from Amber's to Karl Strauss Brewery. Rick reported that food is more expensive at Karl Strauss and recommended remaining at Amber's.

3. **Region 7 Directory** – A.J. Wilson prepared a form for individuals to complete specifying how they want their name listed in the directory. Parameters will be set to ensure consistency in the look of all the photos. Purchased a digital camera for better quality pictures.

4. **Water Watcher Tags Distribution** – Rick Bishop: the tags have been printed and may be purchased for \$35 for 50 tags (70¢ each). Don Wall declared that R7 originally agreed to sell them for \$1 each to make a profit for the Emergency Fund and questioned why that was changed. Rick explained that when getting permission from Safe Kids Coalition to use their artwork and logo, Safe Kids Coalition did not want anyone to make a sizable profit on this, that the price should be kept low to encourage distribution. Jon Rumble added that Rick had to concede on this point to move through the negotiation process and commended Rick on a job well done.

5. **News Release for Safety Tips** – Rick Bishop announced that Nancy Gillespie had written and distributed to the media press releases on "Designated Water Watchers" and "Summer Water Safety

Tips." Nancy passed out blank copies for photocopying on members' letterhead.

#### **New Business:**

1. **IPSSA Scholarship Fund** – Rick said that the Scholarship Fund started at the beginning of this year is up and running; he passed out applications.

3. **Set date for next meeting** – Next B.O.R.D. meeting is August 18 in Santa Ana. Next R7 meeting is August 21 at Amber's Restaurant.

#### **Open Forum Discussions:**

1. **New R7 Leaders** – Rick Bishop stated that his term as R7 Director ends at the end of this year, and he has asked Jon Rumble to think about being his replacement. For those interested in the position, it is helpful to attend B.O.R.D. meetings to become familiar with the process and what you can contribute. Meeting costs are reimbursed, and you get to interact with people from other regions. Past R7 Director A. J. Wilson explained that the criteria is individuals who are chapter officers or representatives, those willing to put the time in. Rick said R7 -- especially San Diego Chapter -- is thought of by other regions as the "movers and shakers" of IPSSA.

2. **IPSSA Stickers** – Geoff Matthews presented photocopies of "Member of IPSSA" and "IPSSA Supporter" stickers that can be put on truck windows, doors, and tailgates. Because IPSSA has been involved in several positive media events lately and developing name recognition, having the IPSSA logo on your service truck gives you more credibility. Recently he received three orders for equipment because people saw the IPSSA logos on his truck. He said Sign-O-Rama already has the artwork, so there would be no setup fee. Motion was made by A. J. Wilson, seconded by Ray Duchene and carried unanimously to have Sign-O-Rama print 500 "Member of IPSSA" stickers for \$1,050, or \$2.10 each to give to R7 members; the rest will be sold at cost.

#### **Announce Your Meetings**

Many newspapers have *free* Community Activity listings. I recently put a listing in the North County Times for the Escondido chapter. Feel free to use the following as a guide for *your* listing:

#### **Pool Service Group Meets Monthly**

Independent Pool and Spa Service Association, Inc., \_\_\_\_\_ chapter, meets the third Wednesday of every month except August and December. IPSSA, Inc. is an organization that promotes professionalism and education for those in the pool and spa service industry. It has a membership of 3300-plus in California, Nevada, Arizona, and Texas. Call \_\_\_\_\_, (760) \_\_\_\_\_, for more information.