



Region 7 Review

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

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IPSSA, INC. REGION 7

Board Officers

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

Director's Corner

The R7 Board meeting originally scheduled for next week has been postponed until Tuesday, September 25. Our usual meeting place, Amber's Restaurant, has been sold; with the summer rush, none of us has time to scramble for a new meeting site. So see you next month - at a location to be decided soon.

HELP WANTED: Region 7 Board Director. *Elite* position for qualified individual willing to commit two years. Exciting, challenging position with lots of *perks*, including travel and meals. Call me if interested, or bring your nominations to the Sept. 25 R7 meeting. Nominees shall be members of the Region Board - either a chapter president or designee.

As you know, this is a two-year position. My stint is almost up. It's been fun, but now it's time for someone else to step up to the plate. If you want your voice heard, this is your opportunity. Region 7 has a reputation within IPSSA for being progressive, so let's keep the momentum going!

Welcome New Member Jeff Smith at SD East County chapter!

Water Watcher Tags - If you would like to purchase more tags (\$35 for 50 tags), give me a call -- we still have some inventory. For those of you who already have your tags, Gordon Pithart will be billing

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Region 7 Picnic Pics



(left) Rick Bishop explains Silent Auction procedure. (right) John Cook and the "famous" (or is it "infamous"?) Bruce Smith from the Escondido chapter meet and greet participants. Photo by Nancy Gillespie.

IPSSA Scholarship Fund seeks items for silent auction fundraiser at PIE

--from *the IPSSAN*, August 2001

In an effort to reach its goal of raising \$100,000, the IPSSA Scholarship Fund is requesting donations of equipment, services and other items from manufacturers to be used in a silent auction at Pool Industry Expo during its Monterey convention from Sept. 27 - 29. The items will be displayed and bid on during the show.

The purpose of the IPSSA Scholarship Fund is to enable IPSSA to offer scholarships to help further the educational goals of all self-employed pool technicians and their families in California, Texas, Arizona and Nevada. Nearly \$30,000 has been raised since its inception earlier this year. Applications for the next selection period are available on the IPSSA website at www.ipssa.com.

Those companies wishing to make donations for the IPSSA Scholarship fund for the fundraiser at Pool Industry Expo should contact Jim Ciccone at (909) 766-5725.

Calendar of Events

- **B.O.R.D.**, Aug. 18, Embassy Suites, Santa Ana. (888) 360-9505.
- **R7 Board Meeting**, Tues., Sept. 25, 7:00 p.m., (postponed from Aug. 21, location TBA. R7 Election.
- **Pool Industry Expo**, Sept. 27 - 29, Monterey Convention Center. (650) 323-7743 (general info), (415) 883-3743 (exhibitors).
- **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.

The Top 10 Principles of Attraction Networking

--by Davender Gupta

The world is changing... The reality now is that you must create your own network to provide the stability that you want in life. The more people who know about you, your talents and your abilities, the more easily you will attract the opportunities, jobs, resources, people, ideas, money and results that you really want! Here are ten principles to create a network that attracts success to you:

1. **Be visible.** Make the first move, in a friendly, helpful way. Be a welcome stranger . . . adopt an attitude of enjoyment. (If you don't like being there, people will sense it and will not connect with you!)

2. **Plant seeds.** Give something that they can remember you by. Add value by sharing what you know. (Keep your knowledge up to date!) Leave them feeling better about themselves ("what I appreciate about you is that you help me see new alternatives").

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you shortly. These are great PR tools to promote water safety, as well as your business. Give them to your clients, real estate agents, property managers, PTAs, etc.

Picnic - The annual R7 picnic held Sunday, Aug. 5 was a hit. The Silent Auction raised \$4,200 for the R7 Emergency Fund. *Reminder:* send your payments to me by the end of the month for those outstanding promissory notes from the auction. And whoever mistakenly walked off with an extra bucket of 3-inch tabs, don't forget to send your payment.

NETWORKING

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3. **Create a dialogue.** Don't tell or lecture; instead ask questions, find out more about the other person. Remember, you need at least six encounters before they remember you. Find ways to stay connected over time so you can create six different ways of staying in touch with the person (phone call, email, postcard, lunch date, squash game, noontime jog, etc.). Ask permission to stay in touch in a concrete way (can I give you a call on Tuesday at 10 a.m. to talk about yadayada?).

4. **Find out what the other person values or needs the most.** Be a resource: Put people in your network in touch with each other. The value you offer to the other person is the network you bring to the relationship. (This creates a much stronger positive impression than trying to "sell" yourself.) What's also very important is to find out the other person's communication or thinking style and adapt your own message to it. (If the person likes facts and figures, don't do too much visioning -- give facts and figures.)

5. **Broadcast your own message.** Distinguish your own personal brand - be known for being an expert in something or in some way. Create tremendous value...make people go "wow" in your presence.

6. **Network** above you, below you and sideways from you.

7. **Keep your network alive** by being at the center of it. Host your own network by starting your own groups.

(I've started a couple of groups, including a monthly dinner conversation club.) Don't attempt to get your personal needs met through your networks (i.e. don't "sell" yourself to networks you host; people will come to you because of what you can offer).

8. Don't make requirements of your network - **be of service.** Give value first, then receive - you may receive from another (unexpected) direction. A simple example: don't ask members of your network if they can hire you. Instead, ask your network if they know anyone who can hire you (go indirect). Or, offer to your network that if they can provide a referral you provide free/bonus help.

9. Use your network **to extend your skills.** Take a leadership position in the organizations that you belong to. Don't just do what you normally do at work - you will lose interest and so will others (i.e., if you are a web designer, don't be the webmaster for a group -- be an event coordinator instead!). Use your network to learn new skills in a safe environment. Don't be afraid to ask for help, assistance, guidance or coaching. (In a network, people want to give back to you, because you give so much!)

10. **Don't hesitate, but don't rush.** This type of networking is a style that takes time to adopt. (Hire a coach to help you learn it!) You are building your personal equity through the strength of your network. Take simple steps and eventually you will effortlessly attract what you need!

DavenderGupta, davender@davender.com

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Making your job easier

By Gary Meyer, Santa Clara Valley Chapter
--from *the IPSSAN*, August 2001

When you sell an equipment pad remodel, consider throwing in a tab feeder. If they have copper plumbing, which prohibits a chem feeder, or they already have a tab feeder -- consider throwing in pool tools. Make sure to have o-ring lube for tab feeder lid o-

rings. The Rainbow brand comes with a lube that should be left near the feeder for use each time the lid is opened. This lube and/or automatic chem feeder lube, such as that provided by Blue White Industries (with their feeders) -- works well on any 3" tab feeder lid o-rings. (The Hayward brand tab feeder lids need to be lubed, but Hayward does not include a lube with their product).

If the customer calls and tells you they are starting to see algae in their pool or spa (and you installed and restocked the feeder), you can ask them to turn up the feeder -- until you can get back out there.

Just think how many more pools you could service each day, if all the tools were poolside. As an added incentive to sell pool tools to your customers, you can install tool hooks for them and include the hooks in the price of the tools.

Many of my accounts have tab feeders that I have installed. (I prefer the Rainbow 320 3-inch tab feeder).

For your accounts that have poolside or spa-side tools, such as poles, nets, brushes and spa wands, sell a spa wand by pointing out that you only service their spa once a week and that if the day they go to use the spa a worm has managed to crawl in, they will wish they had some nearby tools to extract the unwanted creature from their spa.

All of my spa accounts have a nearby childproof bucket with spa chemicals and test strips. I recycle the 90-lb. tab buckets as spa chemical containers. I also will stock spare spa cartridges and o-rings in these buckets.

Pool Route for Sale

Pool route for sale in San Diego; most pools at the beach. 25 pools for \$20,000 or best offer. Also for sale: 1996 Ford truck (50,000 miles). Call (619) 640-3612.

You are all welcome and encouraged to submit newsworthy items and/or ideas to the Editor, Nancy Gillespie

(+ Business Services)

895 S. Santa Fe Ave, Bx 222, Vista, CA 92083

Ph (760) 945-6667 • Fax (760) 945-6616

nancy5@flash.net • www.flash.net/~nancy5