



Region 7 Review

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

Volume 10, Issue 20

October 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

New R7 Director -- **Mike Gregg**, VP of the San Diego chapter of IPSSA, has been elected new R7 Director. In the past, Mike has conscientiously served on the planning committees for the annual R7 picnics and has a record of service to his chapter. He will accompany me to the November 10 meeting of the B.O.R.D. to learn the ropes and will be installed at the annual Installation Dinner this winter.

Mike will continue with the water watcher tag program and the other innovations R7 has conceptualized. Let's welcome and support Mike and keep up the momentum!

I will continue to head up the Silent Auction at the annual picnic for the R7 Emergency Fund.

Water Watcher Tags - **Gordon Pithart** will be billing you shortly for your tags. If you would like to purchase more tags (\$35 for 50 tags), give Gordon or me a call -- we still have some inventory. These are great PR tools to promote water safety, as well as your business. Give them to clients, real estate agents, property managers, PTAs, etc.

Welcome New Members!

Escondido: Eric Ray
Rancho Del Mar: Thomas Regalado
San Diego: Seth Rauscher
SD Metro: James R. McLaughlin

Board Meeting Notes – IPSSA, Inc. – Region 7 Tuesday, September 25, 001

Benevolent/Region Emergency Fund Report: Ray Duchene -- as of 8/31/01, balance \$38,816.95, \$28,112.71 available for distribution, \$2,000 each paid to two beneficiaries as of the first of the year. Emergency Fund – two investment CDs totaling \$7,210.33, which cannot be touched; savings account, \$1,325.69.

NSPI Liaison Report: A. J. Wilson -- San Diego chapter of NSPI Board of Directors meeting 9/11/01. New Board members are Mike Ramey, Blake Sales Associates, President; Red Barrett, Vice President; and A. J. Wilson, Secretary. Next meeting 10/9. The Pool Design Awards was held 8/29; 129 entries from 12 companies were on display, the second highest number of entries in the contest's 27-year history. The Golf Classic will be Friday, 9/28. Motion carried to approve \$500 for R7 to be a platinum sponsor for the Golf Classic; this entitles four R7 members to play in the tournament.

Treasurer's Report: Gordon Pithart – As of 9/25/01, income \$5,637.10, expenses \$5,501.66, balance \$2,279.08. Picnic Account balance is \$7,948.64. Fourth quarter dues are due, and chapters will be billed for water watcher tags. Picnic Account – Income from sponsors, raffles, and R7 \$13,691, expenses \$12,503.76, with seed money available for next year's picnic. Don Wall and the picnic committee did a heck of a job organizing this year's picnic.

Chapter Reports:

Carlsbad Brian Kattke: 1) One member is down. The chapter is covering his 13 accounts. There were problems on the accounts. The Sick Route chairman has been busy. 2) The nominations for chapter board positions are Doug Hausman, President; Jim Agmos, Vice President; and Wayne Nichol, Secretary.

Calendar of Events

- **B.O.R.D.**, Nov. 10, Burbank Hilton.
- **R7 Board Meeting**, Tues., Nov. 27, 7:00 p.m., Holiday Inn, San Diego. *Bring your nominations for the B. K. Taylor Memorial Award.*

3) At its September meeting, the chapter agreed to purchase from Superior Pool Products (SPPI) two T-shirts for each member; \$4 of the \$6 purchase price will go to a fund for the 9/11 disaster.

East County Don Wall: 1) Member Michael Nieratko has been their focus. He has been on sick leave for nine months, and the chapter has been covering his route. Mike's cancer is back, and it doesn't look good. Rick Bishop suggested R7 could take care of some of Mike's bill from the Emergency Fund. 2) A representative from the Better Business Bureau spoke at their last chapter meeting but did not convince them to join. A Nextel rep also spoke. 3) A prospective member with less than one year's experience was turned down for membership; he will probably be allowed to join eventually. 4) Chapter elections are coming up; all positions will be filled.

Escondido John Hackett: 1) The chapter made a donation to the firemen from Escondido who are traveling back to New York to support the firefighters who lost their lives in the 9/11 Twin Towers disaster. The chapter can make another donation in the future. 2) The apprenticeship program is going well. 3) The chapter has four new members. 4) A few months ago a member was down. The sick route coverage went well. 5) Chapter elections will be held in October.

Metro – Barry Seems: The chapter: 1) Again met at PEP in El Cajon. 2) Had the last BBQ of the summer; the members like being fed. 3) Had seven people for the chem class. Rich Bishop administered the test at the last meeting; five

people took the test, and three passed. The chapter's goal is 100% certification. 4) Will hold board elections at its next meeting. 5) Sponsored a hole for the NSPI golf tournament. 6) Sponsored a member, who is riding a bike to raise money for a charity. 7) Had one member down, one of the few times in the chapter's history that they had a member down. 8) Rick Bishop added that Barry brought his own American flag to the last chapter meeting for the Pledge of Allegiance.

N. County Coastal -- Ted Wilson: chapter elections will be held in October; Ted will probably be president again.

Rancho Del Mar -- Brian Davis: chapter made a donation to the firemen involved in the 9/11 Twin Towers disaster.

San Diego -- Jon Rumble: The chapter: 1) Has two new members and two prospects. 2) Donated \$1,000 to the 9/11 disaster. 3) Sponsored a \$500 hole for the NSPI golf tournament. 4) Chapter's web site is coming along.

Region Director's Update:

1) **B. K. Taylor Memorial Award** -- Rick passed out applications for the Award. Bring your written nominations to the next R7 meeting.

2) **Stickers** -- The 8½ x 11-inch "Member of IPSSA" stickers approved at the 6/26/01 R7 meeting have been approved by IPSSA, Inc. for sale in the company store.

3) **IPSSA Scholarship Fund** -- Rick Bishop passed out applications.

4) **New R7 Director** -- Several nominees declined the position, saying the B.O.R.D. meetings every few months take too much time from their families. Don Wall asked about video conferencing to eliminate travel. Past R7 Director A. J. Wilson said we have a strong region, and we should keep up the momentum. He said those present were the leaders of their chapters and had a duty to the association. By consensus, Mike Gregg, San Diego VP, was appointed new R7 Director.

New Business:

1) **Next R7 meeting** -- 11/27/01.

2) **R7 Meeting Place** -- Will again be in the Holiday Inn conference room. Don Wall will again bring sub sandwiches.

Unfinished Business: **R7 Directory** -- A. J. is making the rounds of all the chapters in R7 to take pictures for the new directory.

Open Forum Discussions:

1) **Lawsuit** -- Ted Wilson asked the status of the Phoenix drowning lawsuit. Rick said it is going into litigation. The pool service gave notice two weeks

before the incident, possibly because the gates were not being kept closed.

2) **Safety Hazards** -- Brian Davis said he lost an account because he pointed out to the customer that the heater should not be located under the spa. Rick Bishop suggested sending a certified letter to a customer when you spot a safety hazard; this protects you from liability should something happen.

3) **Support for the 9/11 Tragedy** -- Some suggestions were: a) purchase the T-shirts that Superior Pools is selling to raise money for disaster relief, b) donate money to the firemen who are traveling back to New York, c) locate a charity that gives to those who have no other support system in place. More discussion at next R7 meeting. **Rancho Del Mar** chapter arranged for the San Diego Blood Bank Bloodmobile to be at the Quality Resort in San Diego on 11/21 for their chapter meeting; anyone wishing to donate blood may come.

Increase your ca\$h flow -- collect those delinquent accounts

--By Meredith Hill

Why is the timely collection of your delinquent accounts so important for your business? Having a consistent and effective collections program in place ensures a steady cash flow into your company. Your business would soon run out of operating capital if your receivables were not converted to cash on a timely basis, and the financial condition of your business would soon become restricted. It could affect your company's reputation in the trade and lead to financial embarrassment. It represents capital that cannot be used to meet your company's own requirements. It may become necessary to borrow funds to pay your company bills, which then costs your company more money! Not a very healthy financial condition for any company to be in!

There are many collection methods available today to make collections efforts the most effective, efficient and successful. These include: telephone, dunning letter, fax, and e-mail. The most effective and timely is the telephone. Making a call to "remind" your customer of a past due status on their account with your company helps to preserve goodwill, while continuing

to build strong relationships with your accounts. It also offers the opportunity to get your customer to discuss their account with you.

A few tips to ensure the success of your telephone collection process:

1) Qualify the debtor. Are they an old customer or a new account? Are they habitually slow paying? Develop fact-finding questions that begin with Who, What, Where, When and How. Who is the right person to talk to in order to get paid?

2) Do not be in a hurry to hang up. Speak slowly, clearly, and politely. Do not chew gum, eat food, or drink. Be professional and helpful. Do not let your mood, no matter what it is, show through the conversation. Ask enough questions until you are satisfied with the answers. Be a good listener!

3) Maintain a systematic and effective follow-up process.

4) Have fun! There is another human being on the other end of the telephone line. Make the collection process a pleasant and positive experience for both of you!

5) Most importantly, remember, a terrible thing happens when we fail to communicate in any way with our delinquent customer accounts ...absolutely nothing.

Creating successful business collection strategies for your business today creates an increase in your company's cash flow tomorrow!

*Meredith Hill has been conducting on-site consultations and training in the San Diego and Los Angeles areas since 1994 and lectures frequently to various groups on "The Fundamentals of Successful Business Credit Management." Contact Hill at **Right A.R.M.** (Accounts Receivable Management) Consulting, (619) 463-3442. www.rightarmconsulting.com.*

Disaster Relief

For links to charities collecting for disaster relief after the September 11 tragedy: www.LibertyUnites.org.

Pool Route for Sale

34 accounts in the Rancho Bernardo/Poway area. Call Todd Paquin, (619) 392-1044.

Editor, Nancy Gillespie

at 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