



# Region 7 Review

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

Volume 11, Issue 22

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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

Well, my term as Director of R7 is coming to an end after the IPSSA Installation dinner. Some of the things we accomplished during the last two years are:

Established the R7 Newsletter to keep R7 informed and to give the chapters to use in creating their chapter newsletters. Let's keep this going.

Increased money in the Emergency Fund.

In conjunction with Jon Rumble, implemented the Water Watcher tags to help inform the public of safety issues to help save lives and get recognition of IPSSA as a professional organization. In the spring, let's get this out to the media again.

R7 got closer to 100% chem certification.

Mike Gregg officially starts his term after the IPSSA Installation dinner, but he is accompanying me to the November 10 B.O.R.D. to get his feet wet.



Sad news. Michael Nieratko, of IPSSA San Diego East chapter, passed away Saturday, October 20, 2001 of cancer.

Born July 6, 1950, he resided in Alpine. He is survived by his wife Josie and daughter Celeste. The owner of Michael's Pool Service, he was a member of IPSSA since November 1993, and VP of IPSSA San Diego East chapter at the time of his diagnosis.

A memorial service was held 1:00 p.m. Saturday, October 27, at Alpine Hall of Jehovah's Witnesses, 3408 Victoria Drive, Alpine.

Donations may be sent c/o Josie Nieratko, 9796 Dunbar Lane, El Cajon CA 92021.

## Tips to Grow Your Business

By Paulette Ensign © 2001

You are sitting on a gold mine with your business. Beyond whatever your current services and products, you have more at your fingertips than you might realize. Here are ideas to grow your business to that next level.

1. Create an informational tips booklet as a marketing tool, a new source of revenue, or both. Do this by using information you have given

## Calendar of Events

- **B.O.R.D.**, Nov. 10, Burbank Hilton, (888) 360-9505.
- **Bloodmobile**, Wed., Nov. 21, Quality Resort, San Diego, from 4:00 p.m. until the end of the R7 San Diego chapter meeting. Those wishing to donate blood for 9-11 are welcome. As you may recall, some time ago the SD chapter had set up an account (IPSA) at the Blood Bank as a benefit to R7 members and their families.
- **R7 Board Meeting**, Tues., Nov. 27, 7:00 p.m., Holiday Inn, San Diego. *Bring your nominations for the B. K. Taylor Memorial Award.*

your clients year after year in other formats.

2. Write out those "sound bites" you are forever telling your clients and audiences. Once you write them out, organize the tips into the most likely categories for your specialty.

3. Consider the different formats that manuscript could become. You can print it as a booklet, record it as an audio or video tape, develop it into daily reminder cards, use a tip per day on a calendar, just to name a few of the many possibilities.

4. Map out how you want to distribute each of the products you chose from the above list. Some will be through publicity excerpts in print publications. Others will be sold direct in large quantity. You may even license reprint rights for very large quantities.

5. Notice how the products balance out the service side of your business.

Products can be a good match for a client's budget when they cannot afford or are not quite ready to purchase your services. Teaching them how to use your products will endear yourself to them, and they will keep coming back to you for more.

6. Plan to introduce at least one or two new informational products a year to expand your business. That allows you to stay in touch with your prospects, clients and former clients each time you launch a new product, all while growing your business.

7. Recycle your knowledge to nurture your clients and to nurture your own business development. Use those resources you already have for everyone's benefit.

"Everyone has something they want the world to know about. An informational tips booklet can help position you as an expert."

Ask about the menu of products and services to support promoting your business with booklets.

**Tips Products International**

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http://www.tipsbooklets.com  
Visit All About Booklets Discussion Board and E-BOOKLET CATALOG.

**The "Write" Stuff –**

**Make a Name for Yourself**

--inspired by a 10/17/01 presentation by Heather Siegel at the Vista Kiwanis Club

There is an expression in Hollywood – "there is no such thing as bad press." Publicists know the importance of getting their clients' names in front of people.

Likewise, as a business owner, you also want name recognition – not only for you but also for you as a business owner. Every time you get your name in front of the public, it increases your name recognition and

puts you "top of mind." You know the drill – business cards, advertising, press releases, etc.

But here's an easier way – write a letter to the editor! Comment on topics of public interest or a recent news item or share information related to your business. (*For example: "As a pool service technician, I was disturbed by your recent news item on the swimming pool drowning. Here are some water safety tips."*)

1. Determine what the policy of the newspaper is for submitting letters. For instance, the North County Times requires that letters include your full name, address, and daytime phone number. Writers are limited to one letter every two weeks, and letters should be no longer than 200 words.

2. Refer perhaps to the type of business you are in, but don't state your business name -- that's just a shameless plug. Commercial complaints and endorsements ordinarily are not published.

3. E-mail the letter. Editors prefer them to letters on paper because e-mailed letters don't have to be retyped. Also, an e-mailed letter costs you nothing – no paper, no postage.

4. Once your letter gets printed in the newspaper, photocopy it. Enclose copies with your billings and correspondence. Put a framed copy on your wall. This lets people know you are a business owner with credibility – you are a published writer!

5. Don't stop there. There is power in numbers. Send another letter when you have something else to say about your crusade or cause. This is where the name recognition really kicks in.

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So long,  
Whoopie

Those of you who know Rick Bishop personally have probably met his dog, Whoopie. I am sad to report that Whoopie passed away October 29 from cancer. She was Rick's companion and "work assistant" for almost 13 years, accompanying him

**A Dog's Prayer**

By Beth Norman Harris

Treat me kindly, my beloved master, for no heart in all the world is more grateful for kindness than the loving heart of me.

Do not break my spirit with a stick, for though I should lick your hand between the blows, your patience and understanding will more quickly teach me the things you would have me do.

Speak to me often, for your voice is the world's sweetest music, as you must know by the fierce wagging of my tail when your footprint falls upon my waiting ear.

When it is cold and wet, please take me inside, for I am now a domesticated animal, no longer used to bitter elements. And I ask no greater glory than the privilege of sitting at your feet beside the hearth. Though had you no home, I would rather follow you through ice and snow than rest upon the softest pillow in the warmest home in all the land, for you are my god and I am your devoted worshiper.

Keep my pan filled with fresh water, for although I should not reproach you were it dry, I cannot tell you when I suffer thirst. Feed me clean food, that I may stay well, to romp and play and do your bidding, to walk by your side, and stand ready, willing and able to protect you with my life should your life be in danger.

And, beloved master, should the great Master see fit to deprive me of my health or sight, do not turn me away from you. Rather hold me gently in your arms as skilled hands grant me the merciful boon of eternal rest – and I will leave you knowing with the last breath I drew, my fate was ever safest in your hands.

on his route and to the supply houses.

She will be missed.

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