



# Region 7 Review

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

Volume 6, Issue 29

June 2002

## IPSSA, INC. REGION 7 Board Officers

Mike Gregg, Region Director  
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Brian Davis, Region Treasurer  
....., Region Secretary

### Director's Corner

I'm sorry if this is late, but I've been on vacation for the last week in Washington DC. I returned on Monday to discover that my computer had crashed. I'm finally back in business and back on-line. The next B.O.R.D. meeting will be on June 22 in Las Vegas at the Imperial Palace. If you are interested in attending, please contact me for details.

The Water Watcher Tags are still available. **AJ Wilson** has distributed his allotted amount. Please try to be creative in finding new avenues for distributing these.

Our next Region 7 meeting will be on July 23, 7:00 p.m., at Eva's Cantina. The address is 6690 Mission Gorge Road. I hope to see all of you there.

This is **Nancy Gillespie's** last newsletter and I'd like to take this opportunity to thank her for her service as our Region 7 Newsletter/Recording Secretary. She has been very dependable and reliable. I appreciate all her hard work and wish her very best in her future endeavors.

*Mike*

## The GSA Trade Show

--by **A. J. Wilson**, Like New Pool



Here is a shot of our first entry in a trade show. This was a huge and very expensive opportunity, in which we learned a lot - made many contacts, and our participation has already proven to be a profitable venture. I felt we did a good job.

Like New was very fortunate to be able to place an advertisement in GSA's Marketing Tips magazine -- a quarterly publication that's disseminated to purchasing agents throughout the world.

I would like to take a moment to "PUBLICALLY" thank my wife and partner **Cynthia**, who invested many hours - mailed/faxed more than a foot (no kidding - because she used 5 reams@500 sheets) of paper, made 197+ telephone calls (she kept a log to ensure she contacted the proper people), and attended 5 training sessions which equated to about 26 hours. Finally, she assembled a publication that listed more than 13,000 products. Most companies who become GSA contractors have an entire team, and pay thousands of dollars. Cynthia has the intelligence,

- **B.O.R.D. Meeting**, Sat., June 22, Imperial Palace, Las Vegas.
- **R7 Board Meeting**, Tues., July 23, 7:00 p.m. Eva's Cantina, 6690 Mission Gorge Road, (619) 284-5874. I-15 to Friars Road east, pass six stop lights, on left near Shell Gas Station.
- **B.O.R.D. Meeting**, Sat., Aug. 10.
- **R7 Picnic**, Sun., Aug. 18, Mission Bay. Theme, "Stars and Stripes Forever."

professionalism and tenacity to see this task come to fruition.

LIKE NEW POOL SERVICES, INC. is proud to have played in a game designed specifically for the BIG LEAGUE, and no matter what happens from here on - we were recognized as a real competitor.

## Business Tip

One of the best ways to increase your business is to stand out from the competition. Here's an easy way to do this: prompt responses. Make it a habit to respond to phone and e-mail requests the same day you receive them. You don't have to fulfill the request the same day. All you need to do is acknowledge it and let people know when you will fulfill it. Since most people don't do this, people will notice. And being noticed is the first step to increasing business!

*As seen in The Insider, a monthly e-newsletter, by **Rick Itzkowich**, VP, Productive Learning, (858) 456-7653, toll free (800) 300-3036. [www.productivelearning.com/news](http://www.productivelearning.com/news)*

# Calendar of Events

## The Entrepreneur's Dilemma

"I could never have done without the habits of punctuality, order and diligence...the determination to concentrate myself on one subject at a time."—Charles Dickens

A common Catch 22 that many new businesses find themselves in goes like this: Most start-up businesses are undercapitalized. As a result, the entrepreneur finds himself or herself wearing many hats. Long days and nights are put in building the business, finding new customers, and getting all the necessary structures in place. It's fun and exciting at first.

The problem is that as the business grows the entrepreneur becomes increasingly involved in day-to-day administration, handling every aspect of the growing business. This is especially true since many entrepreneurial types by nature like to keep close control over things. Delegation is not their strength. However, it becomes increasingly difficult to take advantage of the new business opportunities that arise due to the increasing workload. Many try to overcome this by working longer hours, but this is not the answer to this dilemma.

**The solution:** You must invest most of your time every week doing what you do best, and let others do what they do best. When you focus most of your time and energy doing the things that you are truly brilliant at, you eventually reap big rewards.

*Extracted from "The Power of Focus," by Jack Canfield, Mark Victor Hansen, and Les Hewitt.*

*The Enlightened Millionaire Program*  
[www.milleagles.com](http://www.milleagles.com)

## The Power of Public Speaking

Public speaking is one of the very best ways to attract media attention. You can have a news release printed about your presentation in a variety of publications. Then you can invite the media to sit in and write a story. Or you can use your public speaking schedule to promote yourself as an expert in your field. Here are five more tips:

- Offer to help publicize your programs every time you book a speaking engagement. That includes mailing news releases to local media, being available for radio interviews and letting local reporters know about your program, in case they want to attend. Meeting planners will appreciate this thoughtful gesture because you will help them fill the room.
- Every time you speak before a group, offer to submit a short summary of your presentation for the group's newsletter. Don't forget to send your photo. It gets you in front of those you just spoke to as well as those who missed you the first time around. Many groups you speak to also send their newsletters to the media. Be sure the last paragraph tells people what you do and how to get in touch with you. Include your URL.
- Try to get onto radio talk shows in towns where you will be speaking a day or two before your program, if the program is open to the public. Many of these interviews also can be conducted by telephone.
- Include your speaking schedule in your print or electronic newsletter.
- Post your speaking schedule at your web site.

*Excerpt from "Special Report #21: 67 Great Publicity Tips for Professional Speakers."*  
<http://www.publicityhound.com/cgi/shop/pingcart.cgi?reports>

## Quotes

Praise progress - it's at least a moving target. --Bob Davis

I try to avoid looking forward or backward, and try to keep looking upward. --Charlotte Bronte

Logic is the art of going wrong with confidence. --Morris Kline

We need to learn to set our course by the stars, not by the lights of every passing ship. --Omar Bradley

--*Courtesy of Coach Jim*

## Hound Joke of the Week

"Dogs feel very strongly that they should always go with you in the car, in case the need should arise for them to bark violently at nothing right in your ear." -- Dave Barry

*From the 11/27/01 edition of THE SIEGEL SIDEBAR, a weekly e-zine.*  
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## Postage going up again

Effective 6/30/02, first class postage will be 37¢, additional ounces 23¢, and postcards 23¢. Details, [www.usps.com](http://www.usps.com)

## See ya!

New R7 director Mike Gregg has decided to go in a different direction with the newsletter and Board meeting minutes, so this is the end of my gig. I've enjoyed my association with IPSSA for the last 2½ years and have been impressed by the professionalism and heart of this organization. It's been great knowing you all....

Nancy Gillespie

Outgoing Editor/Publisher

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