



Region Seven Monthly Newsletter

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August 2003

Director -- "On Tap"

It was nice to see so many of you at our annual IPSSA R7 picnic. Many thanks to Geoff Matthews and his outstanding committee including Gary Brock, Gabriel Clum, Ken Stiles, Loyal Johnson, Mike Anderson and Ladd Carlson for a job well done! Juhli Selby Boyes of SCP did a fantastic job of getting sponsors and we were able to reduce the cost per member from \$20 to \$10 this year. There were drawings every 15 minutes during the day with prizes averaging about \$50. Tom Gharib won the grand prize of \$500—Congratulations!

Loyal Johnson took pictures and Tony Lawrence will write an article about the picnic for the next edition of the IPSSAN. Eight members showed up early to take the water chemistry exam. Good luck to all of you.

Two important items will be covered at our next R7 meeting. The BK Taylor award recipient will be chosen, and a new R7 Director will be voted on. I will let you know the location for the meeting next month.

The next BORD meeting will be in Ventura on August 16th. I hope to see some of you there.

Congratulations!

The following people received their water chemistry certifications in June.

Carlsbad: Bob Butler, Doug Hausman, Sherry Larson, Joshua E Lenaham, Roger Loftin, Juvention Lopez, Michael J. Miller, Brian Niemann and Chris Young.

Welcome to the following new members

Carlsbad: Roger Loftin, Andrew Newcomb & Brian Niemann

Rancho Del Mar: Scott Hansen

San Diego: Brian Ahern, Tim Nolan

San Diego East: Chance Everett, Jeffrey Humphries

San Diego Metro: Chris Walker

"Get Your Customers to Treat You Like A Pro"

excerpt from July issue of IPSSAN by Maurice Krumrey

The bond between the customer and the small business man is often fragile, especially in the beginning, because it is mostly based on trust: trust from the customer's perspective, that the service will be good, and trust from the service company that the customer will pay for services rendered (among other things).

One of the easiest ways to approach this trust from our perspective is to say what you do and do what you say. As trite as this may sound, it's a very important idea. It's so important, that American businesses have a standard based on this concept. It's called ISO 9001 & companies that document what they do and do what they document are certified and valued above companies that are not ISO 9001.

Like it or not a lot of our business depends on problems. (The more optimistic of you may call these challenges or opportunities. I still call them problems). Below are some of the keys that I've found that build trust, as well as some things that I've learned from others.

- a. Don't assume the worst.
- b. Don't automatically blame yourself for a problem.
- c. Admit you're wrong, and then make it right.
- d. Be calm when confronting a problem
- e. Don't always assume you're right.
- f. Speak with assurance, and don't whine.
- g. Don't do anything to keep a customer. There should be a limit of what you should do, regardless of whether you charge for something or not. Be responsible, be firm, & be willing to negotiate. But above all be consistent.

Coming Up

BORD: August 16th Ventura Beach Marriott

3rd Annual IPSSA Golf Invitational, Aug 24th.
Elkins Ranch, Fillmore CA. Contact Jerry Mazienis
at 310-280-0923 or Ivan Vance at 818-376-8541.

October 22nd Region 7 meeting. Location TBA