



Region 7 Review

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

October 2004

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Director's Corner

B. K. Taylor Memorial Award - Every year each R7 chapter submits nomination for this award. Send nominations to me or bring to the October 26 R7 Board meeting; final selection will be made at that time.

By-laws revisions - Chapters are asked to review their bylaws and make revisions by October.

Rules may keep pool owner safe

~ Excerpted from 9/23/04 "Dear Abby" column in response to a previous letter from "Desperate in Kansas," about uninvited guests showing up to use their new swimming pool.

Dear Abby: You suggested that "Desperate in Kansas" put a stop to the drop-ins by becoming assertive, installing a flagpole or signs to indicate when the pool was open, increasing the amount of homeowner insurance, and suggesting the pool be fenced. I don't think you went far enough.

When I was in college, part of a constitutional law course I took covered the subject of torts and liability. One particular case we studied stands out in my memory. It involved a family whose swimming pool was surrounded by a 6-foot-high locked fence. While the family was away on vacation, several youths scaled the fence and went swimming. Unfortunately, one drowned, and the owners of the pool were convicted of negligent homicide!

The ruling stated that the owners of the pool should have contacted each neighbor and informed them of their plans because a pool is considered an "attractive nuisance." I would urge "Desperate" to contact an attorney who can advise her about local law and liability. At the very least, she should place a "No Trespassing" sign on the lawn, install a locked fence, and send a card to the neighbors explaining the rules.

The cost of these measures is minuscule compared to a potential liability suit. -Chris in Pelham, Ala.

Dear Chris: Thank you for the warning. One of my readers sat on a wrongful death suit with similar circumstances and urged me to inform "Desperate" as well as other pool owners that uninvited children using a swimming pool without permission or parental supervision should be reported to the police for trespassing. Better to have it on record than to risk being held liable for an accident.

Jeanne Phillips writes as Dear Abby. Write to: Dear Abby, PO Box 69440, Los Angeles, CA 90069.

15 Ways to Use the Back of your Business Card

~ By Tom Letourneau

The back of your business card is valuable space that should be used. Well over 85% of the cards I've been given have nothing on the back. What a waste! Just think, you can double the effectiveness of your card by simply printing a valuable tidbit on the back. Here are some ideas:

- 1 - your business philosophy
- 2 - a list (or partial list) of your products
- 3 - directions to your office or place of business
- 4 - your guarantee
- 5 - an affirmation or favorite saying
- 6 - three benefits of doing business with you
- 7 - your picture or caricature
- 8 - trivia about your business or niche industry
- 9 - a mini-notepad with lines to make notes
- 10 - a short joke
- 11 - your recipe for success
- 12 - a calendar of upcoming events
- 13 - tips on how your products or services can save money or make money
- 14 - your rates
- 15 - third party testimonials.

Tom Letourneau helps people out-market and out-sell their competition. (800) 945-7553. TomSpeaks@aol.com

As seen at www.startsecretarialbusiness.com

Calendar of Events

- **R7 Board Meeting**, Tues., Oct. 26, 7:00 p.m., Filippi's Pizza Grotto, (858) 748-1800, 13000 Oak Knoll Dr., Poway, off Hwy 15 and Poway Rd. Select recipient of B.K. Taylor Memorial Award.
- **Genesis 3 Level 1 Design School**, Oct. 27 - 31, Morrow Bay, CA. Sponsored by NSPI Southern California Chapter. For information, call (714) 258-8390.
- **B.O.R.D.**, Sat., Nov. 6, Van Nuys Airtel, Van Nuys, CA. For information, contact IPSSA executive office, (888) 360-9505, or visit www.ipssa.com
- **Aqua Show**, Nov. 9 - 11, Mandalay Bay Convention Center, Las Vegas, NV. For info, visit www.aquashow.com
- **Int'l Pool and Spa Expo**, Nov. 30 - Dec. 3, Las Vegas Convention Center, Las Vegas, NV. For info, visit www.poolandspaexpo.com

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