



# Region 7 Review

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

January 2005

## IPSSA, INC. REGION 7 Board Officers

Javier Payan, Director ph (619) 449-1392  
cell (619) 843-9460  
fax (619) 449-1396  
payanpoolservice@aol.com

Loyal Johnson, Treasurer (858) 679-9006  
Sherry Larson, Secretary (760) 758-1812

### Director's Corner

New Year, New Start - Here it is, the start of a new year. It's the winter... our rainy season... down time for most pool techs... But instead of kicking back and going brain dead until spring arrives, take this opportunity to evaluate your business, where it is, and where you want it to go. Get your ducks in a row, plan, strategize, reorganize, cut the fat, train staff, inventory equipment. Then when the spring craziness starts again, you'll have some sort of plan of attack. **HAVE A GREAT 2005!!**

Conferences - I attended the Aqua Show Nov. 9 - 11 and the International Pool and Spa Expo Nov. 30 - Dec. 3, both in Las Vegas. A success, with good attendance. IPSSA Inc. had booths at both, maintaining a national presence by being there. Thanks to those R7 members who stopped by.

### Highlights of IPSSA, INC. – B.O.R.D. Meeting November 6, 2004

- Water Safety – Approved \$10,000 for water watcher tags and brochures, to be available to IPSSA members for free.
- Advertising – IPSSA Inc. will start running full-page ads in Pool & Spa News and Pool Tech Manual. The ads will say that IPSSA is the world's largest pool service organization.

- Donation to NPC research – Approved \$10,000 to National Plasterers Council towards the cost of researching the cause of etching on pool surfaces.

### 5 Tips for **HOT** Yellow Pages Ads

~ by **BIG Mike McDaniel**

Yellow Pages advertising is one of the most popular forms of advertising in the country today. Almost every home in America (96.9%) and business has at least one copy of "the book".

Almost three out of five (58%) of all adults say they check the Yellow Pages for a phone number and/or address at least once per week, with 77% using the book monthly.

While the Yellow Pages are an excellent reference tool, they fare less well when considered as an advertising medium. People use the Yellow Pages to look for a familiar name. If your other advertising works, then finding you in the Yellow Pages should be a snap.

Remember, once the book is published, you can't change your ad until the next publish date.

Here are BIG Mike's 5 Tips to make your Yellow Pages ad **HOT**.

1. Sell the benefits. Put a headline on your ad pushing benefits. Explain how the benefits will help your prospect fulfill their needs.
2. Forget extra cost color. The only thing color has been proven to do in Yellow Pages advertising is increase the price you pay for the ad.
3. Ask for the order. Writing "Call us now at xxx xxxx" will get more responses than if you simply listed your phone number.
4. Write like you talk. Inject your personality into everything you write. No one wants to read boring and stuffy legal-ease. Use short sentences and words. Use simple language Use the word "you".

5. Avoid Bragging. Don't boast "biggest and best". It turns people off, even if it is true. Being number one won't sell any product for you.

Remember, the Yellow Pages is generally a reference tool. People look for a name they recognize (or can't remember) or for a name given by a friend. Your ad should help them remember. The only other use of the Yellow Pages is to look for an emergency services. That's why you see lots of tow truck ads and no ads from Sears. Design your ad accordingly.

*BIG Mike McDaniel is a former successful radio station owner and major market TV News anchor and nationally recognized Speaker, Author, and Small Business Consultant. Seen at [www.startasecretarialbusiness.com](http://www.startasecretarialbusiness.com).*

## Calendar of Events

- **15<sup>th</sup> Annual TableTop**, Sat., Jan. 15, 2005, Four Points Sheraton, San Diego, CA. For information, call Jon McArthur, (619) 464-6400.
- **Polaris 2005 Training Seminar**, Tues., Jan. 18, \$25. 6:00 p.m. Dinner, 6:30 p.m. Seminar. Holiday Inn, 595 Hotel Circle So., San Diego, CA. Call (619) 718-7983 to RSVP.
- **R7 Board Meeting**, Tues., Jan. 25, 7:00 p.m., Filippi's Pizza Grotto, (858) 748-1800, 13000 Oak Knoll Dr., Poway, off Hwy 15 and Poway Rd.
- **B.O.R.D. Mtg.**, Fri., Feb. 4, Hyatt Regency, Newport Beach, CA. For information, contact IPSSA executive office, (888) 360-9505, or visit [www.ipssa.com](http://www.ipssa.com)
- **Leadership Seminar & Installation Banquet**, Sat., Feb. 5, Hyatt Regency, Newport Beach, CA. For information, contact IPSSA executive office, (888) 360-9505, or visit [www.ipssa.com](http://www.ipssa.com)

Editor/Publisher: Nancy Gillespie, **A+ Business Services**

P.O. Box 192, Vista, CA 92085-0192 • (760) 945-6667 • Fax (760) 945-6616 • [nancyJG5@cox.net](mailto:nancyJG5@cox.net) • [www.AplusNancy.com](http://www.AplusNancy.com)