



Region 7 Review

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

June 2005

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IPSSA active in drowning prevention community

~ by **Javier Payan**

IPSSA member **Nelson Silveria** recently participated in the 6th Annual Water Safety Day in Maricopa County, Arizona. This event is the largest in the country, with approximately 2,700 children attending. Sponsors included Home Depot, Toyota, Subway, and local sheriff's fire and police departments.

Activities included booths with games, coloring, sing-alongs, a helicopter, and demonstrations put on by teenagers in a pool showing smaller children floating techniques and the monkey crawl.

The event received a lot of news media coverage. The Phoenix area has one of the highest drowning rates in the country, and the community is working to reduce these tragedies. Nelson and other IPSSA members are networking to find new ways to promote water safety in this area.

On March 30 I attended the Injury Prevention Summit 2005 in Palm Springs, California. I was part of a drowning prevention panel, which included various drowning prevention advocates from throughout Southern California. The event was an opportunity to share ideas and network.

Next month, **John Silcox** will report on the National Drowning Prevention Symposium, which took place in Austin, Texas, in April.

IPSSA has been gaining national attention and recognition as an advocate for swimming pool safety.

Javier Payan is chair of IPSSA's Safety Committee and is director of IPSSA's Region 7.

Reprinted from The IPSSAN, May 2005, page 8.

Editor's Notes: IPSSA, San Diego chapter, has a great Web site, www.waterwatcher.org that has information on the Water Watcher program and press releases.

The Web site for Safe Kids Coalition is www.safekids.org. Type "water safety" in the search box for information on water safety.

Choose Your Clients

~ by **Marcia Yudkin**

Please say this after me five times: "I do not have to take every client who comes along."

Repeat this, too: "If I get a string of lousy clients, I'll step back to figure out why."

This prescription was prompted by a cry-from-the-heart I read from an accomplished business owner who works hard and charges high fees. Yet lately he'd attracted numerous nasty, needy and non-paying clients.

If you are attracting dreadful clients, first contemplate your marketing and your behavior. Are you unintentionally encouraging horrible people to treat you in that way?

And what signals can you see now, looking back, that can serve as warning lights in future to say no to this kind of client?

Finally, how can you change your pay collection practices and policies to avoid being stiffed?

Being in great demand and very busy doesn't mean you reap the rewards. You must also stay alert to the bottom line and how you feel about your clientele.

People who respect and value what you do are out there. Find them and give others the boot!

Find out how to target your ideal customers and raise fees in the next Marketing for More seminar, September 24-25 in historic, lively Northampton, Massachusetts.

<http://www.yudkin.com/seminars.htm>

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*** The Marketing Minute ** brought to you every Wednesday by Marcia Yudkin, Marketing Consultant, Author, Speaker.*

<http://www.yudkin.com/marketing.htm>

<http://www.marketingformore.com>

<http://www.pressreleasehelp.com>

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Calendar of Events

- **R7 Board Meeting**, Tues., July 26, 7:00 p.m., Filippi's Pizza Grotto (858) 748-1800, 13000 Oak Knoll Dr., Poway, off Hwy 15 and Poway Rd.
- **BORD Mtg.**, Sat., Aug. 6, Region 10. Contact IPSSA executive office, (888) 360-9505, or ipssamail@aol.com.
- **R7 Picnic**, Sun., Aug. 28, De Anza Cove, Mission Bay. Hawaiian theme.
- **World Aquatic Health Conference**, Mon., Sept. 19 – Wed., Sept. 21, Pacific Palms Conference Resort, City of Industry, CA. Contact www.nspf.org.
- **Pool Industry Expo**, Thurs., Sept. 29 – Sat., Oct. 1, Monterey Conference Center, Monterey, CA. www.poolindustryexpo.com

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