



# Region 7 Review

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

July 2006

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## Director's Corner

Water Safety – At the April 11, 2006 meeting, the R7 Board approved \$2,000 for a PR person to get more exposure for IPSSA and our water safety program. The results so far:

- Channel 8 San Diego - a three-minute segment on water safety with yours truly.
- Channel 6 Fox News in the morning – 12 minutes with John Silcox and yours truly to talk about pool safety and Water Watcher tags.
- Channel 6 Fox News in the evening – 3 minutes with a woman from Children's Hospital.
- Channel 5, Sunday evening 10 p.m. – 8 minutes.

B.O.R.D. – The next meeting is Saturday, August 5 at the Holiday Inn on the Bay (across from the Star of India). The B.O.R.D. meeting is held in San Diego once every two years, so this is a great opportunity for R7 members to attend, see the inner workings of IPSSA and get a behind-the-scenes look, and give feedback. I encourage you to stop by, even for a portion of the day.

B.K. Taylor award – Nominations will be accepted and voted on at the Oct. 10 R7 meeting. Nominate someone from your chapter; it is important to recognize those who are doing an outstanding job.

## Pricing Psychology Quirks

*When is one dollar not one dollar?*

The field of behavioral economics offers psychological insights on how people perceive and act on pricing offers.

1. **Presentation order matters.** People are more likely to buy a \$10 item if you show it after \$100 and \$1,000 items than before. Always show the most expensive option first.

2. **People love windfalls.** Offers have greater appeal when you promise additional items of a different type as extras than when selling a single bundle of items.

3. **People love savings.** When you call attention to the amount of a discount, customers perceive that amount as earnings rather than as part of what they spent.

4. **People hate surprises.** When customers expect to pay \$21 and do, they're much happier than when they expect to pay \$20 and encounter a charge of \$21.

5. **People dislike separate charges.** It hurts more to pay \$50 plus \$120 plus \$75 (total \$245) than \$245. If you can then arrange for that \$245 to be deducted automatically from expected income, as from paychecks or tax refunds, the payment psychologically disappears.

*Reprinted from the 7/12/06*

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

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

<http://www.pressreleasehelp.com>

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## Calendar of Events

- **R7 Board Meeting**, Tues., July 11, 2006, 7:00 p.m., SCP Conference Room, 5648 Copley Drive, San Diego (858-467-9495).
- **B.O.R.D. Mtg.**, Sat., Aug. 5, Holiday Inn on the Bay, 1355 N. Harbor, San Diego, CA. Contact IPSSA executive office, [ipssamail@aol.com](mailto:ipssamail@aol.com) or 888-360-9505.
- **R7 Annual Picnic**, Sun., Aug. 27, De Anza Cove, Mission Bay. Theme – Las Vegas and hot rods.
- **Pool Industry Expo**, Sept. 28-30, Monterey Conference Center, Monterey, CA. For information visit [www.poolindustryexpo.com](http://www.poolindustryexpo.com)
- **R7 Board Meeting**, Tues., Oct. 10, 7:00 p.m., SCP Conference Room, 5648 Copley Drive, San Diego (858-467-9495).
- **B.O.R.D. Mtg.**, Sat., Nov. 4, Region 2 (Central California). Contact IPSSA executive office, [ipssamail@aol.com](mailto:ipssamail@aol.com) or 888-360-9505.
- **Aqua**, Nov. 8-10, Mandalay Bay Convention Center, Las Vegas, NV. For information visit [www.aquashow.com](http://www.aquashow.com).
- **International Pool & Spa Expo**, Nov. 28 – Dec. 1, Las Vegas Convention Center, Las Vegas, NV. For information call 888-869-8522 or visit [www.PoolandSpaExpo.com](http://www.PoolandSpaExpo.com).

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