



Region 7 Review

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

January 2011

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Director's Notes Region 7 Quarterly Report

Table Top – Remember that Saturday, January 22 is the 21st Annual Region 7 Table Top Show. Seminars from 9:00 a.m. until 2:00 p.m. Exhibitors from all major manufacturers, distributors, and other suppliers. Giant raffle – fantastic opportunity to win money and many pool related items. Many thanks to **Jon McArthur**, **Bob Fowler** and the rest of the committee and volunteers for their hard work that makes this show the success it is every year!

Leadership – Don't forget the weekend of February 11 – 13 for the Annual IPSSA Leadership seminar and banquet. I would like to see a large Region 7 contingent there to support **Nobby Mandolf** as he receives the Terry Cowles Memorial Award. Remember this is also the time for your chapters to make a contribution to SPEC if you haven't previously. Note: there is also a fun (and maybe profitable) casino night connected with the banquet!

Don't forget to urge all your members to exercise their vote on the IPSSA bylaw changes which were previously mailed to each member. The deadline for their return is **January 31, 2011**. Of particular importance is ballot measure 5, which addresses Section 7.2.a "term limits". At the last BORD Meeting, which was supposed to be an orientation for new BORD representatives, there was not one new representative in attendance. None of the even numbered regions elected a new representative. And some are starting on their third term!! This is exactly what caused the initial split between IPSSA and Cal IPSSA that later resulted in a merger that resulted in IPSSA as we know it today. It is becoming once again "an ole boys club". This is not healthy for the organization because of a lack of new ideas and renewed energy. Please urge your members to vote **yes** on measure 5.

Matching Fund Grants – Chapter Presidents: Remember that IPSSA has matching fund grants available each year in the amount of \$2,000 *per region*. If your chapter has raised/donated money to a community cause, then you are eligible for a matching grant from IPSSA. Application forms are available from the Financial Office. Region Board must approve, and it needs the regional representative's signature prior to forwarding to the Financial Office.

Happy New Year!

Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man.

~Benjamin Franklin

Calendar of Events

- **R7 Table Top**, Sat., Jan. 22, 2011, 2 – 6 p.m., Four Points Sheraton, 8110 Aero Dr., SD 92123, 858-277-8888.
- **Pentair Training**, Wed., Feb. 1 & Thurs., Feb. 2 (\$95 reg fee covers *both* days), Courtyard by Marriott, Mission Valley. See attached flier or register at www.pentairtraining.com.
- **B.O.R.D.**, Feb. 11, B.O.R.D./annual meeting, Hyatt Regency Newport Beach, Newport Beach, CA. www.IPSSA.com.
- **IPSSA Annual Leadership Seminar, Banquet**, Sat., Feb. 12, Hyatt Regency Newport Beach, Newport Beach, CA. www.IPSSA.com.
- **R7 Board Meeting**, Wed., Mar. 23, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **R7 Board Meeting**, Wed., June 22, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **R7 Board Meeting**, Wed., Sept. 28, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **R7 Board Meeting**, Wed., Dec. 21 (one week earlier due to Christmas), 7:00 p.m., SCP Conf. Rm. (858-467-9495), 5648 Copley Dr., SD.

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IPSSA, INC. – REGION 7**Regular Board Meeting****SCP Conf. Rm, SD, CA****Wed., Dec. 15, 2010****Minutes Highlights**

Attendance – **Chuck Gough**, R7 Dir., Clsbd; **Dan Ruiz**, R7 Treas, SD E. Cty; **Peter Gozdeck**, R7 Billing Agent; **David Talbot**, Clsbd Pres; **Jeff Moors**, Clsbd Treas; **Ken Smith**, Esc; **Brian Lindlar**, N. Cty Coastal VP; **Lance Clifton**, Rancho Del Mar Pres; **Mark T. Curran**, SD Pres; **Bill Peck**, SD; **Paul Smith**, SD E. Cty; **Nancy Gillespie**, Recording Secy.

Not Represented – SD Metro.

Approval of Minutes

Motion by **Brian Lindlar**, seconded by **Bill Peck**, and carried unanimously to approve minutes of 9/28/10 meeting as submitted.

Treasurer's Report

Dan Ruiz – as of 12/10, General Fund has \$4,037.43, Emergency Fund \$5,964.16, and Money Market \$8,641.80, for total current assets of \$18,085.06. **Gough** pointed out that a \$500 honorarium and plaque (\$100 still outstanding) went to Nobby Mandolf, winner of the R7 B. K. Taylor Memorial Award.

Gozdeck reported that bank charges went from \$643 last year to \$44 this year. **Ruiz** explained that Gozdeck got R7 to change banks; the previous bank, Bank of America, used to charge \$30 per month per account. **Curran** said that before Gozdeck came on board, the finances were a MESS! **Peck** suggested the names of line items made the report confusing; Gozdeck will entertain suggestions.

Motion made by **Lindlar**, seconded by **Talbot**, carried unanimously to approve Treasurer's Report as presented.

Chapter ReportsCarlsbad **David Talbot**:

- 1) Membership – one member gone, one new member.
- 2) Christmas party was held at the Q Restaurant. Good turnout, nice evening, collected gifts for Toys for Tots, white elephant gift exchange.
- 3) Meetings – Aug. and Dec. used to be dark, but this Aug. chapter got training from Pentair; good turnout.

Escondido **Ken Smith**:

- 1) Membership – two new members, one prospect.
- 2) IPSSA's tax-exempt status – Chapter pres. **Matt Hughes** informed chapter that as reported at the 9/28 R7 meeting, chapters cannot pay IPSSA membership dues/insurance for their chapter Board members. Those receiving financial consideration will instead receive a \$50/month stipend. **Gough** reminded him that officers will have to complete an IRS Form 1099 at year's end. **Gozdeck** suggested that there is an easier way; he will distribute information.

N County Coastal **Brian Lindlar**:

- 1) Christmas party went well.

Rancho Del Mar **Lance Clifton**:

- 1) Bi-annual gift cards were distributed.
- 2) Standing Rules have finally been completed and sent to IPSSA Inc. **Gough** announced that all R7 chapters have now submitted Standing Rules and Sick Route Plans to IPSSA Inc.

San Diego **Mark Curran**:

- 1) **Nobby Mandolf**, recent recipient of the 2010 B. K. Taylor Memorial Award, was then selected for the national Terry Cowles Memorial Award. Thanks to **Chuck** for the presentation.
- 2) Membership – two new members, lost a few. Chapter requires its members to earn a certain number of continuing education credits per year; a few members chose not to do so.
- 3) Christmas party was held at Admiral Baker Club with a full

buffet and band. A collection was taken to help **Joe Lukacik** with expenses.

- 4) Election – Chapter nominating committee is looking for new officers for next term. It appears all four positions will be available.
- 5) R7 Table Top Show will be January 22 in San Diego. Encourage your members to attend.
- 6) Meetings – IPSSA Inc. requires chapters to hold meetings every month. SD chapter held a meeting at its Christmas party; minutes will be in the next chapter newsletter.
- 7) Website – chapter has a website, <http://www.ipssasandiego.com/>. If your chapter is interested in creating a website, contact **Paul Grimes**, SD chapter member and webmaster (aquawise@cox.net or 619-223-8289).

SD East County **Paul Smith**:

- 1) Bryson Lukacik – As you know, chapter president **Joe Lukacik** lost his son and received the news the day of the chapter Christmas party. A Celebration of Life will be held Saturday, 12/18 at Foothills Christian Church, El Cajon. A fundraiser was recently held at a restaurant and \$1600 raised.
- 2) Christmas party included DJ, karaoke, dinner, and casino night. Less turn-out than in past years. A collection was taken to help Joe pay for food for search and rescue people.
- 3) Membership – two new members, a couple of prospects.

SD Metro No report**R7 Director's Report**

- 1) Chapter finances – Do not assume your chapter treasurer is honest. One chapter up north had the chapter account and treasurer's personal account at the same bank, and the treasurer kept transferring money into the personal account. Suggestions: a) Get chapter president involved. b) Require two signatures on checks. c) Regularly view the account online.
- 2) Open enrollment for accidental death

benefit takes place Jan., Feb., and March. This is voluntary; \$3.42 per month doubles your insurance.

3) Risk Management – If someone should sue, they will seek deep pockets. Before getting contracts – such as Table Top, etc. – signed, send to **Vickie Lester** for review.

4) Term limits – Gough said that in his opinion there should be term limits for BORD members to get fresh blood. There were no new BORD members at IPSSA Inc.'s orientation; some members were in their fifth year. You will shortly be receiving ballots in the mail; get feedback from your chapters about this.

5) Meeting sites – Some chapters have had the awkward situation of having meetings at vendors' sites, then inviting another vendor as guest speaker. Consider that when choosing meeting venue.

6) Unofficial meetings – If you do not have minutes from a meeting, the meeting is not official and the parties will not be covered by D & O (directors and officers) insurance. So be careful about, for example, meeting in the parking lot after a meeting.

7) Region meetings – **Gough** would like two reps from each chapter to attend R7 meetings – the pres. and one other rep, preferably the VP for continuity. He reminded Board that if you do not have two reps from your chapter, you dilute your chapter vote.

Unfinished Business

1) Disruptive behavior at chapter meetings – a) **Talbot** said that at its last meeting, R7 reps gave feedback on disruptive behavior and drinking at meetings. Carlsbad does not have drinking at general meetings, and attendance is good; fine for non-attendance is \$35. b) **Ruiz** said that at his chapter's last meeting, someone used foul language and was completely disruptive. Feedback included: a) **Gough** –

progressive discipline for first offense, second offense, etc. There will be a presentation on this topic at Leadership. b) **Curran** – many ways to handle, including fine, expulsion. Take a strong stand at first incident. c) **Talbot** – talk to the disruptive person when they are sober. d) Some chapters have a Sergeant at Arms.

New Business

1) Appeal of 9/28 missed meeting fines – The R7 meeting scheduled for 9/22 was rescheduled to 9/28 because Gough had a medical problem. Carlsbad and N. Cty chapters were fined \$250 each for non-attendance.

a) **Carlsbad – Talbot** said he had planned his schedule around the originally scheduled date and was not available on the new date. Backups also had commitments on that date, and there was no one else he could ask on such short notice. Notice of the new meeting date was given in a timely manner, but he was not there to receive the info. He understands fines for meetings scheduled months in advance but not for meetings that are rescheduled on short notice.

Gough said the meeting had to be held, as some issues were time-sensitive. **Jeff Moors** said the \$250 fine is the same for small and large chapters; the fine really impacts small chapters. **Lindlar** suggested appointing a standby for such instances. He prefers that in the future meeting dates be kept as scheduled; if something comes up as it did for this meeting, appoint a stand-in to run the meeting. **Curran** said he had offered to stand in, but by then the meeting had been rescheduled. He said that we do not want to fine anyone, but we have to follow procedure, as other people made the effort to attend.

Motion by **Brian Lindlar**, seconded by **Bill Peck**, and carried (ABSTAIN Carlsbad, 5 YES, 1 NO) to waive the fine for Carlsbad chapter for non-attendance at the 9/28/10 R7 Board meeting.

b) **N. Cty – Lindlar** stated that he did not think there should be a fine for rescheduled meetings. **Gough** suggested appointing an alternate.

Motion by **Jeff Moors**, seconded by **Dave Talbot**, and carried (ABSTAIN N. Cty, 3 YES, 2 NO) to waive the fine for N. Cty for non-attendance at the 9/28/10 R7 Board meeting.

2) Emergency Fund donation – Around 12/2/10, R7 chapter reps approved donating \$2,000.000 from the R7 Emergency Fund to **Joe Lukacik** for expenses related to the search and rescue efforts being made to locate his son, **Bryson**. Concerns: a) Approval was by phone and e-mail. At a non-meeting, 100% approval is needed. b) It was suggested that donations should go to an organization, not an individual.

Discussion ensued. **Ruiz** declared that a terrible thing happened, and we should approve giving Joe the money. **Smith** stated emphatically that the intent was to give Joe money to help in a difficult situation, so give him the money.

Motion by **Brian Lindlar**, seconded by **Mark Curran**, and carried unanimously to donate \$2,000.00 from the Emergency Fund to **Joe Lukacik** to help with expenses related to the loss of his son, **Bryson**.

3) Matching Funds approval – Each year \$2,000 in matching funds per region is available from IPSSA Inc. *Motion* by **Lance Clifton**, seconded by **Brian Lindlar**, and carried unanimously to approve \$640 from IPSSA Inc.'s matching funds program for SD Metro's Operation Homefront project to sponsor a military family and host Christmas dinner.

Adjournment – *MSUC*, adjourn 8:40 p.m.

Resolutions Worth Writing About

~ By **Eric D. Goodman**

The holidays are over... Time to dust off last year's New Year's Resolutions, see how we did, and craft a new set of reachable goals and resolutions.

The important thing to remember when it comes to New Year's Resolutions is to keep them within your control. I don't mean to limit yourself to what you can accomplish - we should all strive to go beyond, to reach further, and to break barriers so that we can achieve our goals. What I mean is that we should define our goals and then resolve to do *all that we can within our power* to make them come true. We should avoid setting goals and resolutions that are outside of our own immediate control.

Here's an example: for several years one of my top New Year's resolutions was to get a novel published... In an industry where only about one out of every 30,000 (yes, that's thirty thousand!) submissions is accepted for publication, I'm as likely to be hit by lightning or win the lottery. So when the end of the year would come each year and I hadn't published a novel, I'd failed at my resolution despite my strong resolve to do everything in my power to make it happen.

Now I frame my resolution in a way that I can accomplish it. I instead resolve to do everything I can to polish my work, submit it professionally, and to keep my manuscripts from 'sleeping at home' by always having my work in the hands of an agent, editor, or publisher. I resolve to have another query in the mail as soon as I get a "no thanks." And I resolve to keep at it.

Consider reframing your ... resolutions. Concrete resolutions make the abstract goals obtainable.

Eric D. Goodman is a full time writer and editor. TRACKS, his novel in stories, is being published by Atticus Books in summer 2011. Eric has been published in The Washington Post, Los Angeles Times,

Baltimore Review, The Potomac, Arabesques Review, The Baltimore Sun, Slow Trains, JMWW, Freshly Squeezed, and New Lines from the Old Line State: An Anthology of Maryland Writers, among others. He regularly reads his fiction on WYPR, Baltimore's NPR station. His children's book, Flightless Goose, is available in bookstores and at <http://www.RunGoose.com>. Visit Eric at his literary blog, <http://www.Writeful.blogspot.com>, or on Facebook.

http://writersweekly.com/this_weeks_article/006484_01052011.html, Excerpt.

Entrepreneurs – 5 Things You Must Do Every Day to Build Your Business

By [Joshua Black](#)

If you are an entrepreneur, there are a few critical tasks that you need to turn into daily habits in order for your business to keep moving in a positive direction and to make you money. Read on to find out those key items and how you can add them to your daily routine.

Entrepreneurs have to wear many hats when a business is just starting. Many things need to be delegated to others in order for the business to run smoothly and there are a few things that you must do yourself. If you can create a habit of performing these 5 things every day, some for just a few minutes, then you will see your business grow right alongside your dreams:

1. Plan for the future a few minutes each day. Assume that your product has stopped selling all of a sudden. What direction will you take your company next? What new income stream can you add? This is a time for day dreaming and recording notes in preparation for the future. You don't necessarily have to take action on these items, but you need to think about them daily in order to bring out the golden ideas.

2. Work on your marketing in some aspect every day to get new customers. If your prospective customers don't know about you, they won't buy from you. Work on getting your message out every day, even if it is just for a few minutes.

3. Work on closing a sale every single day. Whether you are doing this on-line, on the phone, through the mail, or face-to-face, you need to be selling every day. Without the close of a sale, there is no business. This is not something that you can delegate all the way. Even if you have a sales force, you need to be out there looking for deals.

4. Develop or strengthen your business network. You need to join or create a business network where you can help others and they can help you back. This is a great place to get free customers through referrals and an excellent mentoring opportunity using the mastermind principle.

5. Contact your current customers. Don't ever forget about the people that have already purchased from you. These are your best customers. They already like what you have to sell and they don't cost anything to acquire. Contact your current customers frequently, even if you are just saying hello. They need to know what you have to offer, and they need to know you are still breathing. They won't seek you out. You must go to them.

About the Author: Joshua Black is an on-line infopreneur, marketing consultant, small business owner and copywriter dedicated to helping the bootstrapping small business owner succeed. Visit his flagship resource site for entrepreneurs at <http://www.UnderdogMillionaire.com> for the free Underdog Millionaire Wealth Pack including: 5 FREE e-books and daily wealth building tips for the bootstrapping small business owner- in the areas of sales, marketing, motivation, product creation and more.

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