



Region 7 Review

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

February/March 2011

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Director's Notes

Region 7 Quarterly Report

Hope you are all enjoying the rain (joke) – but much needed!!

Reminder -- Next Region 7 meeting March 23. Please have any agenda items to me by March 20.

B.O.R.D.

From the Feb. B.O.R.D. meeting:

1. Dec. 31, 2010 census was 3,661.
2. All bylaws ballot measures passed.
3. A new program has been started with Pentair for IPSSA members to participate in, which could provide IPSSA with up to \$20,000 for education/research. This would function through Pentair's PIP program. In addition, Hayward will continue their program.
4. The existing policy on chapters that do not file tax data by the deadline will be enforced. But the good news is: IPSSA will be distributing \$40.00 per member in May to all chapters that have *all* their tax data in on time, not just 1st quarter 2011, but

ALBERT R. DAUGHERTY

The IPSSA family has lost a longtime, dedicated member. **Al Daugherty**, SD Metro member, passed away peacefully in his sleep Feb. 3 at the age of 80. Al had been battling cancer in the last year.

Al spent 30 years in the Navy. He was one of Metro chapter's founding members and is a past recipient of the B.K. Taylor Memorial Award.

Previously he was a member of the San Diego Chapter and was voted in as an Honorary Member.

DAUGHERTY, ALBERT R. of San Diego 10/22/1930 to 2/3/2011 Service 10am on Tues. 2/15 at Featheringill's Helix Chapel. Then to Riverside at 2:00 pm 619-583-9511.

Published in San Diego Union-Tribune on February 5, 2011

<http://www.legacy.com/obituaries/signon/sandiego/obituary.aspx?n=albert-r-daugherty&pid=148345175>

all! As this will be several hundred dollars per chapter, it is suggested that you donate some or all to SPEC, your favorite charity (of course the decision is up to your chapter) or redistributed to your membership.

5. The region directories will be published in house this year... Respond to Region 8 Director **Kurt Schuster** (phone: 602-488-7335, e-mail: badgerpool@yahoo.com) with the parameters for your chapter.

6. The original IPSSA protocol and the final NPRIC report for protocol 1 and a FAQ section have been posted to the IPSSA website.

7. \$7,500 has been approved for development of a second protocol. Any comments and/or suggestions should be directed to **Lance Sada** (phone: 951-837-6322, e-mail: npircipssa@verizon.com), the IPSSA liaison to the NPIRC.

8. SPEC has set up a program for service technician membership at \$9.00 per month... This is cheap for all that SPEC does for our industry.

9. Director **Dave Durkin** announced that the National Electrical Code now requires all pumps/motors installed after January 1, 2011 have GFCI protection. California has adopted this code, and it is expected other states will follow.

Calendar of Events

- **Daylight Saving Time Begins**
- **R7 Board Meeting**, Wed., Mar. 23, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **Western Pool and Spa Show**, Mar. 31-April 2, Long Beach Convention Center, Long Beach, CA. www.westernshow.com
- **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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Water Chem books available from San Diego chapter

----- Original Message -----

From: Peck Pool Services
To: IPSSA R-7: Nancy Gillespie
Sent: Tues., Feb. 22, 2011 6:42 PM
Subject: Water Chem books...

The San Diego Chapter has just ordered a case of the Water Chemistry books. There are 38 per case, and it will be a long time until we use these up. Therefore, I want to offer the other R-7 chapters a chance to buy copies from us at our cost of \$19.95 each (includes shipping). We include a copy with our new member package (they pay for it at cost), and if anyone else does this, it is a chance to get it at \$19.95 without buying a full case.

Members who log into ipssa.com can buy these for \$24.95 each (plus shipping); non-members pay the cover price of \$49.95. So a chapter that needs several but not a whole case can save some \$\$ if they want to.

If a chapter decides they want some, they will need to contact me, tell me how many, and write a check to "IPSSA San Diego Chapter". Then I will make arrangements to get them out.

-Bill Peck, San Diego chapter

R7 Table Top Photos

----- Original Message -----
From: "Paul Grimes"
Sent: Thurs., Feb. 17, 2011 7:08 PM
Subject: R7 Table Top Photos on-line

Hi Members and Supporters:

Photos of the Region 7 Table Top are now on-line at the below link. Thanks to **John Silcox** and **Paul Grimes** for taking the photos.

<http://www.region7tabletop.com/photos11.html>

-Paul Grimes, San Diego Chapter Table Top Webmaster

SPEC Donations

On Thu, Feb 17, 2011 9:25 a.m., John Norwood JNorwood@nalobby.net wrote:

Vicki:

Congratulations on a very successful meeting last weekend. The casino night was fun and dinner was very good. On behalf of SPEC, I very much appreciate the money that was raised from the IPSSA chapters. I will be sending a list of the individual contributions for your records. I think the total was a little over \$27,000; about \$3,000 of that I believe is still "In the Mail". SPEC certainly needs the support, as the association's fundraising is still down over \$50,000 from last year and well over \$100,000 from traditional levels of fundraising. We still have a few months to make up the difference, and I am hopeful **Mitch Brooks'** membership program is starting to take hold. See you at the Western Show. Take care☺

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5 Questions You Must Ask Your Customers That Will Save You Money

By [Deborah A Taylor](#)

If you seem to be throwing lots of time and money at advertising with dismal results, then these five questions could save you money and build customer loyalty.

1. How did you hear about us? It is important to understand what marketing channels are working for you. If the majority of your new customers are coming from word of mouth referrals, create opportunities for more referrals. Don't spend your hard-earned cash on advertising to people who don't know and love you.

2. What was your main reason for choosing us? I am constantly reminded that price is not the main reason people choose to do business with you. Trust that you can provide the right product or service is the No. 1 reason. But there are others, and you need to know the

reasons why customers choose you, because this is essential to your communication with existing and potential customers.

3. What is one thing we do really well for you? This question gives you clues about why you are better than your competitors--and this creates opportunity to exploit your strong points in your marketing. Customers will tell you why you are better than the guy down the road. Your job is to make sure that you keep delivering well on your strengths.

4. Is there anything we could we do better? This is the number one reason why business owners don't do customer surveys, yet this is vital information that you need to know. You need to know where the gaps are so you can plug them. Don't allow your weaknesses to be your competitors' advantage.

5. On a scale of 1 to 10, how likely are you to refer a friend or colleague to us, where 1 is not likely at all and 10 is extremely likely? Those of you who are familiar with net promoter score will know that a customer who scores 9 or 10 is a strong referral source. You also want to ask them why they have given you this score so that you can understand what is important to your best customers and be sure that you continue to meet their expectations.

So there you have it. With the answers to these questions, you can create marketing plans that have a balance of strategies for attracting new customers as well as retaining existing ones. You will know what areas you need to work on and what you need to constantly keep on top of to avoid losing customers.

About the Author: Debbie Taylor works with small and medium sized businesses to transform their business results. Her expertise is in marketing, business planning and sales and she has worked with clients in over 70 different industry sectors. You can find out more about Debbie, her business services and the results she has achieved for clients at <http://www.insightbusiness.co.nz>.

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