



Region 7 Review

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

November 2011

IPSSA, INC. REGION 7 Board Officers

Chuck Gough, Director 760-434-7623
cabhgough@sbcglobal.net
Dan Ruiz, Treasurer 619-390-9490
dandips@cox.net
Peter Gozdeck, R7 Billing Agent
 Office 619-229-1845
 Cell 619-339-7622
Peter@3StepBilling.com
www.3StepBilling.com
Dustin Moors, Secretary 760-509-6482
DustinMoors@cox.net

Sean Byron awarded the B. K. Taylor Award



This year the nominees in R7 were **Sean Byron** – Escondido, **Mark Cercedes** – Metro, **Russ Hargrove** – SD, and **Wayne Nicol** – Carlsbad.

Chapters voted by ballot, with two votes per chapter. **Sean Byron** of Escondido chapter was selected as recipient of the 2011 B. K. Taylor Memorial Award. Congratulations, Sean!



The Long View

Companies come and go. Technologies burst onto the scene and change the way we communicate. The economy ebbs and grows.

Amidst all that change, what enables you to retain the loyalty of your customer and fan base?

* **Reputation above revenue.** Avoid shortcuts and shadiness that might bring in quick bucks but damage quality or respect - both your respect for others and their respect for you.

* **Be known for something.** Identify your core expertise and stay true to it while trying new methods of delivering it. My strengths have always been creative ideas, skill with words, and no-apologies (yet accessible) intelligence.

* **Remain curious.** Anyone can tell when you're just going through the motions. But when you truly want to know, need to understand and enjoy the unexpected, your flame continues to burn.

* **Communicate.** Whether with customers or the public, engage in dialogue - both talking and listening, instead of sending communiqués from your pedestal. I appreciate input and alternate views from subscribers, clients and colleagues and do my best to say so.

I've made it to 30 years in business and wish you comparable longevity!

The Marketing Minute
Marcia Yudkin
 Marketing Expert and Mentor
 Wed., August 10, 2011
<http://www.yudkin.com/markmin.htm>

Calendar of Events

- **Int'l Pool Spa Patio Expo**, Oct. 30 – Nov. 4, Mandalay Bay Convention Center, Las Vegas, NV, www.poolspatio.com.
- **BORD**, Nov. 5, Mandalay Bay Convention Center, Las Vegas, NV, www.IPSSA.com
- **Daylight Savings Time ends** – Nov. 6, set clocks back 1 hour. *Spring forward, fall back.*
- **Thanksgiving**, Thurs., Nov. 24.
- **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.
- **R7 22nd Annual Table Top**, Sat., Jan. 28, 2012, 2:00 – 6:00 p.m., Four Points Sheraton, 8110 Aero Dr., SD, www.region7tabletop.com
- **BORD**, Fri., Feb. 3, Hyatt Regency Newport Beach, Newport Beach, CA. info@IPSSA.com
- **IPSSA Leadership Seminar, Banquet**, Sat., Feb. 4, Hyatt Regency Newport Beach, Newport Beach, CA. info@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 • www.AplusNancyGill.com