



Region 7 Review

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

March 2012

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Asking is Powerful

If you live in the U.S., you wouldn't have been able to enter a supermarket last month without walking past a big red kettle and a person or two ringing bells for the Salvation Army. In an experiment spearheaded by Harvard student Hannah Trachtman for her senior thesis, Salvation Army ringers either said nothing as shoppers passed by or said, "Hi, how are you? Merry Christmas. Please give today."

When they asked, donations increased 75 percent.

This effect carries over to any kind of promotional piece, where even though it's implicit what you want readers to do, explicitly asking boosts action.

Often your call to action is "Buy now" or "Order now," but you could also be asking people to subscribe, donate, request or fill out something, tell their friends or call their representative.

Every page on your web site, every brochure, every postcard, every promotional email should clearly say what one action you want your customer to take next.

Ordinarily the call to action belongs at the end of a piece. If the piece or page is long, include it twice.

The Marketing Minute
Marcia Yudkin
Marketing Expert and Mentor
Wed., Jan. 25, 2012

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



Sean Byron awarded the B. K. Taylor Award

At its Sept. 28, 2011 meeting, R7 voted **Sean Byron**, Escondido chapter, as recipient of the annual B. K. Taylor Award for having contributed to the improvement of IPSSA and/or the pool service industry. Congratulations, Sean!

Shown here: **Chuck Gough**, outgoing R7 director, presents Sean Byron an inscribed plaque and a \$500 honorarium at the Feb. 15 Escondido chapter meeting.

Calendar of Events

- **National Drowning Prevention Symposium**, March 7-9, Hyatt Mission Bay, San Diego. www.ndpa.org
- **Daylight Savings Time** – Sun., March 11, set clocks forward 1 hour. *Spring forward, fall back.*
- **Western Pool and Spa Show**, March 15-17, Long Beach Convention Center, LB, CA. 800-787-7727, www.westernshow.com
- **R7 Board Meeting**, Wed., Mar. 28, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego. *Guest speaker: Ray Arouesty, Arrow Insurance Service.*
- **CPO Class**, March 29-30, SCP, 5648 Copley Dr., SD. www.anotherperfectpoolnews.com/cop
- **April POOLS Day**, Free Water Safety Event & Expo, Sat., April 7. Washington Park Pool, 501 N Rose St, Escondido – 9 a.m. – noon / Las Posas Pool, 1387 W Borden Rd, San Marcos – 1 p.m. – 4 p.m.
- **R7 Board Meeting**, Wed., June 27, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., SD.

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Region 7 Report Spring 2012 Edition

As you all know, this is my last report after doing this for two terms. Perhaps this is so late because I didn't want to do a last one. But all things must come to an end.

Congratulations to **Joe Lukacik**, your new Region 7 Representative. I have known Joe for many years and know his dedication to IPSSA. The Region will be in good hands.

I have enjoyed serving as your Region 7 Representative for the last four years and want to thank you all for your support during that time. It was not always easy. No Standing Rules, the financial mess, some missed communication, chapter late reporting issues and the always unpleasant task of having to deal with chapter/member disciplinary actions/appeals.

I want to especially thank **Nancy Gillespie** for all her help that goes far beyond taking minutes at our board meetings. This job would have been unbelievably difficult without her.

I should also like to thank **Peter Gozdeck** for his assistance in straightening out the financial mess and getting the board accounts into a better servicing bank.

Among board members I want to thank **Mark Curran** for his always insightful input when I needed help.

So much for the farewell,

REMEMBER, Region 7 Board meeting – March 28th, 7:00 PM,
SCP Conference Room

Remember, each chapter to have their president and an elected representative in attendance.