



Region 7 Review

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

April 2012

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IPSSA, INC. – REGION 7

Regular Board Meeting

Filippi's Pizza Grotto, SD, CA

Wed., March 28, 2012

Minutes

Attendance -- Joe Lukacik, R7 Dir., SD ECTy; Chuck Gough, past R7 Dir, Cls; Dan Ruiz, R7 Treas, SD ECTy; Peter Gozdeck, R7 Billing Agent; Dustin Moors, R7 Secy, Cls VP; David Talbot, Cls Pres; Matt Hughes, Esc Pres; Richard Burns, Esc VP; Daniel Carlson, N Cty Coastal Pres; Gabriel Clum, N Cty Coastal VP; Lance Clifton, Rancho Del Mar Pres; Jerry Billuni, Rancho Del Mar Treas; Michael Anderson, SD Pres; Mark T. Curran, past SD Pres; James Morketter, SD; A. J. Wilson (+3 guests), SD, Elite SDVOP Network; Geoff Matthews, SD ECTy Pres; Samantha Larimer, SD ECTy Secy; Mike McCortney, SD Metro Pres; Ryan Hazelton, SD Metro Treas; Capt. (ret) Jerry Yellin (+3 guests), Operation Warrior Wellness; Ray Arouesty, Arrow Insurance; Nancy Gillespie, Recording Secy.

Not Present/Represented – All chapters were represented.

Approval/Amendments to the Agenda – Agenda accepted as submitted.

Approval of Minutes – Motion by David Talbot, seconded Lance Clifton, and carried unanimously to approve the minutes of the Dec. 21, 2011 meeting as submitted.

Treasurer's Report – Dan Ruiz, R7 Treasurer, presented the financial report for this year as of March 15, 2012: General Fund \$2,120.94, Emergency Fund \$3,964.16, and Money Market \$7,142.71, for total current assets of \$13,227.81. Total income January 1 – March 15, 2012, including fines and dues, was \$904.00 and expenses (including donation) \$2,539.00. Total income for 2011, including fines and dues, was \$4,162.72 and expenses \$3,656.97, leaving net income of \$505.76. MSUC approve the Treasurer's Report as presented.

Chapter Reports

Carlsbad David Talbot: 1) Membership – one prospect. 2) Three new Chapter supporters. 3) Sick leave – member down for four weeks; it was the first sick route coverage to have no problems.

Escondido Matt Hughes: 1) Membership – one new member, one prospect, lost a few to retirement. 2) Two new Chapter supporters. 3) Building a website. 4) Charity – \$500 donated to SPEC in July, discussed SPEC alert.

N Cty Coastal Daniel Carlson: 1) Charity – \$200 to SPEC. 2) Membership – three prospects, one a builder; Carlson taking the contractors course. 3) Chapter supporters – distributing sign-up forms to vendors. 4) Will soon turn in Chapter Standing Rules.

Calendar of Events

- **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.
- **CPO Class**, May 24-25, SCP, 5648 Copley Dr., San Diego. www.anotherperfectpoolnews.com/cpo
- **R7 Board Meeting**, Wed., June 27, 7:00 p.m., *Location TBA*.
- **R7 Board Meeting**, Wed., Sept. 26, 7:00 p.m., *Location TBA*.
- **R7 Board Meeting**, Wed., Dec. 19, (one week earlier due to Christmas), 7:00 p.m., *Location TBA*.

Rancho Del Mar Lance Clifton: 1) Membership – no new members. 2) Leadership – lots of good information. 3) Chapter supporters – some vendors are expressing interest. 4) Business a bit slow at the end of the year.

SD Michael Anderson: 1) Membership steady at 100. 2) Peat Burke, long time chapter member and honorary member, passed away in February. A celebration of life was held at the last chapter meeting. 3) Newsletter now electronic only, at a savings of \$3,000 per year in printing and mailing costs. Eliminating printing and concern about number of pages enables chapter supporters to add info. 4) New chapter directory is out. It has listings of members and chapter supporters and is published every two years. 5) Charity – \$200 to

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SPEC. you Encourage your members to support SPEC Alert. 6) Sick leave – a) four sick since the first of the year. Everyone is back now, with successful sick coverage. b) will put blue and yellow cards online, as well as assign sick coverage online. A chapter in another region already does this, but their software is proprietary so they can't share.

SD E Cty Geoff Matthews: 1) Things going well. 2) **Mark Lane** of Pentair a recent guest speaker, gave a good talk.

SD Metro Mike McCortney: 1) Newsletter – working on replacing print copies with e-copies. 2) Sick leave – no members sick.

R7 Director's Report

1) Last B.O.R.D. meeting was February 3: a) Alternate director – we asked for a vote on allowing an alternate director. An alternate director can vote at board meetings and carry out the same functions in the event something should happen to the director, and a region does not lose its vote. The motion did not pass. We will try again at the May meeting. b) Committee heads were elected. **Lukacik** will be vice chair of the Entertainment/Trade Shows Committee. c) **Todd Starner** is on the expansion committee – his goal is that membership reach 4,000 this year.

2) Upcoming B.O.R.D. meetings: a) May – Monterey, b) August – San Diego. Encourage a great turnout of your chapter members.

3) New Chapter – Thank you for your suggestion to bring in another chapter by cutting a large chapter in half.

4) Western Pool and Spa Show was held this month at Long Beach Convention Center. IPSSA had a booth; fifty people asked about IPSSA.

Unfinished Business

1) Standing Rules – As reported earlier by **Daniel Carlson**, North County Coastal chapter will soon turn in Chapter Standing Rules.

2) 3 Step Billing – **Lukacik** stated that **Peter Gozdeck**, 3 Step Billing, has been billing agent for R7 for four years at no charge to the region. He is now proposing charging \$75 per month (\$225 per quarter) for his services as R7 billing agent. Gozdeck stated that it has been a pleasure knowing this group; he then left the room while discussion took place.

Lukacik said that Gozdeck has numerous duties, including billing chapters for dues and fines and double checking finances. When **Chuck Gough** became R7 Director four years ago, finances were a mess, with not even a check register, and **Ruiz** and Gozdeck got the region back in line.

Ruiz explained that he writes checks, and Gozdeck oversees and is a safety net for the region treasurer. Gozdeck can access the accounts online to review but does not have the capability to change anything. He stated that Gozdeck is worth the fee he is proposing.

The floor was opened for discussion. **Gough** pointed out that Gozdeck really helps keep things in order; in addition, he was instrumental in moving the accounts from Bank of American, which charged \$30 per month per account, to no-fee accounts at another bank. Our officers are volunteers; without Gozdeck, the treasurer would have to take on a huge amount of duties. **Curran** said that when **Gough** started his first term as director, finances were in chaos, in a shoebox; they are now in order, and we want to keep that going. **Ray Arouesty** pointed out that it is a cost of doing business – pay someone to safeguard your money. *Motion* was made by Mark Curran, seconded by David Talbot, and carried (one NO) to approve paying Peter Gozdeck \$75 per month (\$225 per quarter) for his services as R7 billing agent, with the money to be paid from Reserves, effective January 1, 2012.

3) Florida – As of February, Florida officially became a region, Region 11, with **Todd Starner** as region director. R11 is in the process of bringing in three new chapters.

New Business

1) Operation Warrior Wellness – a) **A. J. Wilson**, San Diego chapter member and Vice Chairman of Elite SDVOP Network (<http://www.elitesdvob.org/>),

applauds members for supporting SPEC, said he has held just about every office in IPSSA and stated that IPSSA is very beneficial. More recently, however, his focus has been on Elite, an organization of vets helping disabled vets. Vets give a blank check to our country. We devote our lives to make certain our country remains intact, yet our country is not taking care of our veterans. Donations to this worthy organization are welcomed.

b) Capt. (retired) **Jerry Yellin**, Co-chair of Operation Warrior Wellness (<http://www.operationwarriorwellness.org/>), was a fighter pilot in WWII, one of 16 million who fought, 10 percent of the population. He landed on Iwo Jima in 1945. When he returned home, he felt lost for 30 years due to post traumatic stress disorder (PTSD). **Yellin** learned transcendental meditation (TM) in 1975, and it helped him. He continued that our nation has now been fighting another war for 10 years, but one percent of the population has served – the rest have given up nothing. 500,000 Vietnam combat veterans have PTSD, and the government spends \$15 billion per year to treat. Operation Warrior Wellness can teach TM to returning soldiers for \$1,000 each. He concluded, "Stress is a virus of the human brain – help us take care of the vets in the San Diego area."

2) R7 Dues Increase – R7 dues are now \$1 per member per month, and **Lukacik** proposes raising them \$1 per member per month, which would double income from dues from about \$800 to \$1,600 per quarter, enough money to pay **Gozdeck** and support SPEC. He pointed out that R7 dues have not been raised since 1990. Expenses include Awards and Benevolence; Office/Postage; R7 Meetings expense; Professional Services; and Industry Support. **Nancy Gillespie**, who is recording secretary and news-

letter editor, has been invaluable. *Motion* made by **Dan Ruiz**, seconded by **Mark Curran**, and carried (NO **Matt Hughes**) to approve raising R7 dues \$1 per member per month.

3) **Ray Arouesty** is an attorney at law and president of Arrow Insurance, IPSSA's insurance provider since 1988. He said he started by writing coverage for tools and now covers: a) spills of hazardous materials and DE up to \$10,000, b) mold, c) inspections, d) life insurance of \$50,000, which replaces Benevolence Fund gifts of \$2,000. For some families, this is their only life insurance.

New coverage in the works: a) lost customer keys – up to \$5,000 for cost of rekeying, \$100 deductible, b) medical costs for accidents at customer sites (animal bites, cuts, etc.) – up to \$5,000 reimbursement per year, \$100 deductible, c) maintenance policy (like remodeling policy) for such things as cleaning up restrooms at a commercial site, \$24 per month, d) IPSSA Waiters Policy – a temporary, three-month policy until insurance kicks in.

Update, Rola Chem controllers – As you know from an article in the March 2012 issues of THE IPSSAN and R7 newsletter, there was a major lawsuit involving chemical burn injuries suffered by two spa bathers when a Rola Chem controller allegedly malfunctioned and discharged five gallons of liquid chlorine. The settlement and legal fees to defend our IPSSA member were close to \$500,000. Arouesty worked hard on this and met with the president of the manufacturing company and others, and Rola Chem agreed to replace their chem controllers that had failed, even if the unit was beyond the warranty period. In addition, Rola Chem had agreed to add IPSSA service techs as additional insured at no cost. Now all of that is off the table. The manufacturer sent a scathing letter and blames the pool guy. Arouesty does not know where we are going on this but of course will keep you posted. Inform your chapter members.

Other pool industry groups – You have probably received postcards from competing pool industry groups that also offer insurance coverage. However, they share coverage, whereas you in IPSSA have individual coverage. Yours is \$47 per month versus their \$70 per month but no dues. In addition, they have no checks and balances.

IPSSA Scholarship Fund was started with seed money at the 2000 Leadership Seminar. Arouesty is chair of the Fund. Scholarships are available in all swimming pool/spa service related areas, including business-related courses at local community colleges. Over 500 scholarships have been awarded since the fund started, and 45 scholarships just in January of this year. Arouesty strongly suggests you all get your contractors licenses.

IPSSA was established in 1988. **Lukacik** was on the very first board, and Arouesty guarantees that this term will be calmer. This is the largest pool industry organization in the U.S.

4) April Pools Day – **James Morketter**, SD chapter, took over the Water Safety Committee from **John Silcox**. April Pool Day kicks off Drowning Prevention Month in May. It is an annual, nation-wide event promoting water safety for children. San Diego County events – which include free swim lessons and swim, Swim with a Navy SEAL, water safety/CPR demonstrations – are sponsored by local Safe Kids Coalition, IPSSA, and Rady Children's Hospital and will be held throughout the county. These events will continue whether or not we participate. IPSSA will have booths at these events to promote water safety and IPSSA. Morketter is asking for help from the chapters; talk to your members. Help is particularly needed in South SD. Morketter said he likes to think that by promoting water safety, he does more than keep people's pools clean – he makes a difference in their lives.

5) SPEC, Labor Tax – **Lukacik** reported that two bills to charge tax on services are in a holding pattern. The

service industry has been targeted. Terry will keep us informed.

6) R7 Future Meeting Places – **Lukacik** reported that SCP San Diego has been nice enough to allow us use of their conference room for our quarterly meetings but can no longer do that, as they have to pay someone overtime to lock up the facility. **Curran** suggested paying an SCP person to reimburse them for overtime. Give **Lukacik** your suggestions for a new meeting place.

Good of the Order

1) Matching Funds of \$2,000 per year per region are available from IPSSA Inc. for worthy pool-related causes. Bring your request to the region; if approved, it will be forwarded to the B.O.R.D for approval. In the past only a few people have requested matching funds. Use it or lose it. Last year \$1,300.00 used, \$700.00 not used. At its December 12, 2012 meeting, R7 approved each chapter having a specific amount for six months. At the end of June, whatever is left would be available for whoever requests it. This will be on the agenda for further discussion at every quarterly meeting.

Adjournment

- 1) Next R7 meeting – Wednesday, June 20, 2012. Location TBA.
- 2) *Motion* by **Joe Lukacik**, seconded by **Chuck Gough** and carried unanimously to adjourn at 8:58 p.m.

Want to Get Paid? Set a Clear Policy

Collecting on overdue accounts can be a frustrating experience, especially in difficult financial times when every dollar counts. The first step to avoiding late payments is to set a standard payment policy with clear terms. Make sure your customers are aware of the policy before starting the work. Print the policy clearly on all paperwork (estimates and invoices) and be sure to include any fees associated with late payments.

<http://www.manta.com/small-business/Want-to-Get-Paid0412?referid=11485>

Mike Boehler interviews AJ Wilson, Vice Chair of Elite SDVOB

Mike Boehler interviews AJ Wilson, the Vice Chairman of the Elite Service Disabled Veteran Owned Business Network at the 2011 National Elite Service Disabled Veteran Owned Business Conference at the Doubletree Chicago.

AJ "visited" Vietnam 7 times starting in 1963. As A.J. describes, he couldn't get it right so he kept going back. A.J. had more tours in Vietnam than any other US citizen, which means he is one of the luckiest people that we at the Linked Local Network have ever met.

The Elite SDVOB Network is a national organization comprised of certified Service-Disabled Veteran-Owned Businesses whose headquarters is located in San Diego, CA. The Elite SDVOB Network is incorporated as a 501(c)19 organization.

"Mike, myself and the rest of the Linked Local Network are Honored to have met and spoken with A.J. We all wish to Thank A.J. and all of the Real American Heroes that we were lucky to meet and interview."

<http://www.youtube.com/watch?v=Nxznkqi7zEs>

<http://www.elitesdvo.org>

"Helping other vets help themselves"

Operation Warrior Wellness

Filmmaker David Lynch, top scientists, military leaders, and veterans to launch Operation Warrior Wellness in Los Angeles with a \$1 million grant to teach the simple, effortless, evidence-based Transcendental Meditation technique to 10,000 veterans and their families who suffer from the nightmare of post-traumatic stress (PTS).

<http://www.operationwarriorwellness.org/>



Marcia Yudkin

Let the Customer Decide

Every once in a while, every business receives a request that falls into the category of "too much trouble." It requires a tedious amount of customization, an extreme amount of handholding or outrageous travel costs.

Without much thought, the response goes out: Sorry, no.

If the foggy reasoning underlying that response were put into words, it would go: We'd have to charge so much for what they're requesting, no one would pay it.

Oh, really? Are you 100 percent sure?

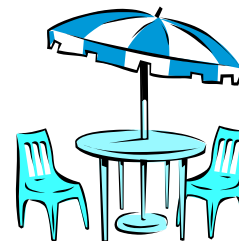
This half-conscious way of thinking represents preemptive decision-making. When you cut off an option without any discussion with the customer, you might be heading off income that was ready to fall into your lap.

Worse, you blind yourself to pricing or offerings for people willing to reward you regularly for all that trouble.

Don't decide what the extra work is or isn't worth to the customer. In a world of \$400 haircuts, triple rush charges and private concerts, you may be astonished what a few are willing to pay to fulfill their needs or wants.

The Marketing Minute
 Wednesday, April 11, 2012
 by Marcia Yudkin
 Marketing Expert and Mentor

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



Caring for Your Patio Furniture

It's time once again to shake off those winter blues and enjoy the outdoors. If your patio furniture has gotten a little grungy from exposure to the elements, you don't have to throw it away. Just because the vinyl is a little faded or the fabric is tattered doesn't mean you can't salvage it. Patio furniture can be refinished for much less than it may cost to replace it. Try these tips to get your outdoor tables and chairs looking good as new:

- Avoid using harsh cleaners or bleach on vinyl; instead, clean with a mild detergent and a soft rag.
- Once a year, check bolts to make sure that they are securely fastened.
- Try to keep wicker furniture in the shade as sun can make it dry and brittle. Clean wicker furniture with a toothbrush and wood soap.
- If aluminum furniture looks shabby, lightly sand it with steel wool or fine sandpaper, and then buff it with car polish to restore its luster.
- Keep your patio furniture clean throughout the summer by rinsing it weekly to remove dirt and chlorine, which can quickly deteriorate it.

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