



Region 7 Review

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

June 2012

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One in Ten - Amen!

"A lot of customers came to the bar. If one out of ten enjoyed the place and said he'd come again, that was enough. If one out of ten was a repeat customer, the business would survive. To put it the other way, it didn't matter if nine out of ten didn't like my bar. This realization lifted a weight off my shoulders.

"Still, I had to make sure that the one person who did like the place REALLY liked it. In order to make sure he did, I had to make my philosophy and stance clear-cut, and patiently maintain that stance no matter what."

So writes Haruki Murakami, one of my favorite novelists, about what he learned owning a jazz club in Tokyo for ten years.

A few things follow from his brilliant insight:

- * Don't be bland. Take a stand. Help folks understand what they'll experience differently doing business with you.
- * Let the 90 percent drift away. Serve your 10 percent to the best of your ability.
- * When you hear criticism about what you're not, smile.

The Marketing Minute
Marcia Yudkin, Marketing Expert and Mentor
Wed., December 7, 2011
<http://www.yudkin.com/markmin.htm>

Paddling into the record books

~ Tom Pflingsten

They're calling it the World's Largest Swimming Lesson, and when it comes to the James Stone Pool on Thursday, June 14, officials are hoping for dozens of local paddlers to help boost the event into the Guinness Book of World Records.

Ashley Nijinski, a pools manager for the Escondido Parks and Recreation Department, said on Monday that the free morning lesson is part of a worldwide effort to spread the word about pool safety.

"Drowning is the leading cause of accidental death for children 4 and under, so it's definitely an issue," said Nijinski, adding that Escondido hosts other events, like "April Pools Day," to educate families about the dangers of young children and backyard watering holes. "Part of the reason aquatics is such a big deal for (the city) is because we want to get the message out there."

She said last year's "Largest Swimming Lesson" drew about 20,000 participants, and that organizers have planned the event to happen simultaneously around the world. On the East Coast, for example, it will start at 11 a.m., while in North County, the swimming starts at 8 a.m.

"That way, everyone's doing it at the exact same time, and everyone has the exact same lesson plan," she said. "The goal is to beat last year's (event), so it looks like they're hoping to have 30,000."

The James Stone Pool is at 131 Woodward Ave., and Nijinski said check-in begins at 7:30 a.m. on the day of the event.

North County Times 5 June 2012: B5.

http://m.nctimes.com/news/local/columnists/pflingsten/pflingsten-escondido-girl-approaching-hundredth-home-depot-workshop/article_9d667146-a055-5d85-9a96-153f98629724.html

Calendar of Events

- **R7 Board Meeting**, Wed., June 27, 7:00 p.m., **Filippi's Pizza Grotto**, 5353 Kearny Villa Road, SD, 858-279-7240
- **CPO Class**, July 26-27, SCP, 5648 Copley Dr., SD. www.anotherperfectpoolnews.com/cpo
- **BORD**, Fri., August 4, Holiday Inn on the Bay, San Diego, CA. info@IPSSA.com
- **R7 Board Meeting**, Wed., Sept. 26, 7:00 p.m..
- **R7 Board Meeting**, Wed., Dec. 19, (one week earlier due to Christmas), 7:00 p.m..

Dog bit the pool guy

Blog -- Misha (my dog) bit the pool guy

http://www.forumsforums.com/3_9/sh_owthread.php?t=5355

Legal Rights of Dog Bite Victims in the USA

<http://dogbitelaw.com/legal-rights-of-dog-bite-victims-in-usa/legal-rights-of-dog-bite-victims-in-the-usa.html>

K-9 Swat Rod (Stop a dog attack before the bite)

<http://www.angelfire.com/ga3/galkie/swatrod.html>

"The Constitution only gives people the right to pursue happiness. You have to catch it yourself." ~ **Benjamin Franklin**

"If you see life as anything more than pure entertainment, you're missing the point." ~ **George Carlin**

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