



Region 7 Review

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

September 2012

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Always Measure Your Marketing

It's essential that you have a clear understanding of what works and what doesn't. The easiest way to figure this out is to ask where prospects heard about you. Then you can evaluate the cost of that channel vs. number of prospects reached.

<http://www.manta.com/video/The-Importance-of-Measuring-Your-Marketing-Activities-385841766?referid=10863>

Let Customers Do Your Marketing

Good customer feedback can be used to market your business. Every time you get good feedback, ask the client if you can use that feedback as a testimonial on your website, in leaflets and sales letters--anything you share with prospective clients.

http://www.manta.com/small-business/customer_feedback_pt10?referid=10866

Director's Notes

Region 7 Quarterly Report

Greetings to all:

Here is a scary thought – there are only 110 days until Christmas. Not something I looked up, but something my 8-year-old granddaughter told me.

Well, as you all know, this month's R7 meeting will be on Tuesday, Sept. 25 at Filippi's, 10330 Friars Road, at 7 p.m. I'm hoping all Presidents received my packet with the matching Grant and Terry Cowles award. **Nancy** also sent out the application for the B.K. Taylor award. Please, if you did not receive them, contact me A.S.A.P.

Everyone should have received the 2012-13 R7 budget. Peter and I spent quite some time preparing this. Hopefully it will be self explanatory. If there are any questions regarding the budget that I might be able to answer before the meeting, feel free to call me.

In closing, if you want anything on the agenda, please get it to me no later than Monday, Sept. 17.

See You All Soon.

Be Safe.

Joe Lukacik, R7 Director

Calendar of Events

- **R7 Board Meeting**, Wed., Sept. 26, 7:00 p.m. Filippi's Pizza Grotto, 10330 Friars Rd., SD. 619-281-3511.
- **Pool Industry Expo**, Sept. 27-29, Monterey, CA.
- **R7 Board Meeting**, Wed., Dec. 19, (one week earlier), 7:00 p.m.

Branding From Your Bones

On Food Network Star, 15 men and women have been duking it out in a fascinating competition to see who has both the cooking skill and on-camera charm to deserve their own culinary TV show.

Week after week, the network executives who judge the contestants emphasize that every bite they serve and every commentary of theirs to the camera must embody their distinctive point of view.

That's a colossal branding challenge, in addition to the nerve-rattling pressure of being timed while cooking and while presenting to the judges.

Two contestants who appeared to have a pulled-together look and cooking angle crumbled because they didn't seem to know why they'd chosen their image. It was an act, which fell apart under pressure.

The equivalent in business is staying aligned with a set of values, attitudes, and verbal and visual style. Like some companies, you could maintain that alignment through discipline and a detailed rulebook. It's far easier, though, when questions like these all point to the same answers: What do you stand for? How do you come across to customers? And who are you, really?

** The Marketing Minute **
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