



## Region 7 Review

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

January 2013

### IPSSA, Inc. Region 7

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#### Calendar of Events

- **R7 Board Meeting**, Mon., Jan. 14, 2013, 6:30 p.m., Filippi's Pizza Grotto (619-281-3511), 10330 Friars Rd., SD.
- **R7 23<sup>rd</sup> Annual Table Top**, Sat., Jan. 26, 9:00 – 4:00 p.m., Four Points Sheraton, 8110 Aero Dr., San Diego. For info, call **Jon McArthur**, 619-464-6400, [www.region7tabletop.com](http://www.region7tabletop.com)
- **IPSSA Annual Leadership Seminar/Banquet**, Sat., Feb. 2, Disney Paradise Pier Hotel, Anaheim. [www.info@IPSSA.com](http://www.info@IPSSA.com).
- **Western Pool and Spa Show**, Feb. 21 – 23, Long Beach Convention Center, Long Beach, CA. [www.westernshow.com](http://www.westernshow.com)
- **R7 Board Meeting**, Wed., Mar. 27, 7:00 p.m. (location to be determined).
- **R7 Board Meeting**, Wed., June 26, 7:00 p.m. (location TBD).
- **R7 Board Meeting**, Wed., Sept. 25, 7:00 p.m. (location TBD).
- **R7 Board Meeting**, Jan. 2014 (exact date TBD).

# Director's Notes

## Region 7 Quarterly Report

Greetings, and Happy belated New Year to all!

First off I would like to apologize for the ZERO notice of cancellation of the last meeting. I was literally on my way to the meeting when I received a call that my girlfriend had been in a car accident. A big thanks to **Nancy** for sending out a Code 3 alert to all.

Our next meeting Mon, Jan 14, 6:30 p.m. (changed from 7:00 for winter) at Filippi's on Friars Road. I will try to find a more central location for our North County chapters for future meetings. Nancy will be sending out the dates for the 2013 regional meetings; the Dec. meeting will be held in Jan 2014.

Next meeting we will be discussing ways to retain IPSSA members, as we are losing an average of 25 members a month. Not good.

**Reminder:** Table Top Jan. 26. Come one, come all.

To the chapters that utilized the matching fund grant, GREAT JOB! We need to look at the grants as free money to help the less fortunate.

See you Monday,

**JOE**, Region 7 Director

## U.S. Postal Service – New Prices for 2013

The price for First-Class Mail single-piece letters will increase by just a penny when prices change in Jan. The new 46 cent Forever stamps will allow customers to mail letters to any location in the United States. Forever stamps are always good for mailing a one-ounce letter anytime in the future regardless of price changes.

Highlights of the new single-piece First-Class Mail pricing, effective Jan. 27, 2013 include:

- Letters (1 oz.) — 1¢ increase to 46¢
- Letters additional ounces — unchanged at 20¢
- Letters to all international destinations (1 oz.) — \$1.10
- Postcards — 1¢ increase to 33¢

The Postal Regulatory Commission (PRC) will review the prices before they become effective Jan. 27, 2013. The new Mailing Service prices will be available at <http://pe.usps.com>.

[http://about.usps.com/news/national-releases/2012/pr12\\_114.htm](http://about.usps.com/news/national-releases/2012/pr12_114.htm)

**2013 Post Office Holidays:  
No Mail Delivery on Postal Holidays**

- Tues., Jan. 1 - New Year's Day
- Mon., Jan. 21 - Martin Luther King Jr's Birthday
- Mon., Feb. 18 - Washington's Birthday (President's Day)
- Mon., May 27 - Memorial Day
- Thurs., July 4 - Independence Day
- Mon., Sept. 2 - Labor Day
- Mon., Oct. 14 - Columbus Day
- Mon., Nov. 11 - Veterans Day
- Thurs., Nov. 28 - Thanksgiving Day
- Wed., Dec. 25 - Christmas Day
- Wed., Jan. 1, 2014 - New Year's Day

Sources: [www.usps.com](http://www.usps.com) ; [www.when-is.com](http://www.when-is.com)

## **Have a Plan for 2013 & Write It Down**

You don't need a new 50-page business plan. But you do need some clear, measurable goals with specific "actions" you need to take to achieve them. Written goals provide you with focus and clarity. So take the time to write down what you WANT (results or outcomes) and what you need to DO (actions) to make it happen this year.

[http://www.manta.com/small-business/build\\_profit\\_pt10?referid=11000](http://www.manta.com/small-business/build_profit_pt10?referid=11000)



## LIFE LESSONS OF THE DREAD PIRATE ROBERTS

There are quite a few things we can learn from the pirates of the 17<sup>th</sup> and 18<sup>th</sup> centuries. Like other organized criminals, pirates were consummate business people, whose taste for booty could only be satisfied by shrewd thinking and practical action. Here, then, are six things the **Dread Pirate Roberts** might tell you if you hired him as a business consultant for your firm, or a life coach.

### **1. Your reputation precedes you.**

*I know who you are — your cruelty reveals everything. You're the Dread Pirate Roberts; admit it.*

Today, your reputation spreads more easily and more quickly than ever before — imagine what pirates could have accomplished with a service like RateMyPirate.com! A reputation for being effective and without qualms about doing what's necessary can open a lot of doors.

### **2. Follow through on your promises.**

A reputation for blood-thirstiness did pirates no good if they weren't willing to actually *be* blood-thirsty when the occasion demanded.

Follow-through is crucial, for today's business person as well as for the pirates of old. If you make a promise, be prepared to keep it, even when it's impractical — or be prepared to pay the consequence as your reputation crumbles and more and more people feel comfortable challenging your word.

### **3. Distinguish yourself proudly.**

While pirates flew under all manner of flags, once the pursuit was under way they quickly ran up the Jolly Roger — the pirate's black flag adorned with images of death and terror. You would face hanging if you were captured sailing under the Jolly Roger. The high cost of hoisting the Jolly Roger made it uniquely pirates' own but was recouped many times over in booty taken with ease.

Do you have a marker of excellence that others can't afford? Producing a better product than anyone else, certification, high-value clients and endorsements — these things are expensive to acquire and maintain, so display them proudly as marks of your excellence — and avoid or minimize those marks that anyone can achieve.

#### **4. Be accountable.**

Captains were elected by popular acclaim. To hold onto his position – and often enough his life – a captain had to be fair and even-handed with his crew, and vicious and extravagant when the situation called for it. To maintain transparency, captains often slept alongside their crews, ate the same food, and maintained an open-door policy in their cabins. This openness was crucial to pirates' success.

Embracing the pirates' code of transparency can go a long way towards running a tight ship, free of morale problems and unproductive strife.

#### **5. Manage your personal brand.**

One of the most fearsome names in pirate history was **Blackbeard**. Blackbeard carefully cultivated his personal brand, braiding his long beard and hair to give himself a terrifying appearance, even to the point of working lit matches or fuses into his beard so that his head was wreathed in pungent smoke. No pirate's name was ever so feared.

In fact, so well did Blackbeard manage his brand that over the course of his career, he had not once been obligated to take a single life. Talk about faking it until you make it!

The secret of Blackbeard's success was his effective use of image and close attention to PR. His fearsome appearance, boasting, and determination put weight behind the pirate promise to give no quarter – so effectively that he was never called on to prove it. That's good branding!

#### **6. Don't be afraid to make enemies.**

Finally, the most successful pirates always made it clear who their enemies were. Captains pit themselves against all merchants under a particular country's or colony's flag, often in response to the hanging of their colleagues. Heavy-handed merchant captains were also targeted, with pirates often surveying the crew to determine how well they were treated and then torturing or killing their captain to punish wrongdoing.

These personal vendettas and rogue administrations of justice helped pirates by solidifying support for them among at least a significant minority of non-pirate seamen.

This is as true of business – and other realms – today as it was of piracy then. Taking a strong stand against something or someone may well solidify your opposition, but it also solidifies your own core of support.

#### **A pirate's life for you!**

Just keep in mind these lessons from the world of piracy and see where they take you. For now, let's say the black mask is *optional*.

Avast!

Excerpt from

<http://www.lifehack.org/articles/management/life-lessons-of-the-dread-pirate-roberts.html>



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