



# Region 7 Review

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

February 2013

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## Independent Pool and Spa Service Association, Inc.

### Mission

The Independent Pool and Spa Service Association, Inc. exists for the mutual professional benefit and growth of its members and for the continued improvement of the pool and spa industry.

### Code of Ethics

As a member of the Independent Pool and Spa Service Association, Inc., I will utilize my professional knowledge and skilled practical workmanship in providing quality customer service. To that end, it will be my responsibility to keep informed of developments in the pool and spa industry, including new techniques and product applications.

My second obligation will be to IPSSA members by giving them any professional assistance they need, including sick route coverage. In this endeavor, I shall respect their clientele and not encroach upon their routes.

My final responsibility will be to my community and its citizens. I will strive to communicate the necessity for pool safety and other issues of importance to pool and spa owners.

In these ways, I will promote the ideals and objectives of the Independent Pool and Spa Service Association, Inc.

<https://www.ipssa.com/>

## Director's Notes Region 7 Quarterly Report

Greetings, Region 7!

Western Show: Well, the Western Show has come and gone, but not without a winner from San Diego – Metro Chapter member **Albert Daugherty** won the grand prize, a 2013 Dodge Ram 2500 Truck. Congratulations, Albert, one special angel is looking over you!

The show was well attended with many great prizes won.

A big thanks to: Pentair, Hayward, Zodiac, U.S. Motors, Waterway, Unicel and anyone I may have forgotten. All the gifts went to the IPSSA booth for a silent auction. I am happy to say we raised almost \$2,500.00, up \$900.00 from last year. That \$2,500.00 will be split in half, with half going to the scholarship fund and half to SPEC.

Insurance: The medical of \$5,000.00 for route coverage has pretty much been voted on and finished in our region. Thank for your promptness.

Membership Growth: In speaking with other Region Directors, fast tracking has taken off pretty well in other regions. A comparison of IPSSA vs. ASAPP Insurance has been done; I will give a copy to each president to make copies and get the word out.

Just one comparison: we recently paid \$450,000.00 to an IPSSA member for a claim over a Rolla-Chem incident. Former IPSSA member turned ASAPP member, same exact claim at Hooters in Las Vegas, claim DENIED. *OUCH!*

Well, enough smut for this month.

Be Safe!

**JOE**, Region 7 Director

## Calendar of Events

- **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).

**IPSSA, INC. – REGION 7  
Regular Board Meeting  
Filippi's Pizza Grotto  
10330 Friars Rd, SD, CA  
Monday, January 14, 2013  
Minutes**

**Call to Order**: Called to order 6:31 p.m. This regular quarterly meeting of the IPSSA R7 Board was rescheduled from Dec. 19, 2012 to tonight due to a last-minute emergency.

### Welcome & Introductions

**Joe Lukacik**, R7 Director, SD ECty; **Dan Ruiz**, past R7 Treasurer, SD ECty; **Daniel Carlson**, R7 Treasurer, NCTy Coastal; **Peter Gozdeck**, R7 Billing Agent; **David Talbot**, Carlsbad Pres.; **Matt Hughes**, Escondido Pres.; **Gabriel Clum**, NCTy Coastal VP; **Lance Clifton**, Rancho Del Mar Pres.; **Michael Anderson**, San Diego Pres.; **Mark T Curran**, past San Diego Pres.; **Jon McArthur**, San Diego, Table Top;

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**Samantha Larimer**, SD E Cty Pres.; **James Henry**, SD E County; **Mike McCortney**, SD Metro Pres.; **Ryan Hazelton**, SD Metro Treas.; **Nancy Gillespie**, Recording Secretary.

### Not Present/Represented

All chapters were represented.

### Approval of Minutes

*Motion* by **David Talbot**, seconded by **Samantha Larimer**, and carried unanimously to approve the minutes of the Sept. 25, 2012 meeting as submitted.

### Treasurer's Report

**Dan Ruiz** has stepped down as R7 Treasurer; he had served as Treasurer from Jan. 2010 through Dec. 2012. The new R7 Treasurer is **Daniel Carlson**, President of North County Coastal chapter. Dan and Dan have already gone to the bank to sign new signature cards and consolidate accounts by closing the money market since it was making so little interest. Carlson has reviewed the financials.

**Peter Gozdeck** presented the financial report as of Dec. 31, 2012: General Fund has \$3,351.26, Emergency Fund \$2,464.16, and Money Market \$7,143.38, for total current assets of \$12,958.80. Total income Jan. 1 through Dec. 31, 2012, including dues, fines and interest, was \$5,646.73 and expenses \$7,568.68. *Motion* was approved to accept the Treasurer's Report as presented.

### Chapter Reports

Carlsbad **David Talbot**:

1) Christmas party was great. Donations were made to Toys for Tots. 2) Membership – lost two members for nonpayment. 3) Sick leave – **Dustin Moors** is doing better after recently losing his wife. **Jerry Bullard** had a serious electrical accident in the fall; he is now almost fully recovered, with no nerve damage. His new nickname is “Sparky”.

Escondido **Matt Hughes**:

1) Membership – several prospects attending meetings; one took the test but hasn't yet received the results yet. 2) Charity – donated \$2,800 plus \$631 in matching funds from IPSSA

Inc. to Semper Fi Fund to support wounded warriors. In addition, The Dave, Shelly, and Chainsaw Show on Jack 100.7 donated \$5,000 and mentioned IPSSA on air.

N County Coastal **Daniel Carlson**:

1) Christmas party and gift exchange was held in Dec. 2) Table Top will be held Jan. 26 and will count as a chapter meeting. Chapter saves \$600 by not having a meeting. 3) Membership – one new member from the **Nelson** clan.

Rancho Del Mar **Lance Clifton**:

1) Membership – lost one member last quarter, membership now 19. 2) Meeting location – lost venue in the Solana Beach/Del Mar area; will have a new location by tomorrow. 3) Sick leave – no members down.

San Diego **Michael Anderson**:

1) Christmas party was held in Dec. at Admiral Baker Golf Course. \$7,000 was donated to Operation Homefront from fundraising throughout the year plus Table Top, matching funds from IPSSA Inc., and unused matching funds from Region 4. 2) Membership – one prospect.

SD East County **Samantha Larimer**:

1) Membership – lost two members; one retired and one has changed to another career. **Geoff Matthews** moved to Tennessee to be with family. Chapter is being rebuilt.

SD Metro **Mike McCortney**:

1) Christmas party – Chapter got a wish list from Operation Homefront, bought gifts, and invited families from Operation Homefront to the chapter Christmas party. The party was awesome, and there was a full house. 2) Membership – three new members, one prospect. 3) Operation Ali – Dozens of East County businesses in the pool, masonry, roof, stone, and landscaping business are donating time, expertise, and materials to build a rehabilitation pool for Detective **Ali Perez**, who was nearly killed during a shootout with a suspected child molester in Lakeside in September. The pool is 65% completed. Project needs donations of cement and labor; **Gillespie** said she would post on Facebook.

### R7 Director's Report

1) Chapter meetings – **Lukacik** suggested that those going dark in Jan. for Table Top hold a quick meeting to review Treasurer's Report, etc.

2) Matching Funds – Kudos to all the chapters who took advantage of matching funds.

3) BORD – **Lukacik**: a) encouraged attendance at the IPSSA Annual Leadership Seminar and Banquet February 2. b) will run next year for Entertainment, Membership, and Benefits.

4) R7 meetings – the Dec. meetings are sometimes inconvenient because of holiday events and vacations. By *unanimous consent*, the Board approved scheduling the last quarter (December) R7 meetings in Jan.

### Old Business

1) Table Top will be held at the end of Jan. a) **Jon McArthur** advised that anyone wanting booth space should contact him, as many vendors show up the day of the show and want a booth. b) Volunteers are needed from each chapter for a few hours each; you will get a free breakfast if you do. To volunteer, call McArthur. c) By a quick poll, it was determined that three chapters count Table Top as a chapter meeting. McArthur suggested making Table Top a mandatory meeting.

### New Business

1) Growth – **Lukacik** said IPSSA is losing members at an average of 25 per month. Why? **Lukacik** got a list of the last 100 members who quit, followed up with 98 of them to find out why, and discovered the following: a) a lot are joining ASAPP, which in his opinion cannot compare with IPSSA. Some of the reasons given for switching: ASAPP aggressively looks for members, no meetings (they say we have taken “Independent” out of IPSSA). b) Retired – when asked if they encouraged the new owner of the business to join IPSSA, most indicated they did not. **Lukacik** will compile a report. The latest to be interested in joining IPSSA is the state of Tennessee, so he is going there

next month. Growth is part of the BORD Expansion Committee.

Feedback from tonight's attendees: a) Marketing – prospects do not know what we offer. Educate them. Promote in the media, as in *IPSSA is looking for a few new members who are professional*. b) Image – need to project professionalism. c) Sick leave is not an incentive for young guys to join, as they think they're indestructible. d) Education – more needs to be offered. Chapter meetings should be educational. e) Market to the public – educate the public as to what IPSSA is, that only those who pass rigid standards get to become IPSSA members; the public will then demand only IPSSA professionals.

Radio DJ **Chainsaw** talked about IPSSA every day for a week, but he did not even know what IPSSA is – promote it more next year. Educate the public on the importance of checking a trade person's credentials, such as contractors license, insurance, etc. f) Direct mail – **Gozdeck** suggested buying e-mail lists of pool owners and sending them blast e-mails with a link to IPSSA Inc., where they can take the chemistry test (and possibly find that they are undereducated); the IPSSA site would then provide a link to a local IPSSA member).g) Survey the public – take a quick door-to-door survey of homeowners, with questions such as how they choose a pool person.

Possibilities mentioned by **Lukacik**: a) budget money from IPSSA Inc. for PR. b) fast track new members, vote by the end of the month. c) Co-chairs – maybe allow volunteers to serve on IPSSA Inc. committees. d) Insurance – **Ray Arouesty** might get something in Pool & Spa News comparing the insurance benefits of IPSSA with other pool organizations.

### Adjournment

1) *MSUC*, adjourn 7:40 p.m. 2) Next R7 meeting – Wed., March 22, 2013, location to be determined.

Respectfully submitted,  
**Nancy Gillespie**, Recording Secretary

## Self Promotion – Tooting Your Own Horn

By *C.J. Hayden*

*"If he who has a thing to sell goes and whispers in a well, he won't be so apt to make the dollars as he who climbs a tree and hollers!" -- Anonymous*

Every day in your business, something happens that others should know about. You give exceptional service to a client; you reach out to a new type of customer; you demonstrate your expertise on an important topic. Yet most of the time, the only people aware of these significant events are the individual you are speaking with and you.

We might chuckle at artists or performers who are waiting to be "discovered," but sometimes business owners are just as guilty of hanging back when there's boasting to be done. Below are some examples of occasions for informing the media, your clients, referral partners, and very importantly, POTENTIAL clients that you have done something special:

- Winning an award or competition
- Being elected or appointed to office in a professional or civic organization
- Obtaining an important new client or contract
- Giving noteworthy service to an existing client
- Opening or relocating your office
- Expanding to serve a new market
- Offering a new product or service
- Launching a new or redesigned web site
- Publishing the first issue of a newsletter
- Reporting an invention or discovery
- Expressing a unique opinion on a topical subject
- Being selected to speak at a major conference
- Completing a survey or study
- Having an article, white paper, or book published
- Getting a mention in the news
- Landing an interview on radio, TV, or a live chat

When any one of these events occurs, notify all your clients, prospects, and referral partners by letter or e-mail. Include a copy of any item referenced in your letter, or let readers know where they can learn more. For example, if you will be speaking at a conference, mail a copy of the program, or mention the conference web site.

It gives you extra credibility if the event you're reporting is also acknowledged by someone else. When you give great service to a client, ask for a testimonial letter. Then include the letter in mailings and your marketing kit.

Many of these developments are newsworthy enough to inform the media. Write a news release describing what has occurred and your opinion about it. If you win an award, describe how it made you feel. If you are elected to office, outline your goals for the organization. Include in your release a brief paragraph about your background.

Send your news release to your own trade press and all your local media outlets. If you are nationally known already, include national outlets as well. Follow up with a phone call to offer additional information and find out if they plan to run the item.

When you do appear in the news, no matter how small the mention, capitalize on it. Unless you are on the cover of a major publication or featured on national TV, don't expect a lot of people to contact you as a result of your appearance alone.

In addition to reprinting articles about you or by you for everyone on your mailing list, keep them on hand. Include them in your marketing kit for prospective clients, speaking engagements, and future media opportunities. Use them as handouts at trade shows. Frame them and hang them on the wall of your office. Post links or entire articles on your web site.

When you land a radio, TV, or live chat interview, let everyone on your mailing list know when you will be on. You'll probably get more business

from telling people about it than you do from the program itself.

**About the Author:** *C.J. Hayden is the author of Get Clients NOW! Thousands of business owners and salespeople have used her simple sales and marketing system to double or triple their income. Get a free copy of "Five Secrets to Finding All the Clients You'll Ever Need" at <http://www.getclientsnow.com>.*

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## 50 Press Release Topics for Small Business Owners

By [Jessica Swanson](#)

Writing and publishing a press release is still one of the hottest Shoestring Marketing strategies around. Not only are press releases great for SEO purposes, they're also a quick and easy way for your prospects to find out about your small business products and services.

Best of all, you don't need "big news" in order to write a press release.

Your news just needs to be timely, interesting, useful or informative to your prospective clients and customers.

**So, if you're struggling with what news to deliver, here are 50 "out-of-the-box" topics for your next press release:**

1. Share why your small business is truly unique
2. Share your small business mission statement
3. Share a free "tip sheet" available at your website
4. Share a free "FAQ" sheet available at your website
5. Share a free "ebook" available at your website
6. Share a free "special report" available at your website
7. Announce that you are providing free "consultations"

8. Unveil a new or unusual use for your product
9. Reveal a fun contest you will be running
10. Reveal a sweepstakes that you will be promoting
11. Publish the results of a poll you created
12. Publish the results of a research study you conducted
13. Announce an upcoming tele-seminar you are hosting
14. Announce an upcoming webinar you are hosting
15. Announce an upcoming local workshop you are running
16. Announce a "lunch and learn" session you are running
17. Reveal how [your product or service] can solve \_\_\_\_\_
18. Reveal why [your product or service] will save your prospect *MONEY*
19. Reveal why [your product or service] will save your prospect *TIME*
20. Reveal why [your product or service] will make your prospect's *LIFE EASIER*
21. Share how [your product or service] will help your prospect *AVOID COMMON MISTAKES*
22. Create a "Top Ten Best Uses of Your Product or Service"
23. Publish a collection of testimonials from satisfied customers/clients
24. Share your customers' success stories
25. Take a stand on a controversial issue
26. Make a prediction
27. Identify a trend you are noticing within your industry
28. Debunk a common myth in your industry
29. Share an inspirational story related to your small business
30. Share a stirring story about overcoming an obstacle
31. Share a story about a customer who didn't use your product or service – and was very sorry!

32. Sponsor a local event and write about it
33. Share how your small business is taking major steps to "go green"
34. Create a fun and unusual reason to offer a discount on a product or service
35. Publish your work with a local charity
36. Establish a scholarship in the name of your small business
37. Piggy-back on a "hot-news" story
38. Create an award and give it away
39. Explain why you started your small business – the "human-interest" side of your biz
40. Tie your press release to a holiday
41. Create a fun and unique reason to have a **BIG SALE**
42. Interview a competitor and publish it
43. Create an extraordinary guarantee on your product or service and write about it
44. Debate the pros and cons of relevant research you've conducted in your industry
45. Answer the most common three questions prospects have about your product
46. Create a podcast and write about it
47. Share a free "PowerPoint" available at Slideshare
48. Share a free "video lesson" available on your YouTube channel
49. Share a successful blog post and ask for comments by directing prospects to the post
50. Do a press release interview swap – have a colleague interview you and publish it. Offer to interview your colleague for their own press release as well.

I hope that helps get your wheels turning on some possible topics for your next press release.

Article Source:

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