



# Region 7 Review

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

April 2013

## IPSSA, Inc. Region 7 Board Officers

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## "April Pools Day!"

April Pools Day provides a great opportunity to increase public awareness of drowning prevention.

This event encourages organizations to plan and conduct water safety awareness events during the month of April and continue throughout the season. Check your newspaper to find an event in your community.

<http://www.ci.san-marcos.ca.us/index.aspx?page=603>

Below is a list of the April Pools Day events that have not already occurred and still need IPSSA's presence. Included are phone numbers for the respective people to contact in order to coordinate setting up a booth for that particular event. Contact Amy at IPSSA (ASAP!) to obtain IPSSA coloring books, Water Watcher Tags, etc. to distribute at each booth.

### EVENTS:

#### April 13th

City of Chula Vista: (1pm-4pm)  
385 Park Way  
(619) 409-1986  
Contact: Elizabeth Kovar

Clairemont Boys/Girls Club (1pm-4pm)  
4635 Clairemont Mesa Blvd.  
*SD Chapter (James Morketter) covering this event*

#### April 20th

City of San Diego: (12pm--3pm)  
BUD KEARNS POOL  
2229 Morley Field Dr., (619) 692-4960  
Contact: Eileen Gianola

City of La Mesa: (12pm--3pm)  
La Mesa Municipal Pool  
5100 Memorial Dr  
*SD E. County Chapter covering this event*

#### April 27th

City of Santee: (9m-12pm)  
*Payan Pools of Metro Chapter covering this event*

San Dieguito (12pm-3pm)  
Boys and Girls Club  
533 Lomas Santa Fe Dr., Solana Beach  
(858) 755- 4904  
Contact: Andy Eaton

City of Coronado: (1pm-5pm)  
Coronado Aquatic Complex  
1845 Strand Way, (619) 522-2464  
Contact: Lori Stucki

Cameron Family YMCA  
10123 Riverwalk Dr.

When a Chapter volunteers to cover an event, please email Yosina Lissebeck ([YLissebeck@swsslaw.com](mailto:YLissebeck@swsslaw.com)) of SafeKids, so she will know where/when our IPSSA booths will be set.

**-Samantha Larimer**, President  
IPSSA East County SD Chapter  
**Samantha C. Larimer**  
**Weiser Pools, Inc.**  
**Ph: 619-440-2480**  
**Fx: 619-579-5396**

## Don't Forget the Press Release

Time-tested and a good SEO tool, press releases are a great way to inform your prospects about your small business' products and services. Don't feel like your press release topic has to be "big news." It should simply be timely, interesting, useful or informative to gain attention.

<http://www.manta.com/small-business/press-release-topics?referid=13989>

## Calendar of Events

- **R7 Board Meeting**, Wed., June 26, 7:00 p.m.
- **R7 Board Meeting**, Wed., Sept. 25, 7:00 p.m.
- **R7 Board Meeting**, Jan. 2014 (exact date TBD).

**IPSSA, INC. – REGION 7**  
**Regular Board Meeting**  
**Filippi's Pizza Grotto**  
**9969 Mira Mesa Blvd., SD, CA**  
**Wed., March 27, 2013**  
**Minutes**

**Call to Order** -- 7:06 p.m.

**Welcome & Introductions** –  
**Joe Lukacik**, R7 Director, SD E. Cty; **Daniel Carlson**, R7 Treas, NCTy Coastal; **Peter Gozdeck**, R7 Billing Agent; **David Talbot**, Carlsbad Pres; **Richard Burns**, Escondido VP; **Gabriel Clum**, NCTy Coastal VP; **Noel Factor**, Rancho Del Mar Pres; **Josh McKee**, Rancho Del Mar Treas;  
**Michael Anderson**, San Diego Pres; **Mark T Curran**, past SD Pres; **Samantha Larimer**, SD E Cty Pres; **James Henry**, SD E County; **Mike McCortney**, SD Metro Pres; **Ryan Hazelton**, SD Metro Treas; **Derek Dalto**, Sales Link Rep; **Nancy Gillespie**, Recording Sec'y.

**Not Present/Represented** – All chapters were represented.

**Approval of Minutes** – *Motion* was made by **Daniel Carlson**, seconded by **Ryan Hazelton**, and carried unanimously to approve the minutes of the January 14, 2013 meeting as submitted.

Editor/Publisher: **Nancy Gillespie**, *A+ Business Services*

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## Treasurer's Report

**Daniel Carlson**, R7 Treasurer, presented the financial report as of March 26, 2013. He explained that with **Gozdeck's** help he broke it down a bit. Money Market account was closed, as it was making little interest, and the money was moved to the Board account. The negative amount in Accounts Receivable is actually a good thing, as some dues were paid in advance. By moving to a different bank, bank charges were brought to zero. Account 6250, Awards & Benevolence includes the honorarium for **B. K. Taylor** Memorial Award. Account 6560, Industry Support, includes donations to SPEC, which R7 chose not to do this year.

General Fund has \$10,674.47, Emergency Fund \$2,464.16, and Money Market \$0.00, for total current assets of \$13,138.63. Total income January 1 through March 26, 2013, including dues, fines and interest, was \$1,571.53 and expenses \$1,361.70. The Board accepted the Treasurer's Report as presented.

## Chapter Reports

**Carlsbad David Talbot:** 1) Membership – a) An ASAPP member showed up at the last meeting; he had seen us at the Table Top Show. b) One member transferred to a chapter in Los Angeles. 2) Chapter meetings – Chapter was invited to PEP for its May meeting; chapter does not have to pay for meals when meeting at PEP.

**Escondido Rich Burns:** 1) Membership – one new member in February, another will join next month, one retired. 2) Chapter meetings alternate between different vendors each month and saves money on meals. 3) People are encouraged to refer to the chapter website at <http://escondidoipssa.com/>.

**N County Coastal Daniel Carlson:** 1) Chapter meetings – Last month's meeting was at Superior Vista. Having the chapter Christmas party left us in the hole financially, so chapter is having meetings at vendors' locations, which saves the chapter \$300 per month on meals. 2) Membership – one member is transferring from Orange County but will soon be called into the Reserves.

**Rancho Del Mar Josh McKee:** 1) **Lance Clifton** couldn't attend tonight's meeting, as his wife had a mild heart attack. 2) Chapter meetings – Meeting location has changed. 3) Chapter is making a bunch of changes.

**San Diego Michael Anderson:** 1) Chapter meetings – **Mark Curran** ran the last meeting, as Anderson was out of town. Guest speakers were **Derek Dalto**, Sales Link Rep, and AER Technologies (rebuilds circuit boards). He encourages you to have an AER rep at one of your meetings. 2) Membership – three prospects. 3) Chapter will *not* do fast tracking. 4) Chapter supporters – Chapter developed a feedback form that members can complete on supporters. Completed forms then go to supporters, with the contributor remaining anonymous. 5) Newsletter is now in e-mail format only. Because there is no longer a space limitation, there is more interest from chapter supporters.

**SD East County Samantha Larimer:**

1) Chapter is doing really well. 2) Membership – One new member, two potential, one reinstated, one retired. 3) Charity – Chapter is supporting a kids' organization.

**SD Metro Mike McCortney:** 1) Chapter meetings – Guest speaker at tomorrow's chapter meeting is a rep from Hayward. 2) Charity – Dozens of East County businesses in the pool, masonry, roof, stone, and landscaping business have donated time, expertise, and materials to renovate a rehabilitation pool for Detective **Ali Perez**, who was nearly killed during a shootout with a suspected child molester in Lakeside in September. **Javier Payan** is the administrator. This project, known as Operation Ali, is almost completed. Officer Perez basically got a brand new pool, and the deck was replaced. It turned out really well and all involved are very happy. The family is extremely grateful. The next project will be the pool at Ramona High School.

## Old Business

1) Fast tracking new members has taken off throughout IPSSA. IPSSA picked up six new members in February, compared to losing 25 members per month previously. It's not clear how much of that is due to fast tracking. Chapters and regions may set additional requirements for membership but not less than IPSSA's requirements.

2) Insurance – a) All of the chapter have made their final decisions regarding the \$5,000.00 medical, with three chapters voting no and four voting yes. b) **Lukacik** distributed a comparison of IPSSA coverage versus that for ASAPP.

## New Business

1) Guest speaker **Derek Dalto**, Sales Link Rep, demonstrated the PURa 4X robotic pool cleaner by aquabot. This is the last of American-made pool equipment. Contact Dalto for information on the purchase rebate to chapters, as well as the rebate on pumps.

The new variable speed pump will be on the SDG&E list. Sign up to get in the program.

Robotic plug and play cleaners – trying to reintroduce to Southern California. The technology is simple, costs 5¢ per day to operate, and does not tax the filtration system. It is not on the Internet, so you will not have to deal with that competition.

Products purchased over the Internet come with a one-year warranty; these products come with a two-year warranty.

**Lukacik** thanked **Dalto** for choosing IPSSA R7 for the test run of the Waterway 2013 Cash Back Program.

2) April Pools Day – **Samantha Larimer**, San Diego East County, announced that during the month of April public pools throughout the county will have water awareness programs. Several pools in North County need volunteers.

3) Advertising Update – **James Henry**, San Diego East County, spoke on advertising to get and retain members. He presented prices from Fox 5 and KUSI News. Funds or a portion of the cost could come from IPSSA Inc.'s new marketing department. He suggests that a group of IPSSA members get on a morning show. Do public service announcements on water safety to get the IPSSA name out. Marketing studies indicate that one needs to get one's name out five to seven times before it registers with the consumer's mind.

He asks that chapters email him some of the PR they have done in their chapters.

4) Letter to prospective members can be sent on IPSSA R7 letterhead greeting the prospect and outlining the benefits of IPSSA.

## Adjournment

1) *Motion* was made by **Samantha Larimer**, seconded by **Dave Talbot** and carried unanimously to adjourn the meeting at 8:20 p.m.

2) Next R7 mtg – Wed., June 26, 2013.