



# Region 7 Review

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

November 2013

## IPSSA, Inc. Region 7 Board Officers

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## Director's Notes Region 7 Quarterly Report

Greetings, All,

Sorry for the tardiness of this month's newsletter letter, but I have traveled eight of the last 17 days for IPSSA. Not complaining – just crazy busy.

At our last B.O R.D. meeting in Anaheim, we were told by **Ray** from Arrow Insurance that our premiums will be going up April 1, 2014. But dollar for dollar for dollar, it's still the best offered to the Industry. One of the main reasons for the increase this past year is that there have been a few multi-million-dollar claims paid out. And right now we're sitting on a \$4.5 million claim on a mansion that burned down.

This past year Region 4 Director **Jason Briggs** has been working

very hard on the new tri-fold comparing U. P.A., A.S.A.P.P., and IPSSA and showing why it is best to choose our organization.

I had the honor again of working at the Pool Expo (international show) this month. If you like above-ground pools and portable spas, then that show is for you.

**Butch Weiser** of the East County Chapter is the latest recipient of the **B.K Taylor Award**. Congratulations, Butch!

Recognition goes to San Diego, East County, and Metro chapters for taking advantage of the matching grant offered by IPSSA.

On Nov. 20 I was advised that East County chapter had a fundraiser and raised \$3,400.00 for their charity. Good job, **Samantha!**

Our next Region meeting will be Jan. 15, site to be determined, so stay tuned.

With the Holidays just around the corner, remember it's better to give than receive.

Sincerely,  
**Joe Lukacik**  
Region 7 Director

## Calendar of Events

- **BORD**, Sat., Nov. 2, Region 5, Sheraton Park Hotel at the Anaheim Resort, Anaheim, CA. [info@IPSSA.com](mailto:info@IPSSA.com)
- **Daylight Savings Time ends**, Sun., Nov. 3, set clocks **back** 1 hour. *Spring forward, fall back.*
- **Int'l Pool Spa Patio Expo**, Nov. 9-14, Mandalay Bay, Las Vegas, Nevada. [www.poolspapatio.com](http://www.poolspapatio.com)
- **CPO Class**, Nov. 14-15, Zodiac Pool System, 2620 Commerce Way, Vista, CA 92081. [www.anotherperfectpoolnews.com/cpo](http://www.anotherperfectpoolnews.com/cpo)
- **R7 Board Meeting**, Jan. 15, 2014 (site TBD).

## IPSSA, INC. – REGION 7

**Regular Board Meeting**  
**Marie Callendar's Restaurant**  
**11122 Rancho Carmel Dr., SD**  
**Wed., October 23, 2013**  
**Minutes**

**Call to Order** -- 7:00 p.m.

### Welcome & Introductions

**Joe Lukacik**, R7 Director, SD ECty;  
**Daniel Carlson**, R7 Treas, NCTy Coastal;  
**David Talbot**, Carlsbad Pres;  
**Matt Hughes**, Escondido Pres;  
**Gabriel Clum**, NCTy Coastal VP;  
**Lance Clifton**, Rancho Del Mar Pres;

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**Josh McKee**, Rancho Del Mar VP;  
**Michael Anderson**, San Diego Pres;  
**Mark T Curran**, past SD Pres;  
**Samantha Larimer**, SD E Cty Pres;  
**Mike McCortney**, SD Metro Pres;  
**Ryan Hazelton**, SD Metro Treas;  
**Nancy Gillespie**, Recording Sec'y.

### Not Present/Represented

All chapters were represented.

**Approval of Minutes** -- *Motion* by **David Talbot**, seconded by **Lance Clifton**, and carried unanimously to approve the minutes of the June 26, 2013 meeting as submitted.

**Treasurer's Report** -- **Daniel Carlson** presented the financial report as of Oct. 23, 2013: General Fund has \$10,814.85 and Emergency Fund \$2,464.16, for total current assets of \$13,279.01. Total income Jan. 1 - Oct. 23, 2013, including dues, fines and interest, was \$4,533.45 and expenses \$3,835.24. There were no fines and not much interest. The Board accepted the Treasurer's Report as presented.

### Chapter Reports

**Carlsbad David Talbot:** 1) Sick leave – two members down simultaneously, but they have small routes and their customers remain satisfied. 2) Chapter meetings – Aug. used to be dark but not anymore. At the Aug. 2013 meeting **John Rodriquez** of Hayward provided free training on Hayward products, including their newest variable speed pumps. 3) Charity – Kudos to SD chapter for supporting SD Jr. Lifeguard Assoc., a worthy organization. 5) Election – new Treasurer.

**Escondido Matt Hughes:** 1) Election – New Board officers are: **James Leisten**, President; **Loyal Johnson**, VP; **Darren Lyman**, Treasurer; and **Steve Naumann**, Sec'y. 2) Awards – **Suzi Wilson**, chapter Sec'y, received a plaque and \$250. 3) Membership – one member leaving because he did not want to do sick leave coverage.

**N County Coastal Daniel Carlson:** 1) Membership – three new members from another pool group. 2) Finances – chapter is in the black and looking for a venue to hold the Christmas

party. 3) Chapter meetings – October meeting was mandatory; there were no fines. 4) Sick leave – none. Only one sick leave that he can remember in the 10 years he has been with the chapter. 5) Election – same Board.

**Rancho Del Mar Lance Clifton:**

1) Election – New Board officers are: **Josh McKee**, President; **Wayne Maynard**, VP; **Martin Thompson**, Treasurer; and **Thomas Regalado**, Secretary. 2) Sick leave – none.

**San Diego Michael Anderson:**

1) Election – The recent election resulted in a whole new board, with **Austin Gardner** the new President. 2) Charity – Donated \$5,000 to San Diego Junior Lifeguard Association, with matching funds from other groups. Last year chapter provided \$1,500 for scholarships and swim lessons for low-income kids.

**SD East County Samantha Larimer:**

1) Election – **Tom Garrett** is the new VP, and there will probably be new committee chairs. 2) Charity – Chapter is sponsoring a family. We get to buy them stuff for Christmas. Chapter found a good program through the YMCA. 3) Membership – First person in their chapter on Fast Track passed. 4) Chapter meetings – Nov. meeting will be short, with chapter supporters being introduced. 5) Marketing – working on a promotion at Superior.

**SD Metro Mike McCortney:** 1) Sick leave – none. 2) Membership – one new member who finally passed the test. 3) Charity – Recent chapter auction of donated products raised \$5,300. Chapter will use the money to adopt military families through Operation Homefront for Christmas. 4) Election – will be held tomorrow to fill two Board positions.

### Old Business

1) Marketing – **Talbot** stated that ASAPP has flyers at pool supply houses – IPSSA should do that. **Lukacik** stated that the B.O.R.D. committee in charge of marketing is working on a tri-fold.

### New Business

1) B.K. Taylor Award – In 1995 IPSSA Region 7 initiated the Pool Technician of the Year Award. In 1997 the award was renamed the **B. K. Taylor Memorial Award** in honor of B.K. Taylor, a longtime outstanding member of the San Diego chapter who passed away on May 19, 1997. The award consists of an inscribed plaque and a \$500 honorarium. The award is presented at the recipient's chapter meeting by the seated Region Director. The recipient's resume will be forwarded to IPSSA for consideration for the **Terry Cowles Memorial Award**. The vote will be taken tonight on nominees. Nominees shall have contributed to the improvement of IPSSA and/or the pool service industry. Nominees were:

a) **Butch Weiser**, San Diego East County – member for over 25 years and one of the founding members of the East County chapter. Professionalism – Works to promote professionalism in our industry through strong ethics. Contributions – volunteered on the Board many times, including presiding as president. Promoted IPSSA to people new to the pool business. Has trained and brought in over 20 IPSSA members. Assists other members – a leader in the industry as one of the best repair techs. Shares his knowledge with all chapter members and other pool people. Tries taking the “mystery” out of the trade by educating those working in the field, even those outside of his own business. Contributions to community – very involved in the community and at his local church. Butch is a former Marine and Vietnam veteran. He is married to his wife **JoAnne** for nearly 40 years and raised five children – all of whom have become pool business owners.

b) **Mike Anderson**, San Diego chapter – in the swimming pool business for 20 years. Professionalism – strong work ethic, continuing education in the field, cooperates with other professionals. Contributions – involved in Water Safety Coalition,

chapter Entertainment Committee, R7 Picnic Committee. Started mentoring program. Mike did a wonderful job last year on Operation Homefront, in which San Diego chapter donated over \$7,000. Conceptualized IPSSA water safety promotion on radio; San Diego chapter spent some of its own money on that. Received the B. K. Taylor award at the chapter level. Assists other members by sharing his pool expertise. Contributions to community – participated in charitable chapter activities and water safety events. Sports coach.

Chapters voted by ballot. **Butch Weiser** of San Diego East County was selected as recipient of the 2013 B.K. Taylor Memorial Award.

2) Matching Grants -- IPSSA Inc. has a matching grant fund to assist individual regions and chapters for community involvement, safety programs, and promoting IPSSA to the public. The matching grant funds shall be allocated evenly by region (\$2,000 per region) in each given year. The B.O.R.D. will match, dollar for dollar, up to the budget amount once a matching grant is approved by the B.O.R.D. Three R7 chapters requested matching grants:

a) San Diego chapter – **Mike Anderson** requests funds to support San Diego Junior Lifeguard Association.

b) Metro chapter has been supporting Operation Homefront for five years by adopting military families for Christmas. They buy Christmas gifts from a list and give the families the gifts at the chapter Christmas party. Next year they want to double the contributions.

c) San Diego East County chapter – **Samantha Larimer** stated that this is the first time she knows of that the chapter has requested matching funds. Chapter is sponsoring military families from Camp Pendleton for Christmas. Chapter buys Christmas gifts, gives to YMCA for pickup, and the gifts are distributed to lower rank military families.

*Motion* by **Mark Curran**, seconded by **Lance Clifton**, and carried unani-

mously to divide the money equally, which would be \$666.66 each, as these are all worthy causes. **Lukacik** will present this to the B.O.R.D.

3) Nominations for R7 Director – *Motion* by **Mike Anderson** and seconded by **Samantha Larimer** to nominate **Mark Curran** as new R7 Director. Curran respectfully declined the nomination, as he thinks **Lukacik** is doing a terrific job and still has things he wishes to accomplish in the region. Curran would like to serve as R7 Director in the future. *Motion* by **Lance Clifton**, seconded by **Dave Talbot**, and carried unanimously to elect Joe Lukacik to a second term as R7 Director.

4) Nominations for R7 Treasurer – R7 Treasurer **Dan Carlson** is stepping down and needs a replacement as soon as possible. Carlson explained that the duties include writing checks to pay **Peter Gozdeck**, R7 Billing Agent, and **Nancy Gillespie**, Recording Secretary, as well as the quarterly R7 meetings. Gozdeck prepares the quarterly financial reports and bills chapters. *Motion* by **Lance Clifton**, seconded by **Samantha Larimer**, and carried unanimously to appoint **Josh McKee** as new R7 Treasurer, effective immediately.

5) Table Top – Annual Table Top will be held in January. **Larimer** suggested less sales promos, more general education.

6) Chapter Officers – After chapter elections, forward your lists of new chapter officers to **Nancy Gillespie**, who will update the Officers List for forwarding to R7 Board and Corporate.

**Good of the Order** --**Lance Clifton** requested that SDG&E give a class for certification at Table Top.

### Adjournment

1) *Motion* by **Samantha Larimer**, seconded by **Matt Hughes** and carried unanimously to adjourn the meeting at 7:50 p.m.

2) Next R7 meeting – January 2014, exact date TBD.

**Nancy Gillespie**, Recording Secretary

## Operation Homefront

Helping the Families of the Men and Women who Serve Our Country  
<http://homefrontsandiego.org/>

## Quotes – Giving Back

*You can have everything in life you want, if you will just help other people get what they want. ~ Zig Ziglar*

*Service to others is the rent you pay for your room here on earth.*

~ **Muhammad Ali**

## Priceless? Huh.

Often companies don't post prices because they customize the service to the customer's needs. What bugs me is where a service has a set price that's kept secret. When you inquire, a salesperson sends you through a carefully orchestrated series of steps. There might be an application to fill out or an interview to determine whether or not you are "qualified."

This places you in a one-down position, subject to the service provider's control yet under pressure to feel grateful when you finally learn the price and receive the opportunity to become a client.

Don't fall for the explanation that this is the best way to determine whether or not there's a fit. Hiding the price is manipulative, treating you like a sheep instead of an equal party to the transaction who deserves to make up your mind with full information. Instead, you can decide only inside their tunnel.

As a marketing tactic, holding back the price resembles describing a product only in a long video on which control buttons have been disabled. You can't skim or rewind. You can only watch passively - or quit.

The Marketing Minute

August 28, 2013

**Marcia Yudkin**

Marketing Expert and Mentor

<http://www.yudkin.com/markmin.htm>

**Happy Thanksgiving!**