



Region 7 Review

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

March 2014

IPSSA, Inc. Region 7 Board Officers

Joe Lukacik, Director 619-508-8587
wk 619-561-8587
joe.sunpools@yahoo.com

Josh McKee, Treasurer 858-337-4482
josh@makaiPools.com

Peter Gozdeck, R7 Billing 619-229-1845
cell 619-339-7622
Peter@3StepBilling.com

Dustin Moors, Secretary 760-509-6482
DMoors73@att.net

Director's Notes Region 7 Quarterly Report

Greetings, Region 7,

I'll start off with a big plug for the Western Pool and Spa Show. If you attended, you'll understand what I'm about to say. The busiest show I've been to in a very long time, bar none. Walking the show, being nosy, and looking in the classrooms. Many of the classes were standing room only. Most of my time was spent working the IPSSA booth – it took all three of us to keep up with the crowd. If that's any indication of 2014, bring it on.

As always there was a silent auction, with all proceeds this year going to CPSPA for the drought fund. Up for auction were five pool sweeps, filters, pumps – I could go on and on. As we know, those items didn't fall out of the sky, so a big *Thank-You* to Pentair, Hayward, Jandy and many, many more that donated! This year's auction raised almost \$3,000.00.

Joey Chavez from Blue Moon Pool Plastering will be guest speaker at our next R7 meeting. His topic will be Pool Forensics. As we all know, since wheels were square there has always been finger pointing back and forth between Pool man and Plasterer. Hopefully, the upcoming class will shed some light on this ongoing problem. It's my understanding that there will be two

classes – one down south and one up north.

Last Tuesday I attended the East County chapter meeting. It was an honor to present **Butch Weiser** with last year's B.K. Taylor award. So that being said, new Presidents, step up and find someone to represent your chapter.

Until next Wednesday, be safe and see you soon.

Joe Lukacik
Region 7 Director

Complaints Fuel Clarity

Every business gets complaints. These days, some are public and some stay private. Some complaints indicate things that shouldn't have happened and that you need to take steps about, so they won't happen again.

Other complaints, however, simply voice opinions or preferences. Your appropriate response to such comments is to tweak your marketing copy so people who might share that complaint get your positive view of that feature. If they can't agree with you, at least they understand what to expect.

Take this complaint, for example, about the parking arrangements for an inn: "It's ridiculous to have to hike to get your car in the parking garage." Don't argue - simply add this to your site: "In our garage, your car stays sheltered from the hot sun in summer and from snow or hail in winter."

To a complaint of a store's "unfriendly checkout clerks," tout your "fast, focused checkout workers who are rewarded for their accuracy."

You view makes future complainers think twice and preps customers to enjoy what they will experience. That way, everyone wins.

The Marketing Minute
Marcia Yudkin, Marketing Expert, Mentor
Wed., Feb. 26, 2014
<http://www.yudkin.com/markmin.htm>

Calendar of Events

- **CPO Class**, March 6-7, Zodiac, 2620 Commerce Way, Vista, CA 92081-8438.
www.anotherperfectpoolnews.com/cpo
- **Western Pool & Spa Show**, Long Beach Convention Center, Long Beach, CA, March 13-15, www.westernshow.com
- **R7 Board Mtg**, Wed., March 26, 7:00 p.m., Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, San Diego. Guest speaker **Joey Chavez**, Blue Moon Pools, Inc.
- **BORD**, Sat., April 26, Region 12, Embassy Suites Airport North, Dallas, TX. info@IPSSA.com
- **Pool Forensics Class**, Tues., May 6, 4:00 – 7:00 p.m., Superior/National Pool Tile, 1973 Friendship Dr., El Cajon, CA 92020. Led by **Greg Garrett**, National Plasterers Council. RSVP Blue Moon, 619-258-7556, info@bluemoonpool.com
- **R7 Board Mtg**, Wed., June 25, 7:00 p.m., Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, San Diego.
- **R7 Board Mtg**, Wed., Sept. 24, 7:00 p.m., Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, San Diego.

He who learns but does not think, is lost! He who thinks but does not learn is in great danger. ~ **Confucius**

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

P.O. Box 192, Vista, CA 92085-0192 • 760-945-6667 • nancyJG5@cox.net