



Region 7 Review

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

July 2014

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Director's Notes Region 7 Quarterly Report

Greetings, Region 7,

Counter mats -- After talking with **Kirk** from Meacor Signs and much consideration, I've decided not to put a local phone number on IPSSA counter mats. The cost was too much. So that also takes care of the phone idea. It is my understanding that the signs will be available through IPSSA after the next BORD meeting in August.

By-Laws -- I know a few chapters are awaiting the results of the By-Law changes. Last week I had a 2½-hour conference call to review all the changes. These changes will go to the BORD for approval at the next meeting. Next BORD meeting is August 2.

B.K. Taylor award -- At our next R7 meeting, we will be voting on the B.K. Taylor award. So please, chapters, find a deserving person in your chapter. Last year there were only two nominees. Very sad. Let's do better. The winner will be eligible for the **Terry Cowles Memorial Award**.

Membership Drive -- Remember the competition has started nationwide for the chapters that bring in the most new members.

Table Top -- Region 7 Table Top will be celebrating its 25th anniversary. **Jon MacArthur** has asked for any ideas that might help this Table Top be one to remember. Also, **John Silcox** sent out an e-mail a few weeks ago asking chapter presidents for their assistance with volunteers. Please let John know ASAP if you can assist.

So in closing, don't forget -- lots of water and sunscreen, and be safe.

Joe, Region 7 Director

IPSSA, INC. – REGION 7 Regular Board Meeting Marie Callendar's Restaurant 11122 Rancho Carmel Dr, SD, CA Wed., June 25, 2014 Minutes

I. Call to Order -- The regular quarterly meeting of the IPSSA R7 Board was called to order at 7:00 p.m.

Welcome & Introductions

Joe Lukacik, R7 Director, SD E Cty.; **Josh McKee**, R7 Treas, Rancho Del Mar Pres.; **David Talbot**, Carlsbad Pres; **James Leisten**, Esc Pres; **Loyal Johnson**, Esc VP; **Daniel Carlson**, N Cty Coastal Pres; **Gabriel Clum**, N Cty Coastal VP; **Austin Gardiner**, SD Pres; **George Ludwig**, SD Secy; **Samantha Larimer**, SD E Cty Pres; **Mike McCourtney**, SD Metro Pres; **Charles Rollo**, SD Metro VP; **Nancy Gillespie**, Recording Secretary.

Not Present/Represented

All chapters were represented.

II. Approval of Minutes

By unanimous consent, the Board approved the minutes of the March 26, 2014 meeting.

III. Treasurer's Report

The financial report as of May 31, 2014: General Fund \$10,936.46 and

Emergency Fund \$2,464.16, for total current assets of \$13,400.62. Total income January 1 through May 31, 2014, including dues and fines, was \$2,780.50 and expenses \$1,960.41. The Board accepted the Treasurer's Report as presented. R7 is solvent.

IV. Chapter Reports

Carlsbad David Talbot: 1) Members burned out due to summer workload.

Escondido James Leisten: 1) Membership – chapter not doing that well. Some members are leaving because of the price of membership. 2) Sick leave – one member down for five months. 3) Charity – Chapter donated \$2,500 to plasterer **Dave Roberts**, age 60-something, who lost his house, truck, tools in the recent San Marcos fires. Goal is to raise \$10,000; some pool supply houses will help, as well as other chapters.

N County Coastal Daniel Carlson: 1) Picnic will be held in August.

Rancho Del Mar Joshua McKee: 1) Membership – one new member, was previously a teacher.

San Diego Austin Gardiner: 1) Membership – one new member. 2) Sick leave – lost a few members to sick leave policy; committee is reviewing the rules.

SD East County Samantha Larimer: 1) Membership – chapter held a membership drive at Superior, got three new members.

SD Metro Mike McCourtney: 1) Membership – a few prospects. 2) Charity – chapter will raise more money for charities such as Operation Homefront.

V. Old Business – none

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VI. New Business

A. Watershed Protection Ordinance (taken out of order) – **Sam E. Weiser**, East County President, announced that a WPO representative spoke at her chapter two months ago. The County of San Diego is developing new and updated Urban Runoff Management Programs. WPO plans to make one county ordinance for all to follow, instead of different restrictions for different cities and locales. She suggested to them that they get feedback from those experienced in water – IPSSA members. IPSSA can basically form its own lobby by gathering feedback. Send your feedback to Sam.

B. Wraparound signs – Pentair has offered to do signs. Hayward has now made the same offer. E-mail **Lukacik** if you want a sign.

C. IPSSA article – **Mike Alessandri**, Regional Manager of PoolCorp, says that PoolCorp will do an article, “Why Hire an IPSSA Member?”

D. Signage – At the March 26, 2014 meeting, R7 approved getting six 3x5 signs made. Each will have a pocket in the bottom left corner to hold the “12 Questions” handout and a pocket in the bottom right corner for the “Why IPSSA?” brochure. Meacor Signs will do one sign for each chapter to display at supply houses. **Lukacik** will call the chapters when the signs are ready.

E. Region phone – **Lukacik** suggested that when a member of the public visits the IPSSA Inc. website, they may get lost in the shuffle. He proposed getting a cell phone for R7 with a separate phone number. That phone number will be published on promotional materials. Whoever is R7 director will use it to field inquiries from the public. When region director’s term of office is over, the phone will be turned over to the new director. *Motion* was made by **Sam Weiser**, seconded by **James Leisten**, and carried unanimously to approve the purchase and monthly service agreement of a phone for R7.

F. Counter mats – For 18 months IPSSA Inc. has been discussing purchasing counter mats at a cost of about \$6 each, but no decisions were made. Possibly because of lack of publicity, R7 lost 15 members last year. *Motion* was made by **Sam Weiser**, seconded by **Austin Gardiner**, and carried unanimously to approve purchasing counter mats at the same price that was offered to IPSSA Inc., with IPSSA Inc. to reimburse R7; the mats will be distributed to supply houses.

G. Sick Leave Coverage policies – Some chapters are experiencing discord over Sick Leave Coverage. It was suggested that newer members have not established relationships and camaraderie and therefore are not willing to provide sick route coverage, and they don’t understand the concept of sick route coverage. In addition, some chapters cover a large geographical area, and covering a pool entails traveling 90 miles round trip. Suggestions included having a time limit on sick coverage and swapping accounts with a chapter that is geographically closer.

As requested, each chapter brought a copy of their sick route policy to the meeting for review. Sick coverage will be discussed more at future meetings.

IPSSA Inc.’s bylaws are online for reference; they will be revised in August. Each chapter can do more than IPSSA Inc.’s bylaws specify, but not less.

H. IPSSA Inc. Chapter Membership Drive is July 1 through December 31, 2014. A chapter must be an approved chapter as of July 1 and bring in a minimum of five members to be entered into the contest. New and reinstated members only; transfer and employ members do not qualify. In the case of a tie, the prizes will be combined and awarded. Prizes will go to the winning chapters and not individuals. 1st place – \$3,000; 2nd place – \$2,000; 3rd place – \$1,000.

I. Census Report – **Lukacik** asked that Board members review the R7 2013-14 Census Report.

J. Insurance – Be sure to designate a beneficiary on your IPSSA life insurance policy. Contact financial office for a Beneficiary Designation Form. Some are under the mistaken idea that if they do not designate a beneficiary, benefits will automatically go to their spouse. Not true. Instead, you lose control of who receives your benefits, and the payment of funds could be delayed.

When a new member joins your chapter, have them contact **Ray Arouesty** for immediate coverage at a cost of \$10 per month more until they become permanent members.

K. Jim Bauer – San Diego chapter member **Jim Bauer** was in the Great Pacific Race from Monterey Bay to Hawaii. Jim was in intense seas Sunday, June 22 at approximately 3 a.m. about 50 miles west of Morro Bay with his boat capsizing a few times. Jim was rescued by the US Coast Guard via helicopter and transported to a hospital where he is in good condition, but had been battered a bit from the experience. We’re glad Jim is OK and proud of his participation in this intense event. Thirteen boats starts; seven are left.

VII. Adjournment

A. *Motion* was made by **James Leisten**, seconded by **David Talbot**, and carried unanimously to adjourn the meeting at 7:45 p.m.

B. Next R7 meeting – Wed., 9/24/14.

Respectfully submitted,
Nancy Gillespie, Recording Secretary

Calendar of Events

- **BORD**, Sat., Aug. 2, Region 6, Mission Inn, Riverside, CA. info@IPSSA.com
- **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.

Jim Bauer is rescued as his boat takes on water

----- Original Message -----

Sent: Tues., June 24, 2014 6:56 PM

Subject: Jim Bauer is rescued as his boat takes on water

Dear Members and Chapter Supporters:

As you know, Chapter member **Jim Bauer** was in the Great Pacific Race from Monterey Bay to Hawaii. Jim was in intense seas Sunday at approximately 3 a.m. about 50 miles west of Morro Bay with his boat capsizing a few times. Jim was rescued by the US Coast Guard via helicopter and transported to a hospital where he is in good condition, but had been battered a bit from the experience. We're glad Jim is OK and proud of his participation in this intense event.

Another boat in the race was also rescued in heavy seas as it was taking on water.

Here are links to news on Jim's adventure.

<http://greatpacificrace.com/crew/jim-bauers-row-hope/>

<http://www.jbrows.com/>

http://www.montereyherald.com/news/ci_26019277/great-pacific-race-problems-two-boats-rescued

<http://abc7news.com/132981/>

<http://www.grindtv.com/outdoor/excursions/post/rowers-rescued-rough-seas-coast-guard/>

Jim's Facebook Page.

<https://www.facebook.com/jim.bauer.10004>

Paul Grimes

Website Chair, IPSSA SD chapter

The fishermen know that the sea is dangerous and the storm terrible, but they have never found these dangers sufficient reason for remaining ashore.

~ **Vincent Van Gogh**

<http://www.brainyquote.com/quotes/keywords/storm.html#FwKUEW5aK2iMreme.99>

California Drought

This article was in my Sunday paper. Title was *Swimming Pool Guilt?* The writer did talk with **John Norwood**, and CPSA was given credit as a source for the article. I also talked with the writer. ~ **Terry Snow**, Region 3

Should California do away with swimming pools during the drought?

July 18, 2014 by [Steve Scauzillo](#)

The California Urban Water Conservation Council in a 1999 study concluded that for 194 homes with swimming pools, the addition of a swimming pool increased demand for water between 22 to 25 percent. Adding an automatic sprinkler system for a lawn increased demand between 54.9 to 60.6 percent.

However, the same study concluded pools use about as much water per square foot as irrigated lawns. Getting rid of grass for a pool maintained with best practices can save water in the long run, said **Penny Falcon** of the Los Angeles Department of Water and Power.

Evaporation from green grass and from pools amounts to 55 inches per year in the Inland Empire, said **Celeste Cantu**, general manager of the Santa Ana Watershed Project Authority.

But a pool cover can stop 90 percent of evaporation, **Norwood** said. So-called bubble covers cost about \$200, he said.

See the whole story:

<http://www.cadrought.com/california-away-swimming-pools-drought/>

Center for Watershed Protection

"Your first source for best practices in stormwater and watershed management"
<http://cwp.org/>

County of San Diego's Watershed Protection Ordinance and Standards Manual (Revised May, 2013)

<http://www.sdcountry.ca.gov/dpw/watersheds/ordinance.html>

Network Your Way to the Top

Trade shows for business owners are on the rise again--making their way back into small business fashion, if you will. Whether you're just starting out or looking for a few new ideas, trade shows can help you snazz things up, and find new connections in your industry. Doing a walk-through of other businesses' booths can help you glean new and stylish ideas, and offer takeaways that will challenge what you're doing, and help you get your marketing looking its best!

Mon., 07/21/2014

http://www.manta.com/small-business-tips/network-your-way-to-the-top/?su=MT1000329784&utm_medium=Email_Marketing&utm_source=Newsletter&utm_campaign=TOTD&utm_content=TOTD_Without_Columns_Send_A

The Ugly Truth about this Pool Service Business

~ by [Brett Abbott](#), August 17, 2010

As if you don't have enough to worry about already, with rising costs, a shrinking economy, licensing stings, and unwarranted complaints at the BBB... now you've got a marketing guy talking about "the ugly truth" of the pool service business. Well, don't panic. There is an ugly truth, but I'm going to tell you how you can **leverage it to your own benefit**.

See the rest of the article:

<http://www.poolgeniusnetwork.com/profiles/blogs/the-ugly-truth-about-this-pool>

For more articles on marketing your pool service or pool construction business, go to www.mymaustin.com/newsletters.