



# Region 7 Review

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

August 2014

## IPSSA, Inc. Region 7 Board Officers

**Joe Lukacik**, Director 619-508-8587  
wk 619-561-8587  
[joe.sunpools@yahoo.com](mailto:joe.sunpools@yahoo.com)

**Josh McKee**, Treasurer 858-337-4482  
[josh@makaiPools.com](mailto:josh@makaiPools.com)

**Peter Gozdeck**, R7 Billing 619-229-1845  
cell 619-339-7622  
[Peter@3StepBilling.com](mailto:Peter@3StepBilling.com)

**Dustin Moors**, Secretary 760-509-6482  
[DMoors73@att.net](mailto:DMoors73@att.net)

## Director's Notes Region 7 Quarterly Report

Greetings, Region 7,

Well, three more months and we will be putting on our parkas. I've said it once and I'm sure I'll say it a few more times before my term is up -- what a great region we have! You Presidents have made my job very simple for me. No sick route problems, no law suits, no throwing punches at meetings, no chapter abusing IPSSA funds.

Wish I was kidding, but this is happening in other regions. Very sad. This organization was built on sick route coverage. And when I attend the BORD meetings, I'm just amazed of all the problems with sick route. Again, not Region 7.

We all knew it was coming, and it has arrived with vengeance. Yup, the water shortage. Here in the East County, Padre and Lakeside are on a stage 2 alert. Put your seat belts on, because it's going to get worse before it gets better.

Two weeks ago I attended the BORD meeting in Riverside -- what a wonderful place to be in August. :( The BORD's Bylaw Committee and IPSSA attorney have been working hard on the bylaw changes, which hopefully should be out to the chapters within the next couple of months.

At our next R7 meeting we will be voting on the B.K. Taylor award. So please bring your nominations to that meeting. I know every chapter has at least one deserving member to be nominated. We will also be discussing Matching Grants. Sue in the financial office will e-mail you a form if needed. Since I will be attending the PIE show in Sept., our meeting has been moved from Sept. 25 to Tues., **Oct. 14** at Marie Callendar's in Carmel Ranch. I ask that if you have anything for the agenda, it must be sent to me no later than Sept. 30. So until then, be safe and keep hydrated!

Regards,  
**Joe**, Region 7 Director

## Calendar of Events

- **BORD**, Sat., Aug. 2, Region 6, Mission Inn, Riverside, CA. [info@IPSSA.com](mailto:info@IPSSA.com)
- **R7 Board Mtg**, Tues., **Oct. 14**, 7:00 p.m., Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, San Diego.
- **Pool Industry Expo (PIE)**, 9/24 - 9/27, Monterey Conference Center, Monterey CA. 650-323-7743, [www.poolindustryexpo.com](http://www.poolindustryexpo.com)

## The Long Horizon

In today's "get instant results" society, we don't often see people talking about how to build a business that lasts beyond the 15 years that, according to Professor **Richard Foster** of Yale University, is now the average longevity of companies listed in the S&P 500.

In my 34<sup>th</sup> year of living by my wits, I have a few tips for long-term vitality.

\* With customers, go deeper than what they ask for by giving them the quality they don't know how to demand.

\* Be known for something. Even as my services have changed over time, my core offerings have been clear thinking and lively communication.

\* Don't compromise your principles. Despite companies rushing off to the dark side, you don't have to go there.

\* Avoid arrogance. Keep a personal touch with clients, and remember that your success is always, always in their hands.

\* Create alliances with like-minded peers. Instead of viewing them as competitors, give them a boost and get a boost back later.

\* Change with the times -- but not too much. Evolve, rather than follow fads.

\* Prevent "feast or famine" by keeping marketing going steadily, come what may.

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The Marketing Minute  
by **Marcia Yudkin**  
Marketing Expert and Mentor  
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<http://www.yudkin.com/markmin.htm>

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

P.O. Box 192, Vista, CA 92085-0192 • 760-945-6667 • [nancyJG5@cox.net](mailto:nancyJG5@cox.net)