



Region 7 Review

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

September 2014

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Director's Notes Region 7 Quarterly Report

Greetings, Region 7,

Well, looks like the heat has headed east.

Our R7 meeting will October 14 at Marie Callendar's, Rancho Carmel Road. I'm sure you have all reviewed the changes to the sick route coverage. I've only received one call, so I see no need to discuss at the upcoming meeting. We will vote on the **B.K. Taylor** award and also will finalize matching grants. So please come prepared.

Sick route coverage is still the headlines for IPSSA, from the West Coast to the East Coast. Seems like what IPSSA was founded on is not so popular with some members. I know you as presidents and me as director are sick of the complaints. Simple solution – it's time to bite the bullet and tell those members that there are other organizations that are anxious to have them as members.

Ray Arouesty from Arrow Insurance Service has notified us that IPSSA just paid out the second largest claim –\$750,000. Again, plain ignorance on the part of the service tech. Burned out light in a commercial pool. Infant child drowned at dusk. I would hate to have that on my conscience for the rest of my life. We as leaders cannot preach enough education to our members.

I will be attending the PIE Show and working the IPSSA booth and will give an update at the region meeting.

If there is anything you would like on the agenda, please notify me no later than Friday, October 3.

So until we meet in a few weeks – be safe!

Joe
Region 7 Director

Calendar of Events

- **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
- **BORD**, Sat., Nov. 1, Region 3, location TBD. info@IPSSA.com

How Can They Not Care?

If you've ever wailed to a confidante about customers' lack of interest in the high quality you offer, I understand that pain.

Recently I have followed the fortunes of someone writing original fiction that she sells on Amazon's Kindle platform. The plots are predictable, the characters clumsily sketched, the writing splotted with usage errors and the style not much more artful than "See Spot run."

It sells well. Since I'm not writing fiction, my bafflement at this isn't jealousy. It comes from my deep appreciation of multilayered plots, surprising characters, writing styles that sparkle and page after page devoid of mistakes. If people can have THIS (thinking of the untold hours of pleasure I enjoy from top authors' books borrowed at no cost from the public library), then why would they bother with junk?

Such complaints about tastes are useless, however. Getting people to care about subtle flavors in wine, a smoother hum in their car engine or elegant decor for their home when below-average quality satisfies them is herculean in its difficulty.

Market to those who already care about the virtues you offer.

The Marketing Minute
by **Marcia Yudkin**
Marketing Expert and Mentor
Wed., May 28, 2014
<http://www.yudkin.com/markmin.htm>