



# Region 7 Review

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

December 2014

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## Director's Notes Region 7 Quarterly Report

Greetings, Region 7,

Happy Holidays! Well, another year come and gone. It was a good year in Region 7. No drama and we made it through.

Sick route coverage – For the chapters that have given me your updated sick route changes – *Thank You*. And for the chapters that haven't, please have them ready for the January meeting. For the chapters that are awaiting my answers to your question regarding your changes, I am going to resubmit all at the same time to make it easier on the attorney.

Next month is the annual Table Top show. **Jon McArthur** has asked for assistance from each chapter, so I am asking that each chapter give me two names of officers or members who will help that day. **Any chapter that does not help will be fined \$200.00.** There is a lot of time and effort put into this show each year. This is a Regional show and all chapters will be involved, so please get back to me with names no later than Jan. 1. No names, no show, \$200.00. Let's all make this 25<sup>th</sup> show a big success!

A blast will be sent out regarding time and location of January R7 meeting.

Trade shows – I had the privilege of going to the International Pool Spa Show in Orlando, Florida. Next month I'm headed east to the Atlantic City Show to try to drum up new associate members.

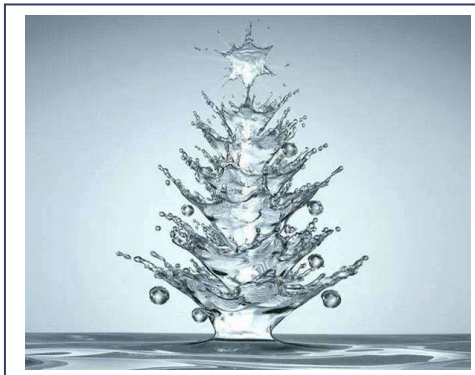
After three years as Trade Show Chairperson, I will be stepping down at the end of this year, my final year. This last year I felt like I was living out of a suitcase. It was a blast and I thank my fellow BORD members for voting for me the last three years.

If any of you would like to go to Leadership, let me know so I can make sure we can all sit together.

*Thank You All* for a great year and making my job much easier to perform.

**MERRY  
CHRISTMAS**  
and  
**HAPPY NEW YEAR**

**Joe**  
Region 7 Director



## Calendar of Events

- **R7 Board Mtg**, Tues., Jan. 13, 2015, 7:00 p.m., Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, SD.
- **R7 25<sup>th</sup> Silver Annual Table Top**, Sat., Jan. 24, 1:00 – 4:00 p.m., Four Points Sheraton (1-858-277-8888) ([Website](#)), 8110 Aero Dr., San Diego, CA. For info: Jon McArthur 619-464-6400, [www.region7tabletop.com](http://www.region7tabletop.com)
- **BORD**, Fri., Feb. 6, Region 5, Sheraton Park Hotel, Anaheim, CA. [info@IPSSA.com](mailto:info@IPSSA.com)
- **IPSSA Leadership Seminar/Banquet**, Sat., Feb. 7, Sheraton Park Hotel, Anaheim, CA. [info@IPSSA.com](mailto:info@IPSSA.com)

**IPSSA, INC. – REGION 7  
Regular Board Meeting  
Marie Callendar's Restaurant  
11122 Rancho Carmel Dr., SD, CA  
Wednesday, October 14, 2014  
Minutes**

**I. Called to Order** –7:00 p.m.

### Welcome & Introductions

Joe Lukacik, R7 Director, SD ECTy; Josh McKee, R7 Treas, RnchoDelMar Pres; David Talbot, Carlsbad Pres; James Leisten, Esc Pres; Daniel Carlson, NCTy Coastal Pres; Gabriel Clum, NCTy Coastal VP; Wayne Maynard, RDM VP; Austin Gardiner, SD Pres; Mike Anderson, past SD Pres; 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.

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## II. Treasurer's Report

**Josh McKee**, R7 Treasurer, presented the financial report as of Oct. 1, 2014: General Fund has \$12,541.01 and Emergency Fund \$2,464.16, for total current assets of \$15,005.17. Total income Jan. 1 through Sept. 30, 2014, including dues, fines and interest, was \$4,582.31 and expenses \$3,169.92. The Board accepted the Treasurer's Report as presented.

## III. Chapter Reports

**Carlsbad David Talbot**: 1) Membership – one prospect, who has been a prospect for five years; still trying to pass the test. 2) Chapter meetings – The "Q" Restaurant and Sports Bar suddenly shut down and their building is locked up, so chapter is in search of a new venue. Meeting in the meantime at vendor warehouses.

**Escondido James Leisten**: 1) Membership – 1 prospective member; 38 members now. 2) Sick leave – 1 member down almost five months. 3) Chapter meetings – mandatory meeting will be held tomorrow at a nice restaurant.

**N County Coastal Daniel Carlson**: 1) Membership – 2 new members transferring from other chapters. 2) Picnic held this summer had good turnout.

**Rancho Del Mar Joshua McKee**: 1) Chapter meetings were previously held at a not very nice Mexican restaurant but have been moved to Tio Leo's, which has much better quality. The reasoning was that pool guys work hard, so give them some good food. Chapter pays for dinner and two drinks. 2) Chapter saves a lot of money by not having a Christmas party. If there is money left at the end of the year, members get gift cards.

**San Diego Austin Gardiner**: 1) Membership – a few potential members flaked; a few members transferred out, maybe because they disagreed with sick route coverage. 2) Status – things are generally going well. The new board feels like it is hitting its stride.

**SD East County Samantha Larimer**: 1) Membership – 3 new members: 1 new, 1 transferring, 1 returning. 2) Picnic was held last month. It was a joint venture of San Diego and East County chapters; 55 people attended. Sam encourages other chapters to also mingle. 3) Chapter meetings – Superior El Cajon is the new meeting venue. Attendees will get pizza and soda donated by Superior El Cajon. 4) Chapter rules are being revamped. 5) Sick leave – no members down. 6) Christmas

party will be held at Sycuan Casino in El Cajon. 7) Two Board positions open soon. Sam is quitting IPSSA because her business partner is also a member.

**SD Metro Mike McCourtney**: 1) Membership – no new members. 2) Charity – an in-house auction was held at this month's chapter meeting to raise money for 5 families through Operation Homefront. These families will be invited to the Christmas party, which will be held this year in Mission Valley.

## IV. Old Business

A. 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. Each chapter will get a sign to display at supply houses.

B. Counter mats – The mats are in from IPSSA Inc. and have been distributed to all regions. Pool Corp is displaying them at their new warehouse. **Sam** reported that the mats are awesome, and her chapter has gotten prospects from them.

## V. New Business

A. 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.

Two R7 chapters requested matching grants:

1) **Mike McCourtney** reported that Metro chapter has been supporting Operation Homefront for about five years by adopting military families for Christmas. Chapter buys Christmas gifts – toys, clothes – from Target (Target gives a 10% discount), and vendors also donate gifts and services. In addition, the chapter just held an auction and raised an additional \$2,000. The families are then invited to the chapter Christmas party, each family gets a table at the party, and the gifts are given to the families at the party. The chapter's goal is to adopt five families this year. It is heartwarming to do this. These families have such sad stories and are so grateful for what we give them.

2) **Austin Gardiner** of SD chapter requests funds to support SD Junior Lifeguard Foundation again. Chapter made a great connection with them last year. The Foundation uses the donations towards specific programs, including drowning prevention and aquatic safety through their Waterproofing SD program. In addition, the chapter will pass the hat, and Table Top will match donations. Chapter plans to present a check to the Foundation at the chapter Christmas party.

**Lukacik** will present this to the B.O.R.D. *Motion* was made by **Larimer**, seconded by **Talbot**, and carried unanimously that, if approved by the regional B.O.R.D., the money will be divided equally between the two R7 requests.

B. 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 SD 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 is then forwarded to IPSSA for consideration for the IPSSA Inc. Terry Cowles Memorial Award. Nominees shall have contributed to the improvement of IPSSA and/or the pool service industry. SD chapter also nominates a person at the chapter level for their B.K. Taylor Memorial Award.

**Mike Anderson**, SD chapter, explained that B.K. Taylor had been a member of SD chapter. Before getting into the pool industry, he had been a Wall Street mogul and shared business advice. At the end of every chapter meeting, he would speak W.O.W. – Words of Wisdom – and people listened. He had something of a cult following. He was a great motivator and morale booster.

*By unanimous consent*, Board agreed that the name of the R7 Pool Technician of the Year Award should remain B.K. Taylor Memorial Award.

### C. B. K. Taylor Award, Nominations

1) **James Morketter**, SD chapter. Professionalism – an excellent member, serves above and beyond. Contributions – has a large pool route. Served as chapter secretary for two terms under **Curran**. After that he continued to volunteer. He is chairman of Blood Drive and Safety/Drowning Prevention and speaks

on safety at every meeting. He is also on the Table Top committee, which is a lot of work. Assists other members – He cheerfully does sick route coverage when needed. Contributions to community – active in his church. Works with **Mary Ann Downing** of National Drowning Prevention Alliance.

2) **Bert Vexland**, SD Metro chapter. Member since 1997. Professionalism – highly regarded in pool water chemistry. Attended many pool industry trade shows and technical classes. Has had contractor's license for 15 years, as well as other various licenses and certificates. Contributions – a willing volunteer. Supports sick route coverage, reminds members that that is why the organization exists, even tells members to suck it up and provide sick route coverage. Served two different terms as VP, two different terms as Secretary, 12 years as Sick Route Chairman, 16 years and counting as Education Chairman, seven years as chapter liaison with Operation Homefront – through him we have reached out to 19 military families. Assists other members – has contributed countless hours not only to helping chapter members, but also others in the swimming pool trade, especially the younger guys. Has always been available and willing to help and educate others. Contributions to community – Bert and his wife **Laurie** have worked for 15 years with handicapped and special needs people. They teach them how to care for themselves and how to prepare budgets. They take them shopping or shop for them. They take them on outings, such as beach bonfires and bowling. Additional comments – married 24 years. One daughter, **Chelsea**, 22 years old, who plays piano, is a Vocal major at SD State, and is going to San Francisco for her second appearance on American Idol. Bert has character, integrity, and honesty.

3) **Loyal Johnson**, Escondido chapter. Member since 1988. Professionalism – has a pool route and does repairs. Contributes to the discussion at each meeting, goes above and beyond. Contributions – volunteers more than most members, past chapter president, past R7 Picnic Committee member, Membership chair, Sick Route chairman for the last four years during a difficult situation. Diligent and adamant about sick route coverage, having spent many hours on the phone coordinating coverage. Set up chapter website. Assists other members – helps other members, returns

phone calls, all things a good IPSSA member does. Additional comments – Loyal volunteers more than most. Chapter has a lack of volunteers, and nobody does two jobs as Loyal does – website and Sick Route. For this alone, Loyal should be considered for this award.

4) **Gerald (Jerry) Bullard**, Carlsbad chapter. Professionalism – Founded Carlsbad chapter, member since 1988. Started in LA in Cal-IPSA, then came down here and started Escondido chapter. Contributions – has willingly done sick route coverage for over 26 years. Assists other members – encourages new members, his personality and sense of humor being his strongest assets. Positive attitude. Takes every opportunity to point out that IPSSA was founded for sick route coverage. Additional comments – A perfect example of who IPSSA is for. His business has always been a one-man operation, so sick route coverage is vital to him. He has been the recipient of coverage several times over the years, the last time after a serious electrical issue and has always expressed gratitude to the chapter for covering his pools. He is 80 years old and, as far as is known, has never received this award.

Chapters voted by ballot. **Loyal Johnson** of Escondido chapter was selected as recipient of the 2014 B.K. Taylor Memorial Award.

D. Pool Industry Expo (PIE) Update – expo was held Sept. 24 – 27 in Monterey, CA. It gets smaller every year. **Lukacik** will not attend trade shows next year.

E. R7 Director – **Lukacik** reported that he will remind the Board throughout the year that his term ends at the end of next year, so start thinking of who you want as new director.

F. Sick route coverage – chapters need to review their Sick Route policies and forward to **Lukacik** for forwarding to IPSSA Inc. for legal review. Pool route employees may provide sick route coverage as long as they are covered by insurance.

## VI. Adjournment

A. *Motion* was made by **Gardiner**, seconded by **Larimer**, and carried unanimously to adjourn at 8:00 p.m.

B. Next R7 mtg – Tues., 1/13/15.

Respectfully submitted,  
**Nancy Gillespie**, Recording Secretary

## Homefront San Diego

### Helping the Families of the Men and Women Who Serve Our Country

760-392-1551

<http://homefrontsandiego.org/>

Another way to help:

<http://hirepatriots.com/>

## Perceived Expertise

Do people treat you as an expert?

Psychologist **Robert Cialdini**, author of "Influence," once consulted at a hospital whose stroke patients were not continuing exercise therapy after they went home. Explanations of the benefits of the exercise seemed to be falling on deaf ears.

Investigation revealed that patients were hazy about the qualifications of the physical therapists prescribing the exercise. Cialdini suggested the therapy director hang the awards, diplomas and certifications received by the department's therapists on the clinic walls. Just that change caused patient compliance to jump 34%.

**This success story got me thinking about service providers** I've known who complained that their clients don't listen to them.

When I investigated, I found their bios often deemphasized their qualifications and experience and talked mainly about their beliefs and values. While relevant, opinions and commitments don't establish you as highly knowledgeable and worth listening to.

Just as important, however, is using a voice of authority when making recommendations to clients. Eliminate phrases like "I think" and "I feel" when giving recommendations. Deliver what you know with confidence.

*Perception of your authority starts with you.*

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The Marketing Minute

by **Marcia Yudkin**

Marketing Expert and Mentor

Wed., Dec. 3, 2014

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