



Region 7 Review

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

March 2015

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Director's Notes

Region 7 Quarterly Report

Greetings, Region 7,

Happy New Year to all. I'm just a couple of months too late.

First I would like to thank everyone for your concern while I was in the hospital for those two long months. And those who covered the booth at the Table Top Show, thank you.

Since the first two months of 2015 were kind of a blur to me, it's time to get to work. I know it's last minute, but important that we get back on track.

We are going to have a regional meeting March 10.

April Pools month is coming up. I am waiting to hear from **Mary Ann Downing** to distribute the pools. We have already confirmed with Coronado that we would help them.

I have given considerable thought to stepping down as R7 director. But those of you who have known me for years know I'm not a quitter. So as long as my health improves, I'm going continue on. Thank You, **Mike McCourtney**, Metro president, for filling in for me at Leadership.

Well, that's all for now. See you all on the 10th at Marie Callendar's.

Be Safe
Joe

Competing With DIY

A Marketing Minute subscriber asked for advice on this dilemma: "People know they need what I sell but think they can do it themselves."

Whether it's financial planning, mold removal or blog construction [*or pool maintenance*], you'll need strong, explicit arguments against the do-it-yourself impulse. Consider these points:

* Dangers. Would someone need to climb ladders and handle toxic substances? Or most likely leave their blog vulnerable to hackers?

* Incompetence. Describe the effects of the do-it-yourselfer not knowing what they don't know and not being able to assess whether they've done it correctly.

* Stress. Are they really willing to experience the hassles of needing so much learning time and having to sort through conflicting advice they'll find online?

* Poor results. Offer testimonials from people who first did it themselves but got the results they wanted only when they hired you, the professional.

* Hidden costs. Explain how much more the job would cost when it has to be fixed after being botched. Lost sales or profits are another hidden cost.

* Putting it off. Isn't "I'll do it myself" sometimes a synonym for "I never get around to it"?

The Marketing Minute

Marcia Yudkin

Marketing Expert and Mentor

July 31, 2013

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

Calendar of Events

- **R7 Board Mtg**, Tues., March 10, 7:00 p.m., Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, SD.
- **Western Pool & Spa Show**, March 12-14, Long Beach Convention Center, Long Beach, CA.
www.westernshow.com

Recognize Referrals

When you receive referrals, show your appreciation! You can offer a small token of thanks, loyalty discount or handwritten note. Referrals are a great asset to your business; don't let the gesture go unnoticed.

<http://connect.manta.com/t/recognize-referrals?uid=94212&f=12&t=19798&start=0&referid=12998>

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