



Region 7 Review

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

September 2015

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Director's Notes Region 7 Quarterly Report

Greetings to all,

I have served as R7 Director for the last four years, and these past four years have been great. I could not have asked for better Presidents and Reps than you guys provided me with. I have traveled tens of thousands of miles representing, in my eyes, the best organization one can belong to. I have made countless friends, acquaintances, and even a few enemies. Imagine that.

As you know, my term is coming to an end. The person who had volunteered to be the next R7 Director has changed his mind, so someone else needs to step up. One other person has shown an interest. Put your thinking caps on, address this with your chapters, and bring your nominations to our next R7 meeting.

At our Oct. R7 meeting we will also 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 voting on Matching Grants. IPSSA Inc. has a matching grant fund to assist individual regions and chapters with community involvement, safety programs, and promoting IPSSA to the public. The matching grant fund is allocated evenly by region at \$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. Bring your requests for matching grants to the Oct. meeting – *use it or lose it!*

Our next R7 meeting will Oct. 7 at Marie Callendar's, Rancho Carmel Road. We will select a new R7 Director and vote on the **B.K. Taylor** award and matching grants. So please come prepared.

If there is anything you would like added to the agenda, please notify me no later than Sept. 21.

Think that's about it for now. Be safe and wear lots of sunscreen!

Thanks,
Joe

Calendar of Events

- **CPO Class**, Sept. 17-18, Superior Pool Products, El Cajon, CA.
www.anotherperfectpoolnews.com/cpo
- **Pool Industry Expo (PIE)**, Sept. 24 - 26, Monterey CA.
www.poolindustryexpo.com
- **R7 Board Mtg.**, Wed., Oct. 7, 7:00 p.m., Marie Callendar's Restaurant (858-675-9428), 11122 Rancho Carmel Dr., The Courtyard, San Diego.
- **IPSSA Leadership Weekend**, Feb. 5-6, 2016, Sheraton Park Hotel, Anaheim, CA.
info@IPSSA.com

Fin2swim

Aquatic survival instruction for your infant or young child
<http://fin2swim.com/>

Infant Swimming Resource

Give your child the competence, confidence and skills of aquatic safety with Infant Swimming Resource's Self-Rescue® program. The safest provider of survival swimming lessons for children 6 months to 6 years of age.
<https://www.infantswim.com/>

CLOSE THE POOL GATE, SAVE A CHILD'S LIFE!

In Memory of

Norbert Mandolf

November 9, 1928 - July 18, 2015

It is with great sadness that I share with you the passing of **Nobby Mandolf** on July 18, 2015.

Nobby was a longtime friend, mentor and valued member of the San Diego IPSSA Chapter. He continued working until days prior to his passing. It seemed that Nobby was most content working hard, repairing whatever needed to be fixed and sharing his expertise with others.

In addition, he was winner of the 2010 B. K. Taylor Award (both Chapter and Regional Award).

A Memorial Service was held Tues., Aug. 11 at 11 a.m. at St. Brigid's Catholic Church, 4735 Cass St, San Diego, CA 92109, followed by a reception at the church hall. Funeral arrangements were under the direction of Pacific Beach Chapel.

Sign the guestbook:

<http://www.legacy.com/guestbook/DignityMemorial/guestbook.aspx?n=norbert-mandolf&pid=175327936>

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"When the towers again twin-tickle the clouds, I offer to walk again, to be the expression of the builder's collective voice. Together, we will rejoice in an aerial song of victory. I will carry my life across the wire, as your life, as all our lives, past, present, and future -- the lives lost, the lives welcomed since. We can overcome."

~ Philippe Petit, *To Reach the Clouds: My High Wire Walk Between the Twin Towers*

Philippe Petit is a French high-wire artist who gained fame in 1974 for his high-wire walk between the Twin Towers of the World Trade Center in New York City, on the morning of 7 August.

https://en.wikipedia.org/wiki/Philippe_Petit

Checking Public Pools for Safer Drains

~ May 27, 2010

The Department of Environmental Health is making sure that public pool operators have installed anti-entrapment drain covers and safety systems to comply with a new state law.

San Diego County chose Underwater Unlimited Inc. to demonstrate underwater drain installation for their drowning prevention video: <http://www.youtube.com/watch?v=bR RpVvIdhO4>

Drought puts California pool repairman who works underwater in high demand

~ Sept. 8, 2015

LA Times interview with Underwater Unlimited Inc.

<http://www.latimes.com/local/california/la-me-pool-repairman-20150706-story.html>

Underwater Unlimited Inc.

Underwater Swimming Pool Repairs: drain retrofit, cracks, rebar/rust, plaster loss

Kevin Wallace

760-632-1822, 800-247-8393

CA State Contractors license: C53-734521

http://www.merchantcircle.com/business/Underwater.Unlimited.underwater.pool.repairs.760-632-1822?utm_medium=reqMCVerify&utm_source=reqMCVerify

Facebook: <http://www.facebook.com/pages/Underwater-Unlimited-Inc-underwater-pool-repair/208608502501239>

The Familiarity Factor

"Those that gets gets."

This elegant principle appears to be true when it comes to being known. Psychological experiments over the last several decades have demonstrated that human beings are significantly more fond of what's familiar than what's new and unknown. What's amazing is that this effect bypasses conscious awareness. Mere familiarity gives us a feeling of safety and liking.

What this means is that any company, brand or individual that is already known - through media coverage, advertising or just having been around for years - has an advantage over unknown entities from that fact alone. According to Jason Zweig, author of *Your Money & Your Brain*, that's why investors gravitate to stocks in companies located near them and companies with well-known names.

If you need a scientific reason to pursue publicity or get out in front of your prospects and be seen, this is it. Exposure helps. More exposure helps even more.

Even better is exposure with a distinctive identity and memorable message. Dream up a plan this summer and begin harvesting the fruits of familiarity when everyone goes back to work in the fall!

The Marketing Minute
by **Marcia Yudkin**
Marketing Expert and Mentor
Wed., July 29, 2015

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

Someday Isn't an Actual Day

"Start. Those waiting for the perfect day will delay to start someday. Someday isn't an actual day. Don't think your idea or vision has to be perfect -- believe me, it's not. You find perfection through countless hours focusing and developing your craft, which includes many failures. So don't start someday, start Monday."

~ **Micah Dison**, Manta Member
Monday, July 28, 2014

http://www.manta.com/blog/best-advice/?su=MT1000329784&utm_medium=Email_Marketing&utm_source=Newsletter&utm_campaign=TOTD&utm_content=TOTD_Without_Columns_Best_Advice