



Region 7 Review

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

July 2006

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Director's Corner

Water Safety – At the April 11, 2006 meeting, the R7 Board approved \$2,000 for a PR person to get more exposure for IPSSA and our water safety program. The results so far:

- Channel 8 San Diego - a three-minute segment on water safety with yours truly.
- Channel 6 Fox News in the morning – 12 minutes with John Silcox and yours truly to talk about pool safety and Water Watcher tags.
- Channel 6 Fox News in the evening – 3 minutes with a woman from Children's Hospital.
- Channel 5, Sunday evening 10 p.m. – 8 minutes.

B.O.R.D. – The next meeting is Saturday, August 5 at the Holiday Inn on the Bay (across from the Star of India). The B.O.R.D. meeting is held in San Diego once every two years, so this is a great opportunity for R7 members to attend, see the inner workings of IPSSA and get a behind-the-scenes look, and give feedback. I encourage you to stop by, even for a portion of the day.

B.K. Taylor award – Nominations will be accepted and voted on at the Oct. 10 R7 meeting. Nominate someone from your chapter; it is important to recognize those who are doing an outstanding job.

Pricing Psychology Quirks

When is one dollar not one dollar?

The field of behavioral economics offers psychological insights on how people perceive and act on pricing offers.

1. **Presentation order matters.** People are more likely to buy a \$10 item if you show it after \$100 and \$1,000 items than before. Always show the most expensive option first.

2. **People love windfalls.** Offers have greater appeal when you promise additional items of a different type as extras than when selling a single bundle of items.

3. **People love savings.** When you call attention to the amount of a discount, customers perceive that amount as earnings rather than as part of what they spent.

4. **People hate surprises.** When customers expect to pay \$21 and do, they're much happier than when they expect to pay \$20 and encounter a charge of \$21.

5. **People dislike separate charges.** It hurts more to pay \$50 plus \$120 plus \$75 (total \$245) than \$245. If you can then arrange for that \$245 to be deducted automatically from expected income, as from paychecks or tax refunds, the payment psychologically disappears.

Reprinted from the 7/12/06

**** The Marketing Minute ****
brought to you every Wednesday by Marcia Yudkin, Marketing Consultant, Author, Speaker.

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

<http://www.pressreleasehelp.com>

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Calendar of Events

• **R7 Board Meeting**, Tues., July 11, 2006, 7:00 p.m., SCP Conference Room, 5648 Copley Drive, San Diego (858-467-9495).

• **B.O.R.D. Mtg.**, Sat., Aug. 5, Holiday Inn on the Bay, 1355 N. Harbor, San Diego, CA. Contact IPSSA executive office, ipssamail@aol.com or 888-360-9505.

• **R7 Annual Picnic**, Sun., Aug. 27, De Anza Cove, Mission Bay. Theme – Las Vegas and hot rods.

• **Pool Industry Expo**, Sept. 28-30, Monterey Conference Center, Monterey, CA. For information visit www.poolindustryexpo.com

• **R7 Board Meeting**, Tues., Oct. 10, 7:00 p.m., SCP Conference Room, 5648 Copley Drive, San Diego (858-467-9495).

• **B.O.R.D. Mtg.**, Sat., Nov. 4, Region 2 (Central California). Contact IPSSA executive office, ipssamail@aol.com or 888-360-9505.

• **Aqua**, Nov. 8-10, Mandalay Bay Convention Center, Las Vegas, NV. For information visit www.aquashow.com.

• **International Pool & Spa Expo**, Nov. 28 – Dec. 1, Las Vegas Convention Center, Las Vegas, NV. For information call 888-869-8522 or visit www.PoolandSpaExpo.com.

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