



Region 7 Review

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

March 2007

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DIRECTOR'S CORNER

I want to take the time to wish everybody a prosperous new year.

During the past year, it has been a pleasure serving the IPSSA B.O.R.D., primarily because as a board we have made some pretty significant accomplishments. The following is a brief list:

- IPSSA remains involved with the NPC research.
- IPSSA is training one member from each region to become a CPO Certified instructor in order to make the CPO course available to IPSSA members at a reduced rate.
- IPSSA has gained more national exposure and credibility within our industry.
- IPSSA has completed two Technical Manuals authored by Dr. Robert Lowry.
- IPSSA has partnered with Hayward Pool Products and FIPSIE (Foundation for Pool

& Spa Industry Education) to raise the level of professionalism in the pool industry.

- IPSSA has expanded into Florida and is continuing to grow.
- The IPSSAN is now, for the first time, showing a profit.
- IPSSA has gained more attention as a leader in swimming pool safety.

These are just a few things that have been accomplished in the past couple of years. We on the B.O.R.D. are continuing to expand on these efforts.

Javier Payan

Sky-High Possibilities

In the October issue of Inc. Magazine, a 35-year-old CEO listed as one thing he "couldn't live without" the American Express Centurion Card. It's available only by invitation, carries a \$2,500 annual fee and includes not just the ability to charge anything at any price (a Bentley? a Learjet? Yup.) but also access to VIP lounges worldwide and concierge services like obtaining tickets to sold-out events.

Another benefit: the thrill of having something in your wallet that few others have.

According to an article at www.Snopes.com, the Centurion Card came into existence on the heels of rumors circulating for years about an ultra-exclusive card. "Not

true, but we decided to capitalize on the idea anyway," said American Express Europe director Jeff Smith.

You forego entrepreneurial millions when you fail to create premium product or service options. Along with exclusivity, use these factors to add high perceived value:

- limited availability
- interaction with or access to gurus, experts, celebrities
- earlier access to what's new
- behind the scenes tours
- extra personal attention

Develop product or service packages...plus!

*The Marketing Minute, January 17, 2007
brought to you every Wed. by Marcia Yudkin
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Calendar of Events

- **Western Pool and Spa Show**, Mar. 1 - 3, Long Beach Convention Center, Long Beach, CA. For information call 800-787-7727 (general info), 800-746-9772 (exhibitor info), or visit www.westernshow.com.
- **R7 Board Meeting**, Tues., Apr. 17, 2007 (third Tues. of the month), 7:00 p.m., SCP Conference Room, 5648 Copley Drive, San Diego (858-467-9495).

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