



Region 7 Review

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

August 2008

IPSSA, INC. REGION 7 Board Officers

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DIRECTOR'S CORNER

Every year R7 accepts nominations from all R7 chapters for the B. K. Taylor Memorial Award. The winner is then invited to attend Leadership Seminar in January. Bring your chapter nominations to the Sept. R7 meeting. Use the enclosed form.

Director's Notes – IPSSA, Inc. Highlights of B.O.R.D. Meeting August 2, 2008 San Jose, CA

- Terry Cowles Award deadline moved to Oct. 20 to accommodate the BORD having a chance to review at the November meeting.
- Dealt with grievance against R8 and the R8 Director, found a couple of minor errors of commission and omission, self corrected by the R8 director prior to committee report on the matter. No need for sanctions, etc. I will explain fully at the next Region 7 meeting if anyone is interested.
- Please use Hayward coupons, as they provide a \$ benefit to IPSSA Inc.
- NSF fees may now be paid by cashiers check, money order or credit card.

- Added E-Z Products; Spring Board Pool Route Brokers, Inc.; Trade Your Accounts LLC to our Associate Members. Magic Industries added conditionally; awaiting resolution of License question.
- Go to Arrow Insurance's new site, www.ipssainsurance.com, to instantly receive multiple quotes for health insurance.
- Lengthy report/discussion on Virginia Graham Baker Act and how and when it will affect our industry in California. At this time there are no acceptable replacement drain covers. Any acceptable cover must be marked that it conforms to ASME/ANSI A112.19.8 *American National Standard*.
- West Nile Virus – IPSSA has been asked to report all green pools to the Vector Control central number.
- Title 20 issue still pending further review by the CEC.
- A vote was taken on accepting Florida into IPSSA as Region 11. Due to a procedural error, the vote was rescinded and the issue tabled until the November BORD meeting.

IPSSA, INC. Highlights of IPSSA, Inc. – R7 Meeting SCP Conf. Rm, San Diego, CA Mon., July 23, 2008

Attendees

Chuck Gough, R7 Director, Carlsbad; **Doug Hausman**, Carlsbad Pres.; **John Hackett**, Escondido

Pres.; **Sean Byron**, Escondido; **Jordan Nelson**, N. Cty Coastal Pres.; **Brian Lindlar**, N. Cty Coastal VP; **Lance Clifton**, RDM Treas.; **Mark T. Curran**, SD Pres.; **Bill Peck**, SD; **Dick Allen**, SD East County Pres.; **Steve Elbik**, SD Metro VP; **Nancy Gillespie**, Recording Sec'y.

Approval of Minutes

Approved minutes of the April 14, 2008 meeting with the following change: 2) Reminder: *As per the by-laws*, every chapter is required to have at least *two* voting members in attendance at the R7 meetings.

Calendar of Events

- **B.O.R.D. Mtg.**, Sat., Aug. 2, 9:00 a.m. – 4:30 p.m., Crowne Plaza San Jose, San Jose CA 95113.
- **Labor Day**, Mon., Sept. 1.
- **R7 Board Meeting**, Wed., Sept. 24, 7:00 p.m., SCP Conference Room, 5648 Copley Dr., San Diego (858-467-9495).
- **Pool Industry Expo**, Oct. 2-4, Monterey Conf. Center, Monterey, CA, www.poolIndustryExpo.com
- **Fifth Annual World Aquatic Health Conference**, Oct. 15-17, Crowne Plaza Hotel, Colorado Springs, CO, www.nspf.org
- **B.O.R.D. Mtg.**, Sat., Nov. 1, Region 8, with planning meeting Oct. 31. Contact IPSSA executive office, ipssamail@aol.com or 888-360-9505.
- **R7 Board Meeting**, Wed., Dec. 17 (a week early), 7:00 p.m., SCP Conference Room, 5648 Copley Dr., San Diego (858-467-9495).

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Treasurer's Report

Chuck Gough reported:

1) Although he had missed several R7 meetings, **Loyal Johnson** wishes to remain R7 Treasurer through the end of the term in February. 2) Current balances approximately \$1,500 for General Fund with nothing outstanding, Emergency Fund \$2,000, Picnic Account \$2,600, and CD \$2,000. 3) Chapter billing had not been current, but Johnson just sent out the billing for three quarters. It might be tough on some chapters to pay three quarters at once. 4) R7 Picnic was not held this year because of lack of volunteers for the Picnic Committee. Picnic seed money, which comes from a \$10 per R7 member assessment, remains in the Picnic Account. *Motion* carried to move all Picnic money to a six-month CD until R7 can determine if the R7 Annual Picnic will happen next year. 5) Johnson had suggested raising dues 25¢ per member to increase cash flow to bring an additional \$891 into R7; however, once chapter quarterly dues are paid, the budget might be in good shape.

Chapter Reports

Carlsbad **Doug Hausman**:

1) Newsletter – To be more professional and attract chapter supporters, **Nancy Gillespie** is now doing the newsletter. 2) Goldmine, a recent guest speaker, described a new drain cover that, if blocked, shuts off momentarily several times, then completely the third time; the cost is \$1,200 to \$1,400 per system plus installation. Insurance companies are inspecting condo complexes; those not in compliance with current safety codes can be fined \$50,000.

Escondido **John Hackett**:

1) Padre's game August 2. Every year the chapter gets a few suites. This year the game is against the Giants. 2) Health inspections – many were complaining about pools shut-

ting down. 3) Attendance – as an incentive to attend, the chapter has a \$50 drawing at every meeting.

N County Coastal **Jordan Nelson**:

1) Recent chapter meeting with the theme Pooling 'n Grooving held at PEP. 2) Recent guest speaker talked on anti-entrapment drain covers. Old commercial pools with old drain covers are becoming dinosaurs. 3) The new board is a mix of new officers and veterans. 4) Chapter picnic was held at a park in Rancho Santa Fe.

Rancho Del Mar **Lance Clifton**:

1) Four new members this year. Lost one to ASAP. 2) Newsletter is now all Web based and contains chapter supporters' logos. The online newsletter is done in house. 3) Chapter supporters – got a few more chapter supporters this year, total of 9. 4) No chapter picnic this year. 5) Attendance – increased fine for non-attendance. The chapter holds only nine meetings per year, and so members are required to attend all meetings. **Hausman** reported that his chapter fines \$30 for non-attendance, then \$50 the next time that year.

San Diego **Mark Curran**:

1) Education – the new continuing education program, which began Jan. 1 and requires every member to obtain 10 credits every two years, is going well. 2) Membership – six to 10 new members so far this year, several prospects. Chapter continues to grow and has a committee just to process new member applications. 3) Sick leave – six down so far this year. One was a tragic death. The latest to go on sick leave has carpal tunnel syndrome on both wrists; he is having the surgery on each wrist separately so he can continue to work somewhat, which will require less sick leave coverage. He opted to hire a young guy to drive him to his accounts so he can stay hands on. 4) Sick leave policy – because of the high number of members down this

year, and because of grumbling by some members of sick coverage abuse, chapter held several special meetings to revise sick leave policy. Down members will now be required to attend all chapter meetings while down so they can stay informed, unless, of course, they are non-ambulatory. They will also be required to attend logistics meetings to help plan their sick leave coverage. In some cases these down members knew months before that they would be needing sick leave coverage, yet did not have yellow cards ready. The person providing sick leave coverage has the option of requesting up to \$10 per visit to cover the cost of chems. 4) Chapter supporters – three new supporters last month, 35 total. Supporters are invited to the front of the room to introduce themselves at chapter meetings. The cost to be a chapter supporter was recently raised from \$250 to \$300 per year, if they join when a new board is coming in, they may join at a cost of \$550 for two years. This works out to about \$3 per member. 5) Chapter meeting for May will be dinner at a golf course. 6) Charity – chapter passed the hat for loved ones of **Ken Knight**, who was killed in a motorcycle accident. His fiancée will take over the business. 7) Health inspector was guest speaker at the last meeting. He discussed new regulations. If pH is under 7.2 or over 8, or if chlorine is over 10 ppm, a pool will be closed. They are getting tougher. They are putting the pressure on commercial pool owners to monitor their pools or get closed down. It is the responsibility of the pool owner, unless the owner wants to pay pool service techs to be there 24/7, so in a way they are advocating for the pool service techs to get paid to go out to the pools more often.

SD East County **Dick Allen**:

1) Sick leave – no members down. 2) Membership – two new members. 3) Chapter picnic will be at Santee

Lake. Everyone is gung ho. Dick Allen will do the cooking. **4) Health inspector** – had the same health inspector at a meeting. He kept referring to the “pool operator”, someone who should be on site at the condo complex to monitors chem levels, clean the skimmer, etc. **5)** A meeting lottery is in the works. Every member has a number which is put in a barrel at every meeting; the number drawn wins.

SD Metro Steve Elbik:

1) Recently had guest speaker Goldmine speak on compliance. **2)** Has a new chapter board this year. **3)** Chapter is doing well. Has good chapter supporters. **4)** Chapter’s focus is on education and attracting new members. **5) Charity** – Chapter will sponsor a military family. The family (minus the young children, as it would not be appropriate for little ones to be around rowdy pool guys) will be invited to the chapter’s Holiday party and given gifts. Elbik asked about matching funds from IPSSA Inc. **Gough** told him to put the request in writing for the B.O.R.D.

R7 Director’s Report

1) Census – **Gough** reported the latest membership figures, not including employees and supporters, for each chapter: Carlsbad, 33; Escondido, 38; N County, 25; Rancho Del Mar, 20; San Diego, 110; SD East County, 45; and SD Metro, 26; for a total of 297. **2) R7 meeting dates** – R7 Board meetings were scheduled to be held quarterly the fourth Wednesday of the month, which is a week and a half before the quarterly B.O.R.D. meetings. However, agendas get mailed out two weeks before the B.O.R.D. meetings, which is not enough time to get current R7 meeting minutes in the B.O.R.D. meeting packets. *Motion* approved to change quarterly R7 meetings from the fourth Wednesday of the month previous to the B.O.R.D. meeting to the fourth

Wednesday two months before the quarterly B.O.R.D. meeting. Therefore, the next R7 meetings are: Sept. 24 and Dec. 17 (one week early because of the holiday).

B.O.R.D.

1) Administration – The B.O.R.D. has a new task force that will review possible policies regarding centralized processing of membership applications and uniform minimum membership criteria. He pointed out that IPSSA is technically a confederation, not an association, because members do not necessarily have commonality, i.e., no two chapters have the same membership requirements. The B.O.R.D. is trying to standardize that and centralize processing. **Gough** will be involved in making membership requirements uniform. **2) Grievance** against R8. R8’s Table Top was held at the Las Vegas Convention Center. As chair of the Table Top committee, a member put the event in her name. IPSSA Legal said cease and desist and won. Now she is filing suit against R8, claiming they did not have two reps at Region meetings and did not have proper minutes. This will be discussed at the upcoming B.O.R.D. meeting and dealt with. Good minutes and properly signed contracts are very important. If you have legal questions, run them by **Mark Alcorn**, IPSSA Legal.

Open Comments

Over the last several months, **Bill Peck** sent two detailed e-mails to **Gough** commenting on R7 issues. He addressed some of them tonight: **1) Treasurer** – suggested having a treasurer’s assistant; at the end of the treasurer’s term, that person would step into the Treasurer position. **Gough** outlined the treasurer’s duties: sending quarterly bills to each of the seven chapters in the region, paying a few bills, and at the change of Board officers visiting the bank to sign new signature cards. It is not

difficult work but needs to be done consistently. To qualify to be region treasurer, one must be a region board member but not a member of the same chapter as the region director. **Mark Curran** suggested that if the Region was interested in hiring someone to handle treasurer duties, **Peter Gozdeck**, 3 Step Billing, is listed in the back of The IPSSAN as an Associate Member. **Gough** suggested that would be like the position of Region Secretary; now that **Nancy Gillespie** is here, she takes care of everything. Kudos, Nancy. **2) Picnic finances** – said some San Diego chapter members asked for an accounting of picnic expenses in 2005 and never got it. R7 needs an accounting. **Gough** said **Johnson** knows the balance in the account but hadn’t yet prepared a report. **3) Minutes** – **a)** stated that draft minutes should be sent to R7 Board meeting attendees for any revisions, then finalized for distribution. It was agreed that from now on all attendees – not just the R7 director as in the past – will review draft minutes before distribution. **b)** Asserted that the minutes published in the R7 newsletter should include the names of attendees so everyone would know who is not sending reps to the meetings. **Gillespie** explained that the official minutes contain that information and that the version published in the newsletter is merely the highlights. **4) Homefront San Diego** – **a)** questioned why the April 14, 2008 minutes stated that R7 had donated \$2,000 to Operation Homefront but that the money had not come from the R7 Treasury. **Gough** explained he had received a phone call that R7 Table Top donated the money in the name of all 297 members of R7 but had not wanted to be mentioned; that is why the money had not come from the R7 treasury. **b)** noted that Operation Homefront and Homefront San Diego are two separate organizations. R7’s donation was to Homefront San Diego. April minutes will be corrected.

Unfinished Business

1) Charity – Sean Byron, chairman of the Charity Committee for Escondido chapter, reported that the Charles Hulme Community Therapy Pool in Escondido had been used for rehabilitation, therapy, and other special needs, includes wheelchair ramps into the pool, and was kept at 92 degrees. Pam Grosso, the therapist who ran the program, says expenses were \$35,000 to \$40,000; she has paid some of these expenses from her own pocket. Due to lack of money, the program recently closed, and the pool, which is owned by Escondido Union School District, will be leased by the YMCA until March 2009. Hopefully, the program will have the means to reopen at that time.

The Chapter pledged \$1,000 and salt system repairs. SCP Escondido pledged to match the chapter donation. The pool already has cleaning service, but the chapter is looking for additional ideas to help. This is bigger than one chapter can handle. Perhaps other chapters or chapter supporters can step up.

Some ideas: a) Add solar heat to lower heating expense, variable speed pump. b) Grosso sent a letter to Byron; Nancy Gillespie will try to get a better copy of the letter. Perhaps it can be given to chapter supporters. c) Ask builders and vendors for their support.

Jordon Nelson suggested a budget be available. Gough suggested pool lease be in the name of a non-profit. Motion carried to form a three-person committee to spearhead ideas to help Charles Hulme Community Therapy Pool in Escondido. Gough requested tonight's attendees ask their chapters for volunteers and get back to him in Sept., since chapter meetings are dark in Aug.

Adjournment

Adjourned 9:05 p.m.



**Pricing:
Don't Explain**

"Why does Report A, with 292 pages, cost less than Report B with 129 pages?"

"Why does your X service cost \$997?"

"How much time do you spend on Y for \$2,295?"

When you get questions like these, act like a sphinx. Smile. Change the subject.

Not every customer question deserves an answer, and these demand to peek into the sanctum of your business, where you keep preferences, procedures and strategies. Those belong to you and you alone.

In addition, such questioner curiosity shines attention on factors that you don't want customers focusing on.

As Mike Schultz and John Doerr put it in their RainToday.com 2008 fees and pricing report for consultants: "The more the conversation focuses on the underlying components of the price and price structure, the less it focuses on value, quality and outcomes."

You want customers to care not how efficiently you work or what you pay contractors and employees, but how they benefit from what you do for them.

Value, quality and outcomes: Keep buyers' eyes on that trio!

** The Marketing Minute **

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brought to you every Wed.

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West Nile Virus

Adding significantly to California's present West Nile Virus outbreak threat are thousands of potentially stagnant swimming pools and spas at homes abandoned following lender foreclosures. The state's swimming pool industry is asking the cooperation of its members in locating and reporting standing bodies of water where mosquitoes can breed. Report any abandoned pools you find in your daily work. You are urged to contact the vector control office in your area so that alerts can be sent quickly when a problem pool is discovered.

Excerpted from The IPSSAN, Legislative Update by Don Burns, August 2008, p.3.

**Where to Report
Abandoned
Pools**

Mosquito and Vector Control Assoc.
www.mvcac.org/agencies.htm

Vector Control – County of San Diego
9325 Hazard Way
San Diego, CA 92123
Report mosquito breeding in a neighboring pool, backyard pond or local waterway by contacting us at (858) 694-2888
Vector.DEH@sdcounty.ca.gov.

For more info on West Nile Virus:
www.sdcounty.ca.gov/Portal/Highlights/0408wnv.html

ABC Nightline Feature: Green Swimming Pools: www.co.sandiego.ca.us/deh/pests/chd_wnv_green_pools.html