



Region 7 Review

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

December 2008

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Director's Notes

B.O.R.D. Briefs –

- B.O.R.D. meeting held Nov. 1, 2008 in Las Vegas, Nevada.
 - New policy on expansion -- created criteria for prospective regions.
 - Florida added as prospective region.
 - All region and chapter contracts need approval of Executive Office.
- B.O.R.D. conference call meeting held Dec. 2 to adopt policies for IPSSA to comply with new IRS rules for form 990 (non-profit tax reporting). More about this at the Region 7 meeting on Dec. 17.

R7 Responsibilities -- There have been complaints about e-mail notices of conference calls and/or meeting dates. It is the responsibility of elected chapter presidents to check their e-mail daily. As a courtesy reminder, I try to reach each president by phone prior to scheduled R7 meetings. However, this is time consuming, and I will have to resort to broadcast e-mails on occasion. This is more efficient and provides a visible reminder/notice of any action to be taken by the president.

~ **Chuck**



The Secret of Stamina

In *Deep Survival*, author **Laurence Gonzales** writes

about a U.S. Air Force Survival School instructor who pushed a group of pilots on a strenuous winter hike too hard. Exhausted, the pilots suddenly sat down in a snowfield and lost the will to continue.

As darkness fell, the instructor realized the pilots could die of hypothermia. Deeply fatigued himself, he managed to start a fire, which awakened the pilots from their apathetic stupor.

"A survival situation is a ticking clock: You have only so much stored energy, and every time you exert yourself, you're using it up," writes Gonzales. "You should operate at about 60 percent of your normal level of activity, and rest and rehydrate frequently. The trick is to become extremely stingy with your scarce resources, balancing risk and reward, investing only in efforts that offer the biggest return."

That's a profound statement about stamina that applies to any kind of long slog in business, too. When you're working hard at marketing day after day after day, don't push yourself to the limit. Creative, quality work requires resting and keeping energy in reserve.

** The Marketing Minute **

Wednesday, October 1, 2008
brought to you every Wednesday by
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Merry Christmas!

Save the date!

IPSSA Annual Leadership Seminar and Banquet

Sat., February 7, 2009

Hyatt Regency
Newport Beach
Newport Beach, California

Calendar of Events

- **R7 Board Meeting**, Wed., Dec. 17 (a week early), 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **19th Annual R7 Table Top Show**, Sat., Jan. 24, 2009, Four Points Sheraton. www.region7tabletop.com.
- **B.O.R.D., Annual Business Mtg.**, Fri., Feb. 6, Hyatt Regency, Newport Beach, CA. Contact IPSSA executive office, ipssamail@aol.com or 888-360-9505.
- **IPSSA Annual Leadership Seminar, 20th Anniversary Celebration**, Sat., Feb. 7, Hyatt Regency, Newport Beach, CA.

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