



# Region 7 Review

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

June 2009

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## Director's Notes

### Reminders:

- **Region 7 Quarterly Meeting**, June 24, 2009.
- **Don Burns (SPEC) Retirement Party**, July 11, 2009.
- **Region 7 Picnic**, August 9, 2009.

### Next R7 meeting:

- Please make sure your chapter is represented (preferably with two representatives), as Region Directories will be passed out for each chapter.
- Please be prepared to give meaningful chapter reports!
- A draft copy of Region 7 Standing Rules will be discussed and hopefully voted upon. This is necessary because the original (which, by the way, I wrote way back in the late 80s – God, am I that old?) is missing. It is a requirement that a copy of each region's Standing Rules be on file at IPSSA, Inc., and no one has been able to locate the shoebox holding ours. If you happen to

have that shoebox, please give me a call and save me some work. Also, any suggestions you have for such a document are welcome.

- Please phone or e-mail me with any suggestions for the June Region 7 meeting agenda.

## Rethink Your Rationale?

According to USA Today, the U.S. Mint is spending \$12 million to test whether Americans will finally warm up to a dollar coin, which they have rejected for decades, by pitching it as environmentally friendlier than the paper bill. (Greener than the so-called "greenback"? Slang is against them.)

Coca-Cola, which for ages touted its taste, has a new tag line: "No artificial flavors, no added preservatives. Since 1886." (Clever and informative, since most of us consider soft drinks unhealthy.)

Collections of KenKen puzzles, a new variant of Sudoku, carry the claim that they make you smarter, building on popularized studies showing that mental challenges keep the brain in shape. (Just plain fun isn't enough, I guess.)

If you're pitching your products and services the same way you did four years ago, maybe it's time to try a different rationale. Here are a few additional ideas with current appeal:

- \* Reduces your carbon footprint
- \* Helps the local economy
- \* Increases the likelihood of keeping your job
- \* Having to do more with less?

Consider adding fresh, up-to-the-season reasons to buy.

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\*\* The Marketing Minute \*\*  
Marcia Yudkin

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## Calendar of Events

- **R7 Board Meeting**, Wed., June 24, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **Don Burns (SPEC) Retirement Party**, Sat., July 11, Newport Beach, \$60. Details to follow in The IPSSAN.
- **B.O.R.D.**, Sat., Aug. 1, Westin San Diego.
- **R7 Picnic**, Sun., Aug. 9, 10 a.m. - 3 p.m., Admiral Baker picnic area, Mission Gorge. For directions, see [http://clubs.aggienetwork.com/sandiegoamc/directions/admiral\\_baker\\_park\\_directions.htm](http://clubs.aggienetwork.com/sandiegoamc/directions/admiral_baker_park_directions.htm)
- **R7 Board Meeting**, Wed., Sept. 23, 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.
- **Pool Industry Expo**, Oct. 1-3, Monterey Convention Center; Monterey, California, [www.poolindustryexpo.com](http://www.poolindustryexpo.com).
- **R7 Board Meeting**, Wed., Dec. 16 (a week early), 7:00 p.m., SCP Conference Room (858-467-9495), 5648 Copley Dr., San Diego.

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