



# Region 7 Review

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

July 2008

## IPSSA, INC. REGION 7 Board Officers

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### DIRECTOR'S CORNER

Please contact me if you want him to add something to the 8/2 B.O.R.D. agenda. The deadline for regional directors to add items to the agenda is July 15.

## Pump/Filter Survey

**From:** [Mikegardnerpools@aol.com](mailto:Mikegardnerpools@aol.com)

**Sent:** Mon., June 30, 2008 8:18 a.m.

**Subject:** Urgent request from IPSSA Government Relations Committee

As you may know, IPSSA Government Relations Committee has been spearheading a challenge to the California Energy Commission and PG&E about the inclusion of Direct Replacement Motors under Title 20. We testified on May 15, 2008 and were requested back for a follow-up meeting on June 26, 2008. The discussions went well, and the C.E.C. requested some empirical data to prove our case.

With that in mind, we would like all **California Regional Directors** and **California Chapter Presidents** to take an inventory of their route circulation pumps and filters. What we need to know specifically is the following:

1) Circulation Pump Horsepower.

How many:

1/2hp · 3/4hp · 1hp · 1.5hp · 2.0hp

2) Filter type. How many:

D.E. · Cartridge · Sand

3) Average hours of runtime per day

4) How many circulation pump motors you replaced from 1/1/08 to 6/30/08.

I do realize that this is a lot to ask, but a lot is at stake and we need these stats by July 11, 2008. Please e-mail your tallies to [Mikegardnerpools@aol.com](mailto:Mikegardnerpools@aol.com) so we can do the accounting. These numbers are for no other purpose than to present to the C.E.C.

**Bob Nichols**, Region 3 Director, IPSSA Government Relations Chair

[**Editor's Note:** I e-mailed this to R7 chapter presidents Monday, 7/1/08 with the survey attached as an Excel spreadsheet (see attached for hard copy). Those of you without e-mail can phone or fax your tallies to me, and I will e-mail to **Mike Gardner**.]



Marcia Yudkin

## Recession? Don't Run Scared

During a recession, scared businesses tend to cut back on marketing expenses. This appears to be the smart bet. After all, most customers have become more cautious about spending. So why not conserve your resources, wait out the downturn and have funds to spend when the economy picks up?

In fact, smart businesses expand during a recession because they know there will be a shakeout caused by the scared businesses shrinking.

During any recession, there are always more than enough clients out there to keep you busy if you continue to market, and market smartly. Capitalize on your strengths. Make the most of your business relationships. Create or revive programs that enable customers to move ahead. (I just filled a seminar teaching a highly marketable specialized skill.) Above all, stay upbeat, putting the dynamics of self-fulfilling prophecies in your favor.

If you behave like the scared businesses, or target them, you will contract. If you market to the smart

businesses during a recession, you will continue to prosper.

It's up to you.

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\*\* The Marketing Minute \*\*

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brought to you every Wed.

by **Marcia Yudkin**

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## Calendar of Events

- **Independence Day**, Fri., July 4.
- **R7 Board Meeting**, Wed., July 23, 7:00 p.m., SCP Conference Room, 5648 Copley Dr., San Diego (858-467-9495).
- **B.O.R.D. Mtg.**, Sat., Aug. 2, 9:00 a.m. – 4:30 p.m., Crowne Plaza San Jose, 282 Almaden Blvd., San Jose CA 95113. Call hotel at 408-998-0400 by July 2 to get the IPSSA rate. <http://www.ichotelsgroup.com/h/d/cp/1/en/hotel/sjpc;jsessionid=UM51HTIEZ3XUWCTGWA0SHPOKMOYDMIY4?requestid=262937>. RSVP to IPSSA executive office, [ipssamail@aol.com](mailto:ipssamail@aol.com) or 888-360-9505.
- **R7 Board Meeting**, Wed., Oct. 22, 7:00 p.m., SCP Conference Room, 5648 Copley Dr., San Diego (858-467-9495).
- **B.O.R.D. Mtg.**, Sat., Nov. 1, Las Vegas, with planning meeting Oct. 31. Contact IPSSA executive office, [ipssamail@aol.com](mailto:ipssamail@aol.com) or 888-360-9505.



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