



Executives Association of Long Beach

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RIPTIDE

January 30, 2017

LEADS:

38 Inside Leads
13 Outside Leads
0 Yelp Reviews

ATTENDANCE:

53 Firms are currently members of Long Beach Execs
30 Firms were present at today's meeting

NEXT MEETING:

Date: Monday, January 30, 2017
Location: The Grand
Program Company: Executive Association of Long Beach
Program Member: Executive Director
Guest Speaker: Annual Meeting

MEMBER FOCUS TALK

Jay Beeler
Beeler & Associates
5199 E. PCH, #608, LB
Phone: 562-597-9000
Email: jay@beeler.co
Website: <http://www.beeler.co>



On Monday, January 30th the Executives Association of Long Beach networking group had our weekly business to business networking luncheon. Jay Beeler, founder of Beeler & Associates, gave a classification talk on advertising. Jay has been a member since 1984.

Jay was born in Maryland "at a very young age". He moved around a lot as a child and decided to join the Airforce after high school. While on leave he visited his brother in Long Beach, CA and thought "Eureka!" this is the place to be. Jay moved to Long Beach after his service was complete and got hired by McDonald Douglas.

Jay got his degree from Long Beach State and did follow up courses at UCLA where he studied advertising and public relations. Thereafter he took lots of jobs working for ad agencies with a lot of clients in the medical field.

In 1978 he struck out on his own and started Beeler and Associates. His number one lesson back then was that person to person relationship marketing was the best approach and he still believes that today. Joining a group like the EALB and creating relationships with people who will refer business to you is the best way to grow your business.

#1 - In Person Advertising

#2 - internet Advertising

#3 - Telephone

#4 - Print Advertising

#5 - Promotional products



February 6, 2017
EALB Annual Meeting in the Pacific Room

February 13, 2016
Pat Ellington, Incredible Journey Travel

February 20, 2017
DARK for President's Day

February 21, 2016
Board Meeting

Joint Board Meeting at Digital Installers at 6pm
February 27, 2017

Membership Drive
Monday, March 6, 2017 - Evening Event

President's Installation Dinner
6:30pm Cocktails - 7pm Dinner & Program in the Pacific Room.
Free to members \$10 per guest. Guest's encouraged.

March 13, 2016
Casino Night Prize Round Up

March 13, 2017
Board Meeting
At The Grand at 1:30pm
Friday Night - March 20, 2017 - Evening Event

Casino Night
March 20, 2017
DARK - Post Casino Night
March 27, 2017
Corey Vane, A-Throne
April 3, 2017
OPEN

Riptide Archives

January 30, 2017
January 23, 2017
January 16, 2017

#6 - Public Relations

Sixth on his list was Public relations, another service offered by Beeler & Associates. They use the acronym **RACE** to help clients fine tune their marketing plans. Jay also warned that marketing plans take some trial and error and they take time to show results. A year long campaign is a good start.

R - Research

A - Assessment

C - Communication

E - Evaluation

If you are interested in launching a marketing plan, a good budget to save is 5-10% of your gross income.

If you have questions about your marketing strategy, setup a meeting with Jay to see what you could be doing better or different. <http://beeler.co>

Yelp Reviews Count as a Lead

Yelp profile links are dominating search engine results. Don't get left behind. Claim your business page and start writing reviews of other businesses today!

<https://www.yelp.com/yelpmobile>

Consider reviewing the Executives Association this week:

<http://www.yelp.com/biz/executives-association-of-long-beach-long-beach?osq=ealb>

ANNOUNCEMENTS

Rememer to invite guests to keep our membership continually growing!

1st Classification Postings:

n/a

2nd Classification Postings:

n/a

Membership Postings:

n/a

Welcome New Members:

Kimberly Rodgers of Jungle Promotions | Classification: Promotional Products

Associate Member Esmond Duong for Rusty Deeble, Digital Installers | Home/Commercial Entertainment Installation

Associate Member Dan D'Sa for Jim Choura, The Grand | Events

Dr. Heather Desh, HD Orthodontics | Classification: Orthodontist

Marni Spencer-Devlin, Passion4Profit | Classification: Business Consulting

Dr. Ting-Wey Yen, Beach Heights Dentistry | Classification: General Dentistry

Instant Signs Cypress, Classification: Sign Printer

Tony Wolverton: Executive Member | Dan Schoepf: Associate Member

Other Membership News:

Dr. Russel Chang is resigning but has asked Heather Desh to fill his vacant classification.

- January 9, 2017
- December 19, 2016
- December 12, 2016
- December 5, 2016
- November 28, 2016
- November 14, 2016
- November 7, 2016
- October 31, 2016
- October 24, 2016
- October 17, 2016
- October 3, 2016
- September 26, 2016
- September 19, 2016
- September 12, 2016
- August 29, 2016
- August 22, 2016
- August 15, 2016
- August 8, 2016
- August 1, 2016
- July 25, 2016
- July 18, 2016
- July 12, 2016
- June 27, 2016
- June 20, 2016
- June 13, 2016
- June 6, 2016
- May 23, 2016
- May 16, 2016
- May 9, 2016
- May 2, 2016
- April 25, 2016
- April 18, 2016
- April 11, 2016
- April 4, 2016
- March 28, 2016
- March 14, 2016
- March 7, 2016
- February 29, 2016
- February 22, 2016
- February 15, 2016
- February 8, 2016
- February 1, 2016
- January 25, 2016
- January 11, 2016
- January 4, 2016

Dr. Lynn Fasnacht of Beach Heights Dentistry has resigned. Dr. Yen will become the Executive Member.

Top Open Classifications:

Carpet Cleaner

Painter

Contractor

ADVERTISEMENTS/WANT ADS

PGA West La Quinta Condo. Call Jim Nesmith for details (562) 900-2230.

Traveling? Call Pat Ellington for toady's hot deals.

BOARD MEETING AT A GLANCE

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