



Executives Association of Long Beach

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RIPTIDE

October 17, 2016

LEADS:

15 Inside Leads
1 Outside Leads
4 Yelp Reviews

ATTENDANCE:

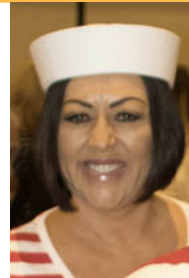
50 Firms are currently members of Long Beach Execs
31 Firms were present at today's meeting

NEXT MEETING:

Date: Monday, October 24, 2016
Location: The Grand
Program Company: Pabst, Kinney & Associates, Inc.
Program Member: Kolby Pabst

MEMBER FOCUS TALK

Diane Grisham
MRC Heating & Air
5616 Corporate Ave, Cypress
Phone: 877-672-4822
Email: diane@mechanicrefrigerationco.com
Website: <http://mrcheatingandair.com>



On Monday, October 17th at The Grand at noon, EALB member Diane Grisham and her salesman Eddie Lopez gave a talk on their classification of Heating & Air Conditioning. Diane works at MRC Heating & Air and has been a member since 2015.

Main subject was on "Ductless Mini Splits" units for heating and cooling rooms. The advantage is the savings on electricity, as each room has its own unit, not cooling or heating the rest of a home or business office space. "Energy efficient".

Customers have the ability of control the units from their phone or computers. And, the units are quiet.

They remove old ducting and floor heaters, and do the patching.

Estimates are free, Service Calls are \$95.00. Available 24-7. Service Contracts are recommended.

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



October 24, 2016

Speaker: Kolby Pabst,
Pabst, Kinney & Associates
October 31, 2016

Speaker: Real Estate Panel
Wear a costume and win a prize!

November 7, 2016

Guest Speaker: Goldman
Sachs 10,000 Small
Businesses

November 14, 2016

TGIS Showcase
Thanksgiving Lunch at Betty
Reckas Cultural Center

November 14, 2016

Board Meeting after lunch at
Betty Reckas

November 21, 2016

DARK: No Meeting, Happy
Thanksgiving!

November 28, 2016

OPEN

Riptide Archives

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

Rememer to invite guests to keep our membership continually growing!

1st Classification Postings:

n/a

2nd Classification Postings:

n/a

Membership Postings:

Heather Desh, HD Orthodontics | Classification: Orthodontist

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

Marni Spencer-Devlin, Passion4Profit | Classification: Business Consulting

Welcome New Members:

Instant Signs Cypress Classification: Sign Printer

Shelley Iniguez: Executive Member | Dan Schoepf: Associate Member

Other Membership News:

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

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

Recently Opened Classifications:

Business Consultant

Computer Services

Pest Control

Videographer

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

EXECUTIVES ASSOCIATION OF LONG BEACH BOARD MEETING MINUTES

October 17, 2016 – 1:30pm | Location: The Grand

1:30 PM J. CHOURA OPEN MEETING

PRESENT: J. Choura (P) M. Thompson (VP) K. Gragson (S/T)

J. Berg K. Pabst S. Williams R. Deeble J. Sawday C. Kotani (PP) Others: K. Sherrill (Executive Director)

1:31 PM J. CHOURA MINUTES

- Motion to approve minutes from the August 2016 Board Meeting
- Motion: J. Sawday 2nd: M.Thompson Discussion. All in favor? Yes Any Opposed? No

1:34 PM J. CHOURA MINUTES

- Motion to approve minutes from the September 2016 Board Meeting
- Motion: K. Pabst 2nd: M. Thompson Discussion. All in favor? Yes Any Opposed? No

1:38 PM J. SAWDAY FINANCIAL REPORTS

- Motion to receive and file the financial reports for September 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
December 14, 2015
December 7, 2015
November 23, 2015
November 16, 2015
November 9, 2015
October 26, 2015
October 19, 2015
October 5, 2015
September 28, 2015
September 21, 2015
September 14, 2015
September 7, 2015
August 31, 2015
August 24, 2015
August 17, 2015
August 10, 2015
August 3, 2015
July 27, 2015
July 20, 2015
July 13, 2015
June 29, 2015
June 22, 2015
June 8, 2015
June 1, 2015
May 18, 2015
May 11, 2015
May 4, 2015
April 27, 2015
April 20, 2015
April 6, 2015
March 30, 2015
March 23, 2015
March 16, 2015
March 9, 2015
February 23, 2015
February 2, 2015
January 26, 2015
January 12, 2015
January 5, 2015

- Motion: J. Sawday 2nd: J. Berg Discussion. All in favor? Yes Any Opposed? No

1:42 PMM. THOMPSON MEMBERSHIP

- Instant Signs went into abeyance since September 12th when we received and announced Dan's resignation. Dan sold his business but is staying on to help them out. Shelley Iniguez submitted an application and wants to have Dan Schoepf be their associate member if approved.
- Motion to approve application from Instant Signs Cypress for the classification of Sign Printer with Shelley as the Executive Member and Dan as her Associate?
- Motion: K. Pabst 2nd: J. Berg Discussion. All in favor? Yes Any Opposed? No
- We received an application from Marni Spencer Devlin for the classification of Business Consultant. Marni's application did not have business license number on it. I asked her to provide it. She said she had trouble getting it online and would need to go in person to get it on Tuesday.
- Motion to approve Marni Spencer-Devlin's application for the classification of Business Consultant once she can provide a valid business license in Long Beach.
- Motion: J. Berg 2nd: K. Pabst Discussion. All in favor? Yes Any Opposed? No
- Resignation from Dr. Michael Birnbaum received. This will be his last quarter with the EALB. He did not provide more information regarding his reasons. We unanimously accepted Michael Birnbaum's resignation effective December 31, 2016.
- We had a personal stylist, Tania Bambridge, interested in joining but the dues were out of her budget at this time. She seems like she could be a good future member.
- We also have Steve Kochan who owns a small freight company interested in membership. He contacted Kellie Sherrill twice and will likely come to a meeting at the beginning of next year.
- Dr. Fasnacht has resigned. He is moving closer to his kids and grandkids. Dr. Yen would like to be the Executive member and submitted his application. Today he will go into abeyance for 30 days.
- Dr. Chang resigned today. The board accepts his resignation unanimously. He was a great member and is even filling his seat before he leaves the group. He invited Heather Desh today as his guest and she immediately turned in her application.

2:00 PM K. SHERRILL BUSINESS PROMOTION

- GS10K Small Businesses coming to speak on November 7th. Thank you to Eric Speier for coordinating this.
- Jennifer Sawday might host the December Membership showcase at her home or office.

2:05 PMJ. CHOURA/K. SHERRILL OLD & NEW BUSINESS

- Motion to approve the purchase of a projector recommended by Rusty Deeble. Not to exceed \$500.
- Motion: J. Berg 2nd: K. Pabst Discussion. All in favor? Yes Any opposed? No

2:10 PMJ. CHOURA GOOD OF THE ASSOCIATION

- Ask for everyone's input on the tempo of the membership. The feedback was average. There is definite room for improvement. Jennifer Sawday recommends we start meetings sooner and have the speaker go before the membership reports. John Berg recommend we have a one minute commercial for a random member at each meeting.
- Ask Corey Vane to be on the membership committee next year.
- Hold an Associate Member drive (Associates cost an additional \$75/quarter).
- The Next Board meeting is on Monday, November 14th. Elizabeth Riley said we can stay after at the Betty Reckas Cultural Center and have our board meeting from 1:30 - 2:30pm.

2:20 PM J. CHOURA ADJOURN

