



# Executives Association of Long Beach

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## RIPTIDE

June 20, 2016



### LEADS:

22 Inside Leads  
16 Outside Leads  
0 Yelp Reviews

### ATTENDANCE:

54 Firms are currently members of Long Beach Execs  
37 Firms were present at today's meeting

### NEXT MEETING:

Date: Monday, June 27, 2016  
Location: The Grand  
Program Company: Beach Heights Dentistry  
Program Member: Lynn Fasnacht

### MEMBER FOCUS TALK

**Dave Sakamoto**  
**Farmers & Merchants bank**  
**4827 E. Second Street, Long Beach**  
**Phone: 562-719-9238**  
**Email: [dave.sakamoto@fmb.com](mailto:dave.sakamoto@fmb.com)**  
**Website: [www.fmb.com](http://www.fmb.com)**



On Monday, June 20th Dave Sakamoto gave a member talk to the Executives Association of Long Beach during our weekly networking luncheon. Dave Sakamoto works at Farmers and Merchants Bank in Belmont Shore and has been a member since 2014. Farmers and Merchants Bank has been in the EALB since 1995.

Farmers and Merchants Bank is owned by the Walker Family and was originally started in 1907 in Long Beach. The downtown Branch that is still operational today was built in the 1920's and has beautifully well kept architecture throughout. Their real estate lending portfolio holds 3 billion dollars in outstanding loans. The newer locations have a new style of banking where you can sit down at a desk and an employee will come to you and help you with your banking rather than you waiting in line and going to a window for service. This is a new approach to customer service for them. They are growing their market share by building new branches in beach cities along the coast starting in Manhattan Beach and working their way towards Santa Monica.

Farmers & Merchants Bank has been around for over 100 years and have are promoting themselves by using billboards and buses throughout the cities they serve. They offer more online services now that many of their customers are millennials and still go to great lengths to provide superior customer service. They try to resolve your issue with only one or two points of contact with a person you probably already know at your favorite branch. Managers have authority to assist customers without redirecting you higher up the chain of command to resolve your problems quickly.

In addition to great customer service they are very generous within the community. They have given about \$2 million to local charities and continue to do so year after year. They are also very generous to their employees and highly invested customers. Dave can't say enough good things about how well he is treated there.

Ready to change from your BIG bank with long lines and lousy customer service? Visit

June 27, 2016

Speaker: Ting Yen D.D.S. of Beach Heights Dentistry

July 4, 2016

Dark: No Meeting, Happy Independence Day

July 11, 2016

Speaker: Anthony Puente, Digital Revolution

July 18, 2016

Speaker: Tom Bennett, Tom's Tires

July 25, 2016

Speaker: Jim Choura, The Grand Event Center

August 1, 2016

Speaker: Open

August 8, 2016

Speaker: Open

August 15, 2016

Speaker: Open

August 22, 2016

Speaker: Open

August 29, 2016

Speaker: Open

September 5, 2016

Dark: No Meeting, Happy Labor Day

### Riptide Archives

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

your local branch today to apply for an account. You can get a completely free business account if you maintain an \$8,000 minimum balance. [www.fmb.com](http://www.fmb.com)

#### 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:**

App Developer

#### **2nd Classification Postings:**

n/a

#### **Membership Postings:**

Executive Member: Eric Spier, 5 Creative Classification: App Developer

Associate Member: Mike , 5 Creative | Classification: App Developer

#### **Welcome New Members:**

Tom Di Leo in the Classification of Real Estate: Reverse Mortgages

Ting Yen, D.D.S., Associate Member for Beach Heights Dentistry

Anthony Puente, Digital Revolution | Classification: Video Production

#### **Other Membership News:**

n/a

## 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

June 20, 2016 – 1:30pm | Location: The Grand

#### 1:34 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)

#### 1:35 PM J. CHOURA MINUTES

- Motion to approve minutes from the May 2016 Board Meeting
- Motion: C. Kotani 2nd: S. Williams Discussion. All in favor? Yes Any Opposed? No

#### 1:40 PM K. GRAGSON FINANCIAL REPORTS

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 to receive and file the financial reports for May 2016
- Motion: K. Gragson 2nd: C. Kotani Discussion. All in favor? Yes Any Opposed? No
- Kellie will find and reassign the income from the video production to the budget item for that.
- We raised just over \$3,000.00 at the casino night. Next year the price of the tickets should be raised by at least \$20. The cost of putting on an event like this is much more than the \$49/pp we charged this year. Even though the costs are mostly donated we should be raising more than \$3k. We had multiple older members who showed very little participation and did not attend the event. The members who have no interest in participating will be asked to sponsor a table for \$500 each.

#### 1:45 PMM. THOMPSON MEMBERSHIP

- Attendance Report (see attached). Milton Owens is past due on his dues and has not been attending meetings. Andy Torres also has not been attending meetings. Many other members have not met the 50% attendance requirement. The membership committee will discuss the report and come back to the board with recommendations of who should be sent a left or warning and who should be sent a letter of dismissal.
- Application received from 5 Creative for the classification of Mobile App Developer. Kellie visited their location this morning. They rent office space inside Thunder Studios (very cool) and are capable of doing both large and small application development.
- Motion to open the classification of Mobile App Developer?
- Motion:K. Gragson 2nd: S. Williams Discussion. All in favor? Yes Any Opposed? No

#### 1:50 PM K. GRAGSON/K. SHERRILL BUSINESS PROMOTION

- The board previously voted for Kris to spend \$100 on Facebook ads to promote the new video. Kris has that begun? No. Kris intends to begin after asking Anthony to make a small change to the video. He will then submit an invoice for reimbursement.
- Port person to speak at the EALB?? Perhaps. Kris trying to confirm a date in August. Potential port tour sometime thereafter.
- Kellie has designed a new website for the board to review. The design and site map are attached. The new site will be more of a directory with distinct areas of expertise outlined. Similar to how we divide our power groups. The board was unanimously in favor of the design. The deposit has been paid. The charge for the entire site, including the mobile version with the 10% discount Knightling offered to give is \$3,250.00. Kellie will begin programming based on the approved design and send out a member profile form to be completed by each member. If not completed in 30 days members will be fined \$50 for delaying the project.
- Motion to approve the design and move into programming?
- Motion:S. Williams 2nd: M. Thompson Discussion. All in favor? Yes Any Opposed? No

#### 2:10 PM K. SHERRILL OLD & NEW BUSINESS

- I have registered and paid for Mabelle to go to this year's IEA conference in San Francisco in my place. Mabelle please book your hotel and send me the receipt for reimbursement.

#### 2:15 PMJ. CHOURA GOOD OF THE ASSOCIATION

- Open discussion on board development, are we preparing our leaders?
- Scott would like Kellie to gather a list of old committee members for the board to look at while discussing the next line of leaders for the EALB.
  - Open discussion on a annual evaluation of our association. Jim would like each board member to think about the following questions and get back to him. What are we doing right? What are we doing wrong?
  - A brief talk on BOD accountability. Jim would like each board member, himself included to try to bring in a new member to the association. His hope is that the members will see the boards

**commitment and accountability and follow suit.**

- **The Next Board meeting is on Monday, July 11th at the Grand at 1:30pm.**

**2:32 PM J. CHOURA ADJOURN**

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