



# Executives Association of Long Beach

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## RIPTIDE

July 12, 2016



### LEADS:

16 Inside Leads  
6 Outside Leads  
2 Yelp Reviews

### ATTENDANCE:

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

### NEXT MEETING:

Date: Monday, July 18, 2016  
Location: The Grand  
Program Company: Tom's Tire Performance Center  
Program Member: Tom Bennett

### MEMBER FOCUS TALK

**Jennifer Sawday**  
**Tredway, Lumsdaine and Doyle, LLP**  
**3900 Kilroy Airport Way, Long Beach**  
**Phone: 562-901-3050**  
**Email: [jsawday@tldlaw.com](mailto:jsawday@tldlaw.com)**  
**Website: <http://www.tldlaw.com>**



On Monday, July 11th Executive Member Jennifer Sawday gave a member focus talk to the Executives Association of Long Beach during our weekly networking luncheon. Jennifer's classification is Estate Planning Attorney. She has been a member of the EALB since 2014. She sits on the Board of Directors and the Membership Committee.

Jennifer has been married for 20 years. Together they have two daughters ages 8 and 12 and more pets than any other member of the EALB.

The law firm Jennifer works at is Tredway, Lumsdaine & Doyle, LLC. She has worked there for 10 years and recently made partner! According to her she exclusively does "dead people stuff" such as wills and trusts, estate plans, probate and more.

Her mom died in her mid 40's of cancer and her father died a few years after of a heart attack. During that time Jennifer was in law school and didn't know what to do. The estate went into probate and she and her brother hired attorneys to help them get through it all. She has personally been there. She understands what her clients are going through.

Probate is expensive and you have to hire a lawyer, so you might as well hire Jennifer Sawday. She is excellent at what she does and offers great advice. She offers free consultations and the first appointment is free to make sure you are a good fit for each other.

If you are planning ahead she has flat fees for wills and trusts and estate plans. That is not where she makes her money. she makes her money in court during probate, but hopes you'll never need her for that because you did all your pre-planning.

She gave the Execs a handout about having a trust that is especially important if you own a corporation. Make sure everything has a place to go. Your bank account, your house, your corporation stock should all go to your trust upon your death. If your assets have no place to go, then your heirs will have to go through the terrible and expensive process of probate.

July 18, 2016

Speaker: Tom Bennett,  
Tom's Tires

July 25, 2016

Speaker: Jim Choura, The  
Grand Event Center

August 1, 2016

Speaker: Jack Dilday,  
Dilday & Associates

August 8, 2016

Speaker: Kris Gragson, Gk  
Media - Yelp Workshop

August 15, 2016

Guest Speaker: Port of  
Long Beach

August 22, 2016

Speaker: Dr. Hryieniwicki,  
Long Beach internal  
Medical Group

August 29, 2016

Speaker: (Possible  
Membership Showcase  
TBD)

September 5, 2016

Dark: No Meeting, Happy  
Labor Day

September 12, 2016

Speaker: Annette Barry, All  
Souls Mortuary

September 19, 2016

Speaker: Open (new  
member talk?)

September 26, 2016

Speaker: Open

### Riptide Archives

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

Save your assets and your family lots of stress and have Jennifer review your estate plan today.

<http://www.tldlaw.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:**

n/a

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

n/a

#### **Membership Postings:**

n/a

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

Executive Member: Eric Speier, 5 Elements Entertainment Classification: App Developer

Associate Member: Mike Givens, 5 Elements Entertainment | Classification: App Developer

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

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

#### **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**

**July 11, 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)

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

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

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

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

- Video Production income reassigned to correct budget item.
- Motion to receive and file the financial reports for June 2016
- Motion: J. Berg 2nd: K. Gragson Discussion. All in favor? Yes Any Opposed? No

#### 1:45 PM M. THOMPSON MEMBERSHIP

- Kellie visited their location, they rent office space inside Thunder Studios (very cool) and are capable of doing both large and small application development. Eric Speier and Mike Givens of 5 Elements Entertainment (previously called 5 Creative by Kellie by mistake) has been posted in the Riptide for two weeks and have been recommended for membership by the Membership Committee.
- Motion to approve 5 Elements Entertainment for Eric Speier's Executive Membership and Mike Givens Associate Membership in the classification of App Developer?
- Motion: K. Gragson 2nd: J. Sawday Discussion. All in favor? Yes Any Opposed? No

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

- The board previously voted for Kris to spend \$100 on Facebook ads to promote the new video. Kris has that begun? No. Will begin next week.
- Port person to speak at the EALB?? Kris did you confirm a date in August yet? No. Waiting to hear back from them by next week for either August 15th or 22nd. Potential port tour sometime thereafter in September or October.
- Board would like more informational speakers to visit the EALB. Preferably ones like the Port of Long Beach who we could do business with as members. Kellie will ask Dave Sakamoto if he knows anyone who could come in to speak about identity theft and counterfeit money. Hopefully someone will come up with a contact at the city (or an adjacent city) that deals with bids and could give us some tips on how to win those.
- Kris Gragson will give a Yelp workshop on August 8th to our members to increase Yelp reviews during the lead session.

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

- Working on the programming of the website and collecting member profiles.
- Will be reprinting buyers guides next week. Was waiting to add these new members.
- Big thank you to Machel for working so hard to bring guests each week. She brought 4 guests in June!!!

#### 2:15 PM J. CHOURA GOOD OF THE ASSOCIATION

- Open discussion on an annual evaluation of our association. Jim would like each board member to talk about the following questions and get back to him. What are we doing right? What are we doing wrong?
- It's time to consider next year's board vacancies and start thinking of who will be invited to come on the board. It's important to let them know we expect them to take the leadership roles of Secretary/Treasurer, Vice President, President and Past President in turn during their 6 years on the BOD. Also we need more participation in the committees. Good BOD candidates would have two years of experience on a committee prior to joining the board.
- The Next Board meeting is on Monday, August 8th at the Grand at 1:30pm.

#### 2:22 PM J. CHOURA ADJOURN

