



Executives Association of Long Beach

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RIPTIDE

August 8, 2016

LEADS:

- 0 Inside Leads
- 0 Outside Leads
- 0 Yelp Reviews

ATTENDANCE:

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

NEXT MEETING:

Date: Monday, August 15, 2016
 Location: The Grand
 Program Company: Sawin & Kotani Accountancy Corporation
 Program Member: Craig Kotani

MEMBER FOCUS TALK

Kris Gragson
GK Media
 2271 Grand Ave., Long Beach
 Phone: 562-446-6303
 Email: krisgragson@gmail.com
 Website: <http://www.gkmediainc.com>



On Monday, August 8th Executive Member Kris Gragson of GK Media gave a talk to the Executives Association of Long Beach during our weekly networking luncheon about Yelp. Kris's classification is Online Advertising (SEO). He has been a member of the EALB since 2013.

Here are some facts about Yelp:

- 70% of searches on Yelp that came from mobile devices across the globe.
- 58+% of Yelp content (reviews and photos) was generated on the Yelp app.
- 102 million reviews has been posted since 2005.
- 21 million Average monthly mobile app unique users
- 69 million Average monthly mobile web unique visitors
- 77 million Average monthly desktop unique visitors

Kris highly recommends that everyone claim their business on Yelp or create their business profile on Yelp if it's not already there. Once claimed be sure to fill it out 100% with photos, hours, owner bio, history of the business, etc.

The next thing Kris recommends is to consistently ask your clients to review you. They can review you on Yelp but Google and Facebook and others are also great places to gather reviews. You never know where your next client will come from. It's numbers game, don't get discouraged from asking for reviews because you haven't gotten any yet. It's hard to get people to take the time to write a review. Keep asking!



August 15, 2016

Speaker: Eric Bloomer, Sawin & Kotani Accountancy

August 22, 2016

Guest Speaker: Port of Long Beach

August 29, 2016

Speaker: Membership Showcase Event at Machel Thompson's new Board & Care Home in Rossmoor from 5:30pm to 7pm.

September 5, 2016

Dark: No Meeting, Happy Labor Day

September 12, 2016

Speaker: Annette Barry, All Souls Mortuary

September 19, 2016

Speaker: Eric Speier & Mike Givens, 5 Elements Entertainment

September 26, 2016

Speaker: Dr. Hryniewicki, Long Beach Internal Medical Group

October 3, 2016

Speaker: Rusty Deeble (and others) doing a product showcase.

October 10, 2016

DARK: No Speaker Needed for Columbus Day

October 17, 2016

Speaker: Jack Dilday, Dilday and Associates

October 24, 2016

Speaker: Open

October 31, 2016

Speaker: Open (Halloween wear a costume for a prize)

Riptide Archives

August 8, 2016

August 1, 2016

July 25, 2016

When you do get a review, respond. Especially if it's a bad review unless you will just be fueling the fire by responding to an unpleasable client. If you can reach out to negative reviews offline to resolve their issue do so before responding to the review. Remember these reviews will be up there for life (well at least many years) so don't get into a battle of wills publicly. Always be polite and professional when responding. If you receive a good review, simply thank them - on Yelp. Yelp users like to see that the owner cares enough to respond.

Kris doesn't recommend paying for the ads on Yelp unless you are a new business who is not ranking well organically.

We did not have a lead session today. Instead we had a longer question and answer period where members of our Long Beach networking group were able to share their questions and experiences with Yelp.

If you need help setting up your page contact Kris at GK Media. He will work with you to get your profile in good condition and can even be hired to help you respond to your reviews on an ongoing basis.

Thank you Kris for the informative presentation.

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:

Elizabeth Riley will be taking Sophia Riley's place as the Associate Member for TGIS Catering

Welcome New Members:

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

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

Other Membership News:

Milton Owens of Absolute Serenity Pest Control has resigned.

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

August 8, 2016 – 1:30pm Location: The Grand

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
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

1:28 PM J. CHOURAOPEN MEETING

PRESENT: ___x___J. Choura (P) ___M. Thompson (VP) ___x___K. Gragson (S/T)

___J. Berg ___K. Pabst ___S. Williams ___R. Deeble ___x___J. Sawday ___C. Kotani (PP) Others: K. Sherrill (Executive Director) ___x___

1:30 PM J. CHOURA MINUTES

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

1:32 PM K. GRAGSON FINANCIAL REPORTS

- Motion to receive and file the financial reports for July 2016
- Motion: J. Choura 2nd: J. Sawday Discussion. All in favor? Yes Any Opposed? No

1:34 PMM. THOMPSON MEMBERSHIP

- Application for associate member change received from Elizabeth Riley at TGIS. She is the Event Sales Manager and Sophia's daughter would like to take her spot as associate. This will help with George's attendance since Sophia very rarely comes.
- Motion to approve the change in associate member from Sophia Riley to Elizabeth Riley
- Motion: J. Sawday 2nd: K. Gragson Discussion. All in favor? Yes Any Opposed? No
- Machel is working on getting applications submitted by Cooper and Hollows for General Contractor and Lazaro Reyes for Painting Contractor.
- Milton Owens has resigned and has paid his overdue balance. He is leaving in good standing. He just doesn't have the time to attend meetings (we haven't seen him all year). He would be welcomed back in the future if the spot remains open.
- Andy Torres, Dan Schoepf, Anthony Puentes and Bob Cerrulo have not paid their third quarter dues yet.
- With the Board's approval I will be sending the attached letter to the members who did not meet the 50% attendance required. I also added a note that adding an associate member is only an additional \$75/quarter. The membership committee has reviewed the list and June membership report thoroughly. 8 members will receive the letter. Approved.

1:40 PM K. GRAGSON BUSINESS PROMOTION

- \$100 on Facebook ads report.
- Potential port tour sometime in October. Any progress on scheduling that? We don't have enough people to sign up for one on our own.

1:43 PM K. SHERRILL OLD & NEW BUSINESS

- Working on the programming of the website and inputting the member profiles that were received.

1:45 PMJ. CHOURA GOOD OF THE ASSOCIATION

- 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. See attachment of BOD terms of service.
- The Next Board meeting is on Monday, September 12th at the Grand at 1:30pm. Kellie may not be able to make it to that meeting and will contact Melanie and Janie to see if they will cover for me at the meetings after the baby arrives.

1:50 PM J. CHOURA ADJOURN

