



# Executives Association of Long Beach

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## RIPTIDE

June 12, 2017

### LEADS:

29 Inside Leads  
5 Outside Leads  
3 Yelp Reviews

### ATTENDANCE:

51 Firms are currently members of Long Beach Execs  
34 Firms were present at today's meeting

### NEXT MEETING:

Date: Monday, June 12, 2017  
Location: The Grand  
Program Company: Open  
Program Member: Open

### MEMBER FOCUS TALK

**Dr. Heather Desh**  
HD Orthodontics  
4714 E. Los Coyotes Diagonal, Long Beach  
Phone: 562-283-6590  
Email: [info@hdorthodontics.com](mailto:info@hdorthodontics.com)  
Website: [www.hdorthodontics.com](http://www.hdorthodontics.com)



On Monday, June 12th, 2017 the Long Beach Executives Association met for their weekly business to business networking lunch in Long Beach. This week's speaker was Heather Desh owner of HD Orthodontics located at the traffic circle. Dr. Desh joined the EALB in 2016 and holds the classification of Dentistry - Orthodontics.

### MEET DR. HEATHER DESH

Dr. Desh is a board certified specialist in Orthodontics and Dentofacial Orthopedics, a prestige only 1 in 3 orthodontists obtain. Raised in Bethlehem, Pennsylvania, Dr. Desh completed her undergraduate studies at Lehigh University. She graduated after three years Summa Cum Laude with a BA in pre-dental medicine and was inducted into Phi Beta Kappa.

Dr. Desh continued her studies at one of only two Ivy League Dental schools, the University of Pennsylvania. During dental school, she was very involved in research and received several awards at various dental conferences for her work evaluating the role of masseter muscle metabolism in temporomandibular joint disorders. Dr. Desh graduated Penn Dental in the top 5% of her class and was inducted into the Omicron Kappa Upsilon National Dental Honors Society. Upon graduation, Dr. Desh matriculated into the orthodontics program at Temple University Kornberg School of Dentistry in Philadelphia, PA.

Dr. Desh is also a part of many other associations:

- American Association of Orthodontists
- Harbor Dental Society
- Pacific Coast Society of Orthodontists
- American Board of Orthodontics
- American Dental Association
- California Dental Association



June 19, 2017

OPEN

June 26, 2017

Rusty Deeble, Digital Installers

July 3, 2017

DARK - No Meeting, Happy Independence Day

July 10, 2017

Diane Grisham, MRC Heating & Air

July 10, 2017 Board Meeting

1:30 at The Grand

July 17, 2017

The Port of Long Beach

July 24, 2017

OPEN

July 31, 2017

OPEN

August 7, 2017

OPEN (Possibly Kimberly Rodgers of Jungle Promotions)

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September 11, 2017

Doug Shea, INCO Commercial

### Riptide Archives

June 12, 2017

June 5, 2017

May 22, 2017

May 15, 2017

May 8, 2017

May 1, 2017

April 24, 2017

April 10, 2017

April 3, 2017

March 27, 2017

March 13, 2017

March 6, 2017

February 27, 2017

February 13, 2017

February 6, 2017

January 30, 2017

- Phi Beta Kappa Honors Society
- Long Beach Chamber of Commerce
- Omicron Kappa Upsilon National Dental Honors Society

**AREAS OF SPECIALTY**

Dr. Desh specializes in a variety of orthodontic techniques allowing us to better customize your individual needs by offering several treatment options.

- Clear & Metal Braces
- Surgical Treatment
- Self-Ligating Braces
- Interdisciplinary Treatment
- Invisible (Lingual) Braces
- Early (Phase I) Treatment
- Invisalign & Invisalign Teen
- 2 Phase Treatment

In addition to providing the orthodontic treatments listed above, we also provide the following services:

- Sports Mouthguards
- Teeth Whitening
- TMJ / TMD Splints

**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:**

Logistics

**Membership Postings:**

Kenneth Quartarolo, Empire Worldwide Logistics - Classification: Logistics

**Welcome New Members:**

Frank Messano - Associate Member for Dilday & Associates

**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 12, 2017 – 1:20pm | Board Meeting**

**Location: Jim's Board Room at The Grand**

- January 23, 2017
- January 16, 2017
- 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

**1:20 PM M. THOMPSON OPEN MEETING**

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

R. Deeble  S. Williams  V. Bunting  J. Beeler  T. Di Leo  
 J. Choura (PP)

Others: K. Sherrill (Executive Director)  (Call In)

**1:20 PM M. THOMPSON MINUTES**

- Motion to approve minutes from the May 2017 Board Meeting
- Motion: 2nd: J. Choura J. Sawday Discussion. All in favor? Yes Any Opposed? No

**1:25 PM J. SAWDAY FINANCIAL REPORTS**

- Motion to receive and file the financial reports for May 2017
- Motion: J. Choura 2nd: K. Gragson Discussion. All in favor? Yes Any Opposed? No.

**1:30 PM J. SAWDAY MEMBERSHIP**

- The classification of Insurance - Health was posted for two weeks. Kelly Williams objected to it. He thought Insurance - Life/Health was already open (as did Scott Williams). Our records indicate the other insurance classification we have is Insurance - Life/Disability/Long Term Care. Kelly would be okay with the other classification becoming Insurance - Life/Health but would oppose having three insurance classifications in the group. Discussion about a motion to change the open the classification of Insurance - Life/Disability/Long Term Care to Insurance - Life/Health. No motion was placed. The membership committee is going to talk with Kelly and discuss the issue further.
- We received an application from Kenneth Quartarolo of Empire Worldwide Logistics last week. We had an online voting to post the opening of the classification of Logistics that passed. It will be in this weeks Riptide as well. If no objections are raised Kellie would like to have an online vote via email on him for membership.
- Rusty Deeble's guest Toby Mullen of Neutility Solar also expressed interest in joining. The classification of solar is already open. Thank you Rusty for inviting him! I will let you all know as soon as I receive his application.

**1:45 PM K. GRAGSON BUSINESS PROMOTION**

- Report from business promotion committee new event brainstorming session:

*We had the idea of combining a company like picnic and a movie night.*

*Free movie and admission*

*Would have several family friendly carnival games (buy tickets to play games.*

*Box Dinners provided by TGIS for purchase*

*Can win prizes from the games to go towards a raffle*

*People can buy raffle tickets*

*We would open up two or three hours before the movie for games and socializing.*

*Than play a family friendly movie on a inflatable screen provided by Rusty?*

*Location The Grand outside Courtyard.*

*RSVP system for head count.*

*Goals: Camaraderie, grow brand awareness for Execs, fundraiser*

*Date: 2018 TBD*

**Vendor tables or booths for members that want to showcase their wares**

- Should we have a membership drive or a bring a guest to Execs day?  
Skipped, will address next time.
- Kris Gragson wants to see a membership graph on who's joined and who's quit.

**1:50 PMM. THOMPSON OLD & NEW BUSINESS**

- Scott Williams sent the correct version of the bylaws out to the board on May 17th for everyone to read and review. Members shared comments for the committee. The Bylaws committee members include: Jennifer Sawday (Chair), Jay Beeler, Jim Choura and Scott Williams.
- Jennifer when will your committee have recommendations for the board on any changes or amendments?
- Jennifer read through the Bylaws and Policy Manual and does not see anywhere that says you have to post the classification for two weeks and then post the application for an additional two weeks. Recommends that they can run concurrently. Jay Beeler recommends that we rewrite the Bylaws to run two weeks instead of two editions.
- Motion to leave the running the opening and the member application concurrently up to the description of the board.
- Motion: V. Bunting. Second: J. Sawday.
- Motion to table V. Bunting's motion.
- The Bylaws committee is going to meet on June 16th to discuss any changes deemed necessary and will present their recommendations to the board at the next board meeting.

**2:05 PMM. THOMPSON GOOD OF THE ASSOCIATION**

- The Next Board meeting is on Monday, July 10th at The Grand at 1:30pm.

**2:17 PM M. THOMPSON ADJOURN**

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