

AGENDA
COMMUNICATIONS COMMITTEE
Administration Conference Room
Thursday, January 9, 2014 – 1:30 p.m.

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of the Agenda
5. Approval of Regular Meeting Minutes of December 13, 2013
6. Chair's Announcements
7. **STAFF REPORTS**
 - a. Managing Editor, Dave Saunders
 - b. Executive Director, Randy Ankeny
 - c. ITS Manager, Steve Perez
8. **COMMENT PERIOD**
 - a. Foundation Members
 - b. Committee Members and Ex Officio Member
9. **CORRESPONDENCE**
10. **UNFINISHED BUSINESS**
 - a. Finances – Budget Variance Report
 - b. Content - Website Committee Report – Betty Coven
 - c. Community - Centenarian Ad hoc Committee Report – Pat Wilson
11. **NEW BUSINESS**
 - a. Policy 2840.3, Delivery and Subscription
 - b. Policy 2860, Advertising Rates
12. Next meeting: Thursday, February 13, 2014, 1:30 p.m., Administration Conference Room
13. Adjournment

ADMINISTRATION**NEWSPAPER SERVICES****Delivery and Subscriptions**

1. The NEWS is delivered weekly to each Leisure World apartment free of charge. Bulk quantities are delivered to administrative Leisure World offices, Clubhouses, Health Care Center, etc. and nearby business establishments.
2. The Golden Rain NEWS provides a subscription mailing service.
 - a. The service is available to nonresidents, ad agencies, clipping services, advertisers, and other groups and individuals. It is also available to Leisure World residents who are away from Seal Beach Leisure World for an extended length of time.
 - b. Subscription rates for the Golden Rain NEWS will be recommended by the Administrator and Managing Editor subject to approval of the Publications Committee.
 - c. Payment in advance is required.
 - d. Newspapers are mailed weekly.
3. The Managing Editor and Administrator are responsible for recommending to the Publications Committee an agent or contractor for delivery of the Golden Rain NEWS subject to approval of the Golden Rain Foundation Board of Directors.
 - a. Changes in the terms of any agreement for the distribution of the newspaper will be referred to the Publications Committee for recommendation to the Board of Directors.

Policy

Adopted: 20 Feb 73
 Amended: 18 Sep 79
 Amended: 21 Feb 84
 Amended: 15 Sep 87
 Amended: 15 Jan 91

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

Advertising Rates

The policy of the Foundation is that advertising rates will be competitive with other advertising rates in the surrounding community, taking into consideration the uniqueness of the community with respect to the residents and their desirability as potential customers of advertisers.

1. The Managing Editor, with the concurrence of the Administrator, will periodically review the advertising rates in use and recommend to the Publications Committee any rate changes for the approval of the Publications Committee and the Golden Rain Foundation Board.
2. This policy shall include advertising rates for the following:
 - a. Display Advertising
 - b. Classified Advertising
 - c. Minibus Advertising

Policy

Adopted: 15 Aug 77
Amended: 18 Sep 79
Amended: 15 Jan 91

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Position title correction made 06-02-09)

(Jan 91)

GOLDEN RAIN FOUNDATION

Aged Receivables

As of Dec 31, 2013

Filter Criteria includes: Report order is by ID. Report is printed in Summary Format.

Customer ID	Customer	Current	31 - 60	61 - 90	Over 90 days	Amount Due
ACARI01	A CARING HEART SENIOR SOLUTIO	100.00				100.00
ALAMI03	ALAMITOS WEST HEALTH CARE	174.76				174.76
ALLEN01	ALLEN, SUSIE	186.40				186.40
ALLHA01	ALL HAPPY BARBERS	-175.00				-175.00
ALLIH01	ALLIED HEALTH CARE	75.00	144.00			219.00
ALLPR01	ALL PRO BUILDERS, INC.		-100.00			-100.00
ALPIN01	ALPINE HEATING & AIR CONDITIONI	464.60				464.60
AMERM01	AMERICAN MEDIA LLC	354.40				354.40
BALLE01	BALLERINI CHIROPRACTIC	-856.00				-856.00
BEACH05	BEACH VISION CENTER			-170.00		-170.00
BINGO01	BINGO CLUB	643.80				643.80
BIXBY03	BIXBY PLAZA CARPETS, INC.	304.40				304.40
BLUES01	BLUE SEA CARE SERVICES				-51.40	-51.40
BRENN01	BRENNAN, KATHERINE	209.70	116.50			326.20
BREUL01	BREUL ELECTRIC				100.00	100.00
BRIST01	BRISTOW TAX SERVICE	-300.00				-300.00
BUDST01	BUDGET STORAGE	100.00				100.00
CARNA01	CARNATION DRAPERIES	100.00				100.00
CELIB01	CELIBRE	300.00	600.00			900.00
CERRI03	CERRITOS FORD / LINCOLN / MERC	52.00				52.00
CERRI05	CERRITOS FORD LM-HYUNDAI	26.00				26.00
CHARL01	CHARLES BRISKEY REAL ESTATE, I	3,160.00				3,160.00
CHENG01	CHENG / BEACH PLAZA	508.80	508.80			1,017.60
CHEVR01	CHEVRON, SEAL BEACH	209.70	209.70			419.40
CHRIS01	LW ASSEMBLY OF GOD CHURCH	254.40	221.36			475.76
CHUML01	CHUMLEY, VERNA AND SY	422.80				422.80
CNPAS02	CNPA SERVICES, INC/CAPTIAL SOU	946.36				946.36
COAST02	COAST FACTORY BLINDS	200.00				200.00
COAST03	COAST UROLOGICAL MEDICAL		636.00			636.00
COUNT01	SEAL BEACH HEALTH CARE & REHA		254.40	508.80	508.80	1,272.00
CRESO01	CRES-O-MATIC TRANSMISSION	500.00				500.00
CUCAM01	CUCAMONGA PHARMACY	379.60	759.20			1,138.80

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DANAN01	DANANDY, INC.			-25.00		-25.00
DAVES01	DAVE'S FLOWERS		515.00			515.00
DBHAN01	DB HANDYMAN	-225.00				-225.00
DENNY01	DENNY'S C/O W K S RESTUARANTS	375.00	375.00			750.00
DINOS01	DINOS	233.20				233.20
DRAPE01	DRAPER'S AND DAMON'S C/O MCA	279.60	559.20	586.80		1,425.60
ELDOR01	ELDORADO C.C. RESTAURANT				-268.60	-268.60
FAITH01	FAITH CHRISTIAN ASSEMBLY	254.40				254.40
FAMIL01	FAMILY FIRST HOME CARE			-50.00		-50.00
FLOAM01	FLOORING AMERICA		50.00	241.49	216.49	507.98
FODEN01	FODEN, JAMES E	100.00				100.00
GENES01	GENE'S CARPET CLEANING	100.00				100.00
GENTL01	GENTLE CARE SENIOR SERVICES	50.00				50.00
GENTL02	GENTLE CARE DENTAL CENTER	1,159.20				1,159.20
GOLDE01	GOLDEN STATE MEDICARE HEALTH		2,187.80			2,187.80
GOLDF01	GOLDEN FUTURE EXPOS			-11.50		-11.50
GOODY01	GOODYEAR TIRES	634.20	381.60	2,221.20	843.30	4,080.30
GRACE10	GRACE COMMUNITY CHURCH	128.00				128.00
GRAY001	GRAY, ROBIN	1,592.00	1,592.00			3,184.00
GREEN01	GREENFIELD ACUPUNCTURE	66.60	66.40			133.00
GREEN02	GREENWOOD HEATING & AIR CON	716.60				716.60
GREEN04	GREEN-N-CLEAN	25.00				25.00
GROHD01	GROH, DEBRA HALVARSON	100.00				100.00
GSCUT01	G'S CUTTING BOARD RESTORATIO		-175.00			-175.00
GUNDE01	GUNDERSON CARPET	100.00				100.00
HADLE01	HADLEY, GLORIA & GUPTON, KATH	-3,080.00				-3,080.00
HARBU01	HARBOUR SENIOR CARE				128.00	128.00
HEALT05	HEALTH NET C/O SENIOR PUBLISH			249.03		249.03
HEINR01	HEINRICH MKTG/HUMANA		2,247.00	1,248.00		3,495.00
HOLYS01	HOLY SITE TOURS			-100.00		-100.00
INSTA01	INSTANT HEALTH CARE, INC.		-100.00			-100.00
JCKRE01	J. C. KRESS CONSTRUCTION	100.00				100.00

GOLDEN RAIN FOUNDATION
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Customer ID	Customer	Current	31 - 60	61 - 90	Over 90 days	Amount Due
JEWEL01	JEWELRY DESIGN GALLERY	76.80				76.80
JHPRO01	JH PRODUCTIONS	200.00				200.00
JIMMI01	JIMMIE R. BOYD, INC.	1,592.00				1,592.00
JOHNB01	JOHN BERGKVIST CONSTRUCTION	-25.00				-25.00
JOHNB02	JOHN BLOESER CARPETS	163.10	163.10	163.10	81.55	570.85
JOYCE01	JOYCE SPIGNER/D'AVERSA			49.40		49.40
JOYFU01	JOYFUL CARE	200.00				200.00
KANGC01	TOTAL HOME CONSTRUCTION	100.00	100.00	125.00	350.00	675.00
KARLT01	KARLTON RESIDENTIAL CARE	328.94				328.94
KATEL02	KATELLA SENIOR LIVING COMMUNI	708.80				708.80
KCBRA01	K C BRANAGHAN'S	163.10				163.10
KENGR01	KEN GRODY FORD	26.00				26.00
KITCH01	KITCHEN & BATH DESIGN	100.00	100.00			200.00
LAHSB01	LAHS BAND BOOSTERS BINGO	268.80				268.80
LBCAM01	L B CAMERATA SINGERS	256.00				256.00
LBMEM01	L B MEMORIAL MEDICAL CENTER		1,048.00			1,048.00
LBPLA01	L B PLAYHOUSE	128.00				128.00
LEISU01	LEISURE APARTMENT SALES	339.20				339.20
LEISU10	LEISURE LIVING RESALES	602.40				602.40
LEISU13	LEISURE WORLD-HCC PHARMACY	508.80				508.80
LEISU15	HEALTH CARE CENTER ON GOLDE			2,416.20		2,416.20
LENNI01	LENNING & CO., INC.	100.00				100.00
LEONA01	LEONA MONTANO			-100.00		-100.00
LEXUS02	LEXUS OF WESTMINSTER	26.00				26.00
LOSAL01	LOS AL BUILDERS	300.00				300.00
LOSAL02	LOS ALAMITOS EYE PHYSICIANS/S		794.00			794.00
LOSAL06	LOS ALAMITOS MEDICAL CENTER			696.00		696.00
LOSAL07	LOS ALAMITOS DENTAL CARE	559.20	1,295.20	699.00		2,553.40
LOSAY01	LOS AL YOUTH CENTER	128.00				128.00
LOVIN01	LOVING TOUCH HOMECARE	75.00			125.00	200.00
LOWEE01	LOWE, ELLEN M.	100.00	100.00	125.00	100.00	425.00
MALAR01	MALARKEY'S GRILL		256.00	128.00		384.00

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MARRC01	MARRI CUNNIFF	337.20	337.20			674.40
MARTH01	MARTHA'S SENIOR GOURMET	100.00	100.00			200.00
MCINE01	MC INERNEY, CAROLYN	132.80				132.80
MCKEN02	Mc KENZIE CREMATION & BURIAL S		448.00			448.00
MERCU02	MERCURIO, JOHN	100.00				100.00
METRO01	METRO NEWSPAPER ADV - CARLS	375.00	375.00	1,125.00	375.00	2,250.00
METRO02	METRO NEWSPAPER ADV - EDISON				424.00	424.00
MOBUL01	MOBUL			287.00		287.00
MULHE01	PRUDENTIAL CALIFORNIA REALTY	1,455.60				1,455.60
NEPTU01	NEPTUNE SOCIETY OF ORANGE	51.20	51.20			102.40
NEWFE01	NEW FEET STORE				300.00	300.00
NORIE01	NORIE WHITTAKER, G R I	204.80				204.80
NUKOT01	NU-KOTE REFINISHING	200.00				200.00
NURSE01	NURSE NEXT DOOR			-50.00		-50.00
NUVIS01	NUVISION FEDERAL CREDIT UNION	1,156.00	1,734.00			2,890.00
OGAN001	OGAN CONSTRUCTION	200.00	200.00			400.00
ORANG04	ORANGE COUNTY MATTRESS		-430.00			-430.00
OVERT01	OVER THE MOON MEDIA		279.60	279.60		559.20
PALAC01	PALA CASINO C/O SENIOR PUBLISH	1,156.00	1,156.00	1,156.00	1,156.00	4,624.00
PARKE01	PARKER HEARING	424.00				424.00
PENAC01	PENA CONSTRUCTION	100.00				100.00
PERMA01	PERMANENTLY BEAUTIFUL	-225.00				-225.00
POLLY02	POLLYS INC.	667.80	333.90	334.80		1,336.50
PUGAC01	PUGACH, M.D., ROBERT G.	279.60	279.60			559.20
QUAKE01	QUAKER GARDENS	624.00				624.00
RBGHI01	RBG HIGH INTEL ADV-HEAR USA	2,096.00				2,096.00
REEDJ01	REED, JOYCE	339.20				339.20
RITEA01	RITE AID C/O NEWS AMERICA MKTG	270.00				270.00
RITEA03	RITE AID C/O NSA MEDIA	1,325.00	980.00	1,225.00		3,530.00
ROBER01	ROBERTS CONSTRUCTION				-300.00	-300.00
ROSSM02	ROSSMOOR FAMILY DENTISTRY	349.60				349.60
RTATH02	RIGHT AT HOME HOME CARE	100.00				100.00

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RUSSC01	RUSS CONKLE UNOCAL	233.00				233.00
SALUS02	SALUS HOMECARE		-198.00			-198.00
SCAN001	SCAN HEALTH PLAN			300.00		300.00
SCAN002	SCAN HEALTH PLAN	424.00	624.00	624.00		1,672.00
SEALB08	SEAL BEACH REALTY			248.00		248.00
SENI011	SENIOR RESOURCE ADVISORS		100.00			100.00
SHAPI01	SHAPIRO, ERIKA	531.20				531.20
SHOHE02	SHOHET EAR ASSOCIATES		379.60			379.60
SKYLI01	SKYLIGHTS PLUS INC	454.40				454.40
SMART02	SMARTSOURCE				524.00	524.00
SONUS02	SONUS SF0010 C/O REBECKA NGU	907.20	907.20	1,134.00	907.20	3,855.60
SOTOL01	SOTO, LAW OFFICES OF ALLAN	160.00				160.00
SPETI01	SPECIALTY TIRES		51.20			51.20
SPITZ01	SPITZ, DR. MARC	169.60	636.00			805.60
SUBWA01	SUBWAY	8.00				8.00
SUMME01	EMERITUS / VALLEY VIEW	907.20				907.20
SUNRI05	SUNRISE SENIOR LIVING, INC,				1,420.60	1,420.60
SWENM01	SWENMAN CO.	200.00				200.00
THMAT01	THE MATTRESS PLACE	318.00	424.00	530.00		1,272.00
TOYOT04	TOYOTA OF HUNTINGTON BEACH	26.00	26.00			52.00
TRIAD02	TRIAD GROUP, INC./MONARCH HEA	455.40				455.40
TRIDE01	TRIDENT SOCIETY/NEPTUNE				1,138.80	1,138.80
UNATI01	UNATIN, GILBERT, DDS	623.72				623.72
VERIZ02	VERIZON		253.80			253.80
VINTA01	VINTAGE CERRITOS	559.20	279.60			838.80
WARRE01	WARREN / CRUISE STAR	169.60				169.60
WESTC02	WESTMINSTER CAFE	115.20	4.52			119.72
WILLE01	WILLED BODY PROGRAM - UC IRVI				-640.00	-640.00
ZBOBO01	BOB OGAN - CLASSIFIED	37.60				37.60
ZCOAS02	COAST FACTORY BLINDS	50.80				50.80
ZFRAN02	FRANK'S GARDENING-CLASSIFIED	49.00	49.00			98.00
ZJCKR02	J. C. KRESS CONSTRUCTION	39.40				39.40

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ZJIMM02	JIMMY'S HANDYMAN SERVICE	179.60				179.60
ZJOHN01	JOHN BERGKVIST-CLASSIFIED	-9.40		-25.00		-34.40
ZJOHN02	JOHN MERCURIO-CLASSIFIED	62.40				62.40
ZMUTU01	MUTUAL 1	100.00				100.00
ZNOWE01	NOWELL, TED-CLASSIFIED	142.00				142.00
ZPENA02	PENA CONSTRUCTION-CLASSIFIED	35.20				35.20
Report Total		36,842.78	24,286.68	16,168.92	7,438.74	84,737.12

PHONE SALES LOG

EMPLOYEE NAME : Dede Martin
Printed January 2, 14

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
1 12/2/2013	S And G Homecare Costa Mesa	Peter Operator	Justin@sgdme.com 949.474.2050	11:50am	www.sgdme.com Saw truck on the road and checked out website. Sent email MK to Justin.
2 12/2/2013	The Druggest Hunt Beach	Hanny Owner	Htadros@yahoo.com 714.846.0688	12:03pm	Recently purchased TD. Emailed MK to see if interested.
3 12/2/2013	Rossmoor Dental Group Seal Beach	Jamie	Shawj@pacden.com 562.431.0393	2:29pm	Called and emailed MK.
4 12/2/2013	Alta Home Care	Matt Wilson Area Manager	Matt.wilson@altahomecare.com 714.335.9436	3:41pm	Talked to Matt. Emailed MK. Will send follow up email.
5 12/2/2013	Loeff Lite-a-line Long Beach	Samantha	Samanthaspearman@hotmail.com 949.244.8388	3:54pm	Talked to Samantha. Emailed MK. Will send follow up email.
6 12/3/2013	Leisure World Corona Del Mar	Exec Asst To Heidi Cortese Cheryl Chen	Cchen@leisureworld.com 949.723.4844	1:01pm	218 Marigold Avenue Corona del Mar, CA 92625 Requested R.E. rates.
7 12/3/2013	Marina Skin Care Los Alamitos	Marina Mitri Owner	Marmitri@verizon.net 562.708.3694	3:34pm	Grand Opening 12/7/13. Emailed MK.
8 12/3/2013	The Filmmakers Gallery	Steven Roche	Thefilmmakersgallery@gmail.com 562.433.4500	8:59am	Cell: 323.240.8103 Talked to Steven re: display ads and emailed rates to bfrallsent@aol.com because he didn't get ones sent to other address.
9 12/3/2013	Bella Terra Hunt Beach	Marketing Agency Pat Rogers	Rogersmarketingservices@gmail.com 714.793.1123	3:46pm	Emailed follow up MK.
10 12/3/2013	Altantis Eye Hunt Beach	Office Manager Irma Ocampo	i.ocampo@atlantiseyecare.com 714.901.2006	3:48pm	Email MK follow up to Irma per her request and she will discuss with corp.
11 12/3/2013	Pauls Tv Hunt Beach	Matt Salesperson	Shoskie@paulstv.com 714.845.4340	3:48pm	Email MK follow up store manager who will discuss with district manager.
12 12/3/2013	Dental Oasis Of O. C. Hunt Beach	Dr. Toorani Owner	Drtoorani@dentaloasisofoc.com 714.894.7700	3:53pm	Email MK follow up to Dr.

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Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
13 12/05/2013	Westminster Planet Hair Salon & Spa	Christine Owner	No Email 714.891.6737		Called Christine to discuss adv. She will have her brother call me back.
14 12/6/2013	Stanton Tender Loving Home Care	Tamer	Fxpro@outlook.com 714.576.9949	2:01pm	Talked to Tamer and emailed MK.
15 12/9/2013	Seal Beach Bed, Bath And Beyond	Ashley Arnold Marketing	Ashley. Arnold@novusmediainc.com 612.874.3024	9:18am	Sent MK.
16 12/9/2013	Seal Beach Target	No Name Marketing Department	Media@target.com No Number	9:38am	Sent MK. Media hotline: 612.696.3400
17 12/9/2013	Seal Beach Kohls	Lyra Public Relations	Lyra.o'brien@kohls.com No Number	10:00am	Sent MK.
18 12/9/2013	Montana Brookfield Hunter	Nick	Nsavko@emhiser.com 406.388.1248	10:53am	Previous account. Wants to start advertising again. Emailed MK.
19 12/9/2013	Hunt Beach Alzheimer's Family Services Center	Ryan Marketing	Rkadowaki@afscenter.org 714.593.9630	11:15am	9451 Indianapolis Avenue Huntington Beach, CA 92646 Talked to Ryan and followed up by emailing MK.
20 12/9/2013	Hunt Beach Alzheimer's Family Services Center	Cindy Marketing	714.593.1852	11:48am	Returned Cindy's call asking questions re: MK I sent Ryan. She will call me with answer after talking it over with Marketing Team.
21 12/9/2013	Love Handles	Greg Joneson	Greg_joneson@hotmail.com 866.609.9484	4:16pm	Called and emailed MK.
22 12/10/2013		Cindy Salvatore	Cs0663@gmail.com 672.477.2010	2:36pm	Emailed MK.
23 12/12/2013	Love Handles	Greg Joneson	Greg_joneson@hotmail.com 866.609.9484	8:50am	Returned call re: Display ads.
24 12/12/2013	Anaheim A A Concrete	Pelevia Malupo	Pmalupo@yahoo.com 714.868.1834	9:00am	Discussed advertising. Followed up by emailing MK.

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 Printed January 2, 14

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
25 12/12/2013	Tender Loving Home Care Stanton	Tamer	Fxpro@outlook.com, Tamer@tenderloving.net 714.576.9949	9:51am	Left msg re: questions about advertising and followed up with email.
26 12/12/2013	Marina Skin Care Los Alamitos	Marina Mitri Owner	Marmitri@verizon.net 562.708.3694	3:34pm	Follow up email to answer advertising questions.
27 12/12/2013	Griswold Home Care Long Beach	Soren	Sorenbadiei@gmail.com 310.874.9119	10:38am	Talked to Soren re: Pro Directory and sent followup email.
28 12/13/2013	Odyssey Coach (for Pauma Casino)	Robert Owner	Socalcasinos@gmail.com	1:31 pm	Emailed follow up to in-office appt. I should be hearing from Pauma re: ads on Monday.
29 12/16/2013	My Fit Foods Long Beach	Matt Reilly	Matt.reilly@myfoods.com	8:03am	Follow up email.
30 12/17/2013	Realty One	Noelle Hipke	Noelle@hipkehomes.com 714.536.5877	12:03pm	Emailed MK. Will make follow up phone call.
31 12/17/2013		Joan Larsen	Preciouslarsen2012@gmail. Com 562.522.5574	12:47pm	Emailed MK and followed up with phone call.
32 12/17/2013	Realty One	Noelle Hipke	Noelle@hipkehomes.com 714.536.5877	12:54pm	Made follow up phone call and left msg.
33 12/17/2013	Odyssey Coach (for Pauma Casino)	Robert	Socalcasinos@gmail.com	1:29pm	Sent follow up email stating that I have not heard from Pauma.
34 12/17/2013	Cookies By Design Long Beach	Renee Owner	Designercookies@gmail.com 562.961.9161	3:09pm	Sent follow up email and MK rates.
35 12/30/2013	Alzheimer's Family Services Center Hunt Beach	Susan Caumiant V P Of Development	Scaumiant@afscenter.org 714.593.1842	9:48am	Responded to email wanting to move forward with advertising. Will begin in Jan.
36 12/30/2013	Miracle Ear Long Beach	Robert Hanley Franchise Owner	Rihanley@rhearing.com 562.407.4349	9:54am	Responded to email wanting to move forward with advertising. Will begin in Jan. My previous account but now has new franchise owner.

PHONE SALES LOG

EMPLOYEE NAME : Dede Martin
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Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
12/30/2013	Farmers Insurance Lakewood	Priscilla Receptionist	Pvallejos@farmersagent. Com 562.552.3259	3:18pm	Emailed MK. Will make follow up phone call. 2725 Candlewood St, Ste A Lakewood, CA 90712

FIELD SALES LOG

EMPLOYEE NAME : Dede Martin
Printed January 3, 14

Date	Company / City	Contact / Position	Phone / Email	Odometer Start / Stop / Finish	Recap / Follow-up
1 12/2/2013	Rossmoor Dental Group Seal Beach	Jamie	shawj@pacden.com 562.431.0393	76771 76771	Office opens 1/6. No one there but got info off window and called and emailed MK. www.rossmoordentalgroup.com
2 12/2/2013	Babies R Us Seal Beach	Lisa	no email address 562.594.3852	76769 76771	Store Manager Josh. Will call to follow up.
3 12/2/2013	Verizon Seal Beach	Store Manager Aaron Gutierrez	agutierrez@4Gwireless.com 562.430.4371	76773 76772	Grant wants to begin advertise. Will forward to Marketing.
4 12/3/2013	Bella Terra Hunt Beach	Receptionist Jennifer Van Horn	rogersmarketingservices@gmail.com 714.793.1123	76804 76812	Pat Rogers handles marketing. Emailed her.
5 12/3/2013	Atlantis Eye Care Hunt Beach	Office Manager Irma	i.ocampo@atlantiseyecare.com 714.901.2006	76812 76812	Irma will talk to corp. She asked me to email her and she will forward to them.
6 12/3/2013	Pauls Tv Hunt Beach	Salesperson Matt	shoskie@paulstv.com 714.845.4340	76812 76812	Steve Hoskie store manager. Emailing him and he will talk to district manager.
7 12/3/2013	Dicks Sporting Goods Hunt Beach	Salesperson Brett	no email address 714.847.3179	76812 76812	Brett will give to store manager, Tyler. He did not know email address and did not have business card.
8 12/3/2013	Dental Oasis Hunt Beach	Receptionist Jennifer	drtoorani@dentaloasisof.oc.com 714.894.7700	76812 76820	Dr. Toorani makes decisions. Emailed dr and left info for him.
9 12/5/2013	Sanctuary Seal Beach	Receptionist Kelly	no email address 562.431.9099	76851 76853	Kelly to give MK to Anita, the owner.
10 12/6/2013	Rossmoor Family Dentistry Seal Beach	Owner Dr Vu	VNGUYENDMD@YAHOO.COM 562.430.2333	76885 76889	Discussed and purchased display ads and TD. Beginning ad 12/12/13
11 12/9/2013	Bed, Bath And Beyond Seal Beach	Salesperson Melanie	no email address 562.493.1800	76921 76923	Melanie will give MK to Karen, store manager. I am following up with corporate as well.
12 12/9/2013	Dr Michael Fanarof Optometry Seal Beach	Receptionist Corine	no email address 562.594.0929	76923 76927	Corine to give MK to Dr. Fanarof who makes decisions.

FIELD SALES LOG

EMPLOYEE NAME : Dede Martin
Printed January 3, 14

Date	Company / City	Contact / Position	Phone / Email	Odometer Start / Stop / Finish	Recap / Follow-up
13 12/9/2013	Youngpings Massage Seal Beach	Receptionist Missy	youngpingsmassage@gmail.com 562.431.1515	76927 76927	Missy to give MK to owner, Nancy, who makes decisions. Follow up email.
14 12/9/2013	Stacey Loman Family Destistry Seal Beach	Receptionist Sarah	drstaceylowman@gmail.com 562.493.0700	76927 76927	Sarah to give MK to Dr. Lowman, who makes decisions. Follow up email.
15 12/9/2013	Best Buy Long Beach	Salesperson Steve	david.garrett@bestbuy.com 562.431.5026	76933 76927 76929	Steve to give MK to David, GM. Follow up email and follow up with corporate.
16 12/5/2013	T Mobile Seal Beach	Sales Lead Danny	no email address 562.431.4010	76854 76853 76853	Danny will give MK to Rodney, store mgr, who will talk to district mgr.
17 12/12/2013	Smile The Spa Long Beach	Receptionist Lisa	drterra@smilethespa.com 562.498.4200	76992 76999	Lisa will give MK to Dr who makes decisions. Will email followup to Dr.
18 12/12/2013	Cookies By Design Long Beach	Owner Renee	designercookies@gmail.com 562.961.9161	76999 76999	Renee is considering advertising. Will email followup.
19 12/12/2013	Center For Physical Therapy Long Beach	Receptionist Erin	kylebaldwin@msm.com 562.597.3035	77004 76999 76999	Erin will give MK to Kyle Baldwin who makes decisions. Will email followup to him.
20 12/26/2013	My Fit Foods Long Beach	Manager Flavia Fontolan	flavia.fontolan@myfitfoods.com 562.206.0186	77200 77203	Offered buy 2 get 2 free. She will talk to corp about it. Will follow up with email.
21 12/26/2013	Serenity Massage Spa Long Beach	Receptionist Vanessa	no email address 562.598.4300	77203 77203	Offered buy 2 get 2 free. She will give info to James, the owner.
22 12/30/2013	Rossmoor Dental Group Seal Beach	Receptionist Tracy	shawj@pdsi.corp 562.431.0393	77233 77235	Offered buy 2 get 2 free. Asst Manager, Jamie, works with mktg. I will follow up w/email to her. Tracy will give MK to her.
23 12/30/2013	Glowaki Chiropractic Seal Beach	Receptionist Makayla	no email address 562.596.9854	77238 77235 77236	Offered buy 2 get 2 free. Mikayla will give MK to dr and explain buy 2 get 2 free. He will contact me if interested.

PHONE SALES LOG

EMPLOYEE NAME : Karen McElwain
 Printed December 31, 13

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
1 12/3/2013	Grace Community Church Seal Beach	Christa Heideman	Info@gracesealbeach.org 562-596-1605	9:50	not too many weeks before Christmas let's go!
2 12/3/2013	L B Convention Center Long Beach	Jeff	Jeff@longbeachcvb.org 562-495-8348	10:04	informed him I had to know if running in December
3 12/4/2013	Los Alamitos Youth Center Los Alamitos	Director Shelly Hasselbrink	Hasselbrink4@aol.com 714-715-6734	9:54	need ad information to run on 12/12 today
4 12/16/2013	Shelf Genie Redondo Beach	Owner Lorna Ross	Lross@shelfgenie.com 310-633-3570	9:00	please send ad for 12/19
5 12/16/2013	Magic Touch Homecare	Mktg Mgr. Charlotte	Char.palencia@gmail.com 949-863-0208	9:23	On vacation call after the holidays
6 12/16/2013	All Reverse Mortgage	President Cliff Auerswald	Cliff@allrnc.com 714-663-9605	9:28	Gave him information of who to contact to see if we could do reverse mortgages
7 12/16/2013	Long Beach Convention Center Long Beach	Mkt Mgr Jeff Forney	Jeff@longbeachcvb.org 562-206-1907	9:26	asked if ready for January run and what date
8 12/16/2013	Scooner At Sunset Seal Beach	Mktg Leeann Mahoney	Leeannsealbeach@hotmail.com Com 562-489-4388	3:53	sent pricing and news information on run dates for next year 2014
9 12/16/2013	Shelf Genie Redondo Beach	Owner Lorna Ross	Lross@shelfgenie.com 310-633-3570	4:09	shent ad I had which was wrong ad please send corrected one.
10 12/17/2013	Shelf Genie Redondo Beach	Owner Lorna Ross	Lross@shelfgenie.com 310-633-3570	9:23	Received correct ad thank you .
11 12/17/2013	Shelf Genie Redondo Beach	Owner Lorna Ross	Lross@shelfgenie.com 310-633-3570	9:30	What are the run ads and will all ads be the same ...no! Got 12 dates
12 12/17/2013	Hipke Homes	Noelle	Noelle@hipkehomes.com	11:09	interested for 2014 wants pricing for all available material sent it to her.

PHONE SALES LOG

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
12/19/2013	Two Guys Storage	Cathline Office Mgr.	714-596-9999	10:00	found out it is Dede's account told her
12/19/2013	Salus Home Care Irvine	Me-hon	949-540-4033	10:05	had a billing question
12/20/2013	S B Health Care & Rehab Seal Beach	Donna Butin Mkt Mgr	714-264-9443	2:48	Left message call back Monday 23rd
12/23/2013	Classic Remodeling West Hollywood	Oren Levy Owner	Olevy@classichomeremodel.com 310-462-0252	8:57	asked if ready to start the 2nd week in January and what I need to begin
12/26/2013	James Maynard Costa Mesa	James Maynard Representative	Jamesmaynard1@ca.rr.com 949-791-8235	4:00	sent pricing talked to him about a seminar here in LW if possible in one of the clubhouses.
12/26/2013	First Team Reak Estate Seal Beach	Steve Marsh Sales	Steve@stevemarsh.com 714-624-4126	9:26	replied to his e-mail canceling our appointment and suggested 2 dates to reschedule.
12/27/2013	James Maynard Costa Mesa	Jim Maynard Representative	Jamesmaynard1@ca.rr.com 949-791-8235	9:33	wants to talk to Dr. he works with and set up a time in January we will work it out.
12/27/2013	L B Bridge Center Long Beach	Baum Harris Representative	Baum@taxaudit.com 888-609-9695	10:55	Wants to run 1/9/14 need money and the ad he will e-mail it in time.
12/27/2013	Classic Remodeling West Hollywood	Oren Levy Owner	Olevy@classichomeremodel.com 310-462-0252	2:19	Gave instructions for 1/9/14 run date
12/30/2013	The Walter's Group Yucaipa	Don Curl Sales Rep	Doncurlb@gmail.com 909-253-3357	3:45	interested for 2014 wants pricing for real estate... material sent it to him.
12/30/2013	Western International	Fariba Acct Supervisor	Drfariba@aol.com 756-2675	4:00	Wanted to see if she is ready to run and has an approval from corporate
12/31/2013	Green-n-clean Garden Grove	Jim Harrison Partner	Ecoclean@green-nclean.com 714-376-5205	9:51	Are you ready to advertise in 2014 I am working on 1/9/14

PHONE SALES LOG

EMPLOYEE NAME : Karen McElwain
Printed December 31, 13

Date	Company / City	Contact / Position	Phone / Email	Time	Recap / Follow-up
12/31/2013	Dr. Lagos D D S Los Alamitos	Carol Wife	Lagosx4@aol.com 562-743-7569	10:16	Looking forward to working with you in 2014

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FIELD SALES LOG

EMPLOYEE NAME : Karen McElwain
 Printed December 31, 13

Date	Company / City	Contact / Position	Phone / Email	Odometer Start / Stop / Finish	Recap / Follow-up
1 12/3/2013	Seal Beach Compounding Corner Pharmacy	Owner Tuan Nguyen	562-431-2308	52480 52482	still looking over the information call back
2 12/31/2013	Seal Beach Red Wok	Kevin	562-493-2685	52731 52732	Kevin will show to owners they were an old account
3 12/31/2013	Seal Beach Preveza	Manager Nickolas	562-596-6400	52732 52732	He wanted to talk to partner and have me call after the first of the year.
4 12/31/2013	Seal Beach Spin Pizza	Rick Hedding	Not Open	52732 52733	Still being built Rick said to come back when closer to opening
5 12/31/2013					