

AGENDA
COMMUNICATIONS COMMITTEE
Administration Conference Room
Thursday, February 13, 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 January 9, 2014
6. Chair's Announcements – Rules of the Meeting: Only the business of this Committee, these meetings, the *Golden Rain News*, and website content will be discussed. Personal attacks, accusatory statements or personal questions will NOT be tolerated.
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. **NEW BUSINESS**
 - a. Sales plans 2014 – Dede Martin and Karen McElwain
 - b. Navigator plans 2014 – Ruth Osborne
 - c. Establish Website Subcommittee
 - d. Establish Centenarian Subcommittee
 - e. Budget Study Review of *Golden Rain News* Income and Expenses
 - f. Communications policies workshop, date to be determined – Randy Ankeny
 - g. Review Policy 2850, Advertising Commissions
11. **UNFINISHED BUSINESS**
 - a. Finances – none
 - b. Content - Website Subcommittee Report – Betty Coven
 - c. Content – Newspaper Monthly “City News” Column
 - d. Community - Centenarian Subcommittee Report – Pat Wilson
12. Next meeting: Thursday, March 13, 2014, 1:30 p.m., Administration Conference Room
13. Adjournment

Courtney Knapp

From: Betty Coven [bettycoven@hotmail.com]
Sent: Friday, February 07, 2014 12:50 PM
To: Courtney Knapp
Cc: Betty Coven Forwarding Address
Subject: Correspondence

Here is the one letter that I have. Another may be coming later today. I will send it ASAP.

Correspondence

Friday, February 07, 2014
 9:59 AM

Subject	Submitted article
From	<u>Liz Stookesberry Myers</u>
To	bcoven@lwsb.com
Sent	Tuesday, January 21, 2014 11:09 AM

Ms Coven, below is an article I submitted and was rejected by the editor. I wrote as a review of the performance. I was hoping the guy would realize that he is past his prime. About 30 people walked out. We would, but we were stuck at the end of the row and did not want to worry about stepping on toes.

Could I resubmit it without the names? I was at your last meeting. So whatever you decide I will go along with.

Liz Myers
 562/598-3027

On Jan 17, 2014, at 11:02 AM, Liz Stookesberry Myers wrote:

K and E Myers
 1401 Skokie Rd 83D
 Seal Beach, CA 90740-3980
 562/598-3027

Dear Editor,

I do not want to be mean or ugly, but the Valentino & Friends "Great Songs" concert last Thursday night was a big disappointment. The pianist, Barbara McElhaney, did a good job, especially on Glen Miller's "In the Mood."

I only heard a couple of 'great songs.' Mike Viele, Dean Martin impressionist, had a lovely voice, but I did not see

any Dean Martin coming out. A guitarist played a couple of songs, which I was unfamiliar with.

I am sorry to say Valentino Perry's singing missed the mark. He was off key, and could not remember the words. This was presented in the Leisure World paper as a quality performance, but to give it a grade scale it was a "D-."

Karl and Elizabeth Myers
Mutual 4

=====
From: Dave Saunders <daves_news@lwsb.com>
Date: Fri, Jan 17, 2014 at 1:40 PM
Subject: Re: Valentino & Friends
To: Liz Stookesberry Myers <stookesberry@gmail.com>

Hello Mr. and Mrs. Myers,

It is the Policy of the Golden Rain News to not publish letters to the editor that are, among other things, scurrilous, defamatory or otherwise inappropriate. A letter complaining about the quality of a show would probably be acceptable. A letter naming names or otherwise identifying individuals would probably not. For that reason, your letter will not be published. Should you want to, you may send the letter to the Golden Rain Foundation Communications Committee for its consideration.

On Jan 17, 2014, at 11:02 AM, Liz Stookesberry Myers wrote:

K and E Myers
1401 Skokie Rd 83D
Seal Beach, CA 90740-3980
562/598-3027

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Courtney Knapp

From: Betty Coven [bettycoven@hotmail.com]
Sent: Friday, February 07, 2014 12:51 PM
To: Courtney Knapp
Cc: Betty Coven Forwarding Address
Subject: Dede Martin Sales plan

Sales plan Dede Martin

Dede Martin Sales plan

Friday, February 07, 2014
 9:39 AM

SALES PLAN 2014

Employee Name: Dede Martin Requested by: Dr. Coven 01/23/14

GOALS AND OBJECTIVES TO INCREASE SALES REVENUE IN 2014

INTERNAL

- BUILD TRUST WITH MY SUPERIORS – Keep the lines of communication open by continuing to be transparent in my communication and in my recordkeeping.
- REMAIN FOCUSED – Stay riveted on sales goals, praying daily for wisdom how to carry them out, i.e., where to go for potential advertisers and how to best relate to them individually.
- MAINTAIN A POSITIVE ATTITUDE – Daily do the best job I can do so one day I can say I finished well.

EXTERNAL

- AGENCIES AND CORPORATIONS – Be diligent to contact and follow up with larger companies to secure longterm

advertisers. This effort will not be random. First focus this year—casinos. They have been called, emailed and sent media kits. Follow up will also be a priority. The next focus—The Centenarian issue of the Navigator. My goal is to have an ongoing target focus throughout the year.

- SMALL COMPANIES – While on a field call, leave newspapers and rates at all businesses surrounding the area with no commitment to follow up on all of them. This will familiarize more companies with the LW News and give them the opportunity to advertise. The mindset is to be liberal with exposure but concentrated in follow up.
- SERVICE ACCOUNTS – Continue to meet the needs of present advertisers who require insertion orders, affidavits, and ad proofs on a weekly basis. Attempt to up-sell to ongoing advertisers. Contact accounts that haven't advertised recently and encourage them to try again.

IDEAS AND INFORMATION TO AID DECISION MAKING IN 2014

SUGGESTIONS

- NAVIGATOR – Focus on Centenarians. Consider a new focus for each year—i.e. Better Homes and Gardens.
- LWSB.COM WEBSITE – Do not remove the 'Local Attractions' links now. When website advertising has been approved, contact each attraction informing them the link will remain on the website for another month for free.
- CREDIT CARDS – Rather than all of LW taking credit card payments at once, have the News be the pilot department. That way we can start bringing in more revenue, as well as test the service and the system.

CONCERNS

- HOUSE ACCOUNTS, CHANGE IN HANDLING – If advertisers are taken from the relationship that has been established with their salesperson over the years and given to the managing editor, the break in the bond they

have built is bound to affect their advertising decisions. Also, the managing editor's duties have become more managerial in nature over the past year, leaving less time for sales-related duties. This has resulted in the loss of accounts and revenue. Adding more accounts to his workload when time doesn't permit him to service the ones he has may not be wise or profitable.

- **HOUSE ACCOUNTS, NON-COMMISSIONABLE** – Larger newspapers sell only newspapers. When an account is ongoing, an incentive to up-sell and service that account may be non-existent. At LW, however, we are not only responsible for selling newspapers, but on a yearly basis we sell the telephone directory, the Navigator, the Mini Bus Schedule, and interior and exterior bus signs. Variable commission rates are structured so salespeople are lured to prioritize their time and effort in the areas deemed most important by the company. Therefore no matter

who is handling them, eliminating all incentive from the House Accounts will undoubtedly have an effect on the quality of time and service they receive.

- **CLASSIFIED COMMISSIONS** – Larger newspapers have classified salespeople who service their ongoing accounts and seek to obtain new ones. In contrast, our classified payments are accepted by two part time receptionists who are responsible for much more than classified ads. Classified advertisers are helped by whoever is at the desk when they come in to pay—which on a Wednesday could be anyone in the office. How will we control who receives the commission on any given day? Will we set up different accounts for the same advertiser? Or will we continually change the account so commission is posted to the receptionist who helps them each time they come in to pay? Will everyone in the department who helps a classified advertiser be eligible to receive commission? With all the bookkeeping this change is likely to incur, will it be profitable?

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Courtney Knapp

From: Betty Coven [bettycoven@hotmail.com]
Sent: Friday, February 07, 2014 12:51 PM
To: Courtney Knapp
Cc: Betty Coven Forwarding Address
Subject: Sales goals Karen McElwain

Sales goals Karen McElwain

To: Dr. Betty Coven

From: Karen McElwain, Advertising Sales

Date: January 21, 2014

Dear Dr. Coven,

Per your request, I am providing the following information re: my 2014 Sales Plan for your review:

My desired sales position as a 40-hour employee realistically requires:

1. Field Work (approximately 4 hours daily):

- a. Call on new prospective clients
- b. Call on current client base to maintain mutually loyal relationships, esp. during the recovery phase of recessionary times
- c. Collect on delinquent Accounts Receivable and new-client monies.

2. Office Work (approximately 4 hours daily):

- a. Manage over 500 accounts
- b. Prepare written communications and media kits for all customers
- c. Handle delinquent Accounts Receivables
- d. Respond to clients' (prospective and established) inquiries
- e. Create advertising ideas and designs for implementation into the newspaper, phone book, Navigator magazine, mini-bus schedule and bus signs
- f. Collectively solve problems with other departments (eg. ad re-production, late ad submission, and lost invoices), as needed

My vocational goals for 2014:

- 1. Develop and promote customers' product marketing ideas to enhance their marketing strategy (ie. assist Marketing Directors). Purpose: to secure a commitment to advertise with Golden Rain News (and above-mentioned printed materials in 2.e.)
- 2. Recognize broader opportunities to improve the quality of our printed products, so as to increase and maintain future sales
- 3. Expand the customer base by recognizing the local communities' business expansions and understanding demographic changes (eg. represent the Golden Rain News as a member of the Seal Beach Chamber of Commerce and/or Soroptomist International of Long Beach). This will be accomplished by blending this pursuit with my longevity and historical success in the sales force, tenacious spirit, perseverance and a proven ability to connect with people in a positive manner.

SUMMARY:

I have demonstrated a strong commitment to my job for the past 15 years. I've supported the Golden Rain Foundation's goal to provide its shareholders the highest quality newspaper they deserve. I look forward to "riding out the economy's storm" by continuing to maintain a positive, healthy attitude towards my job and our

mutual goals. By doing so, this reveals the continued desire to increase my value to the Golden Rain News.

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Courtney Knapp

From: Betty Coven [bettycoven@hotmail.com]
Sent: Friday, February 07, 2014 12:53 PM
To: Courtney Knapp
Cc: Betty Coven Forwarding Address
Subject: Ruth Osborne Navigator

Ruth Osborne Navigator

DATE: Jan. 29, 2014

TO: Betty Coven, chair, GRF Communications Committee

FROM: NEWS OFFICE

RE: NAVIGATOR

PURPOSE: The Navigator is a full-color special publication of the Leisure World News, first printed in 2006, to help Leisure World residents “navigate” their retirement years by providing resources in a variety of life sectors—Community, Leisure Time, Remodeling, Health and Fitness, and Continuing Care, among others.

The Navigator’s two-fold purpose was to make money through the sale of advertisements (advertising department) and to provide residents with a free, customized guidebook to enhance their retirement years here (editorial department).

The first 2006 edition was 160 pages; 2007, 140 pages; 2008, 104 pages; 2009, 64 pages; 2010; 54 pages; 2011, 48 pages; and 2013, 47 pages. There was no Navigator printed in 2012 as the 50th Anniversary Souvenir Booklet was printed in its place. (Note: Sharp decline in size of Navigator between 2008 and 2009 is substantially attributed to the global economic decline that began in December 2007 and took a particularly sharp downward turn in September 2008.)

ORIGIN: For many years, the Leisure World News produced separate special sections: Health & Fitness, Apartment Remodel & Fix-Up and Leisure Time. Ads were sold with the added incentive that advertisers could supply editorial content that would run in the special sections. The special sections were printed as pullouts in the newspaper. In 2006, it was decided to streamline the process by combining special sections into one resource that residents could keep handy for the year. Much of the Navigator content is customized for Leisure World residents. Useful information included:

- GRF, HCC telephone lists
- Seal Beach City Hall telephone list, SB Council photos and contact information
- Information on Seal Beach and area landmarks such as the SB Naval Weapons Station and California State University, Long Beach
- Post Office information

- Health Care Center information
- Golden Age Foundation services and donation information
- Blood Pressure information, body mass index charts and target heart rates
- Community health services
- Garden planting zones
- Museum lists
- Transportation information for OCTA Transit Authority buses, etc
- LW Remodeling how-to information

Navigator 2014 Deadlines have already been established:

Ad sales deadline: April 23

Dummies to Editorial: April 29

Editorial to Production: May 24

Production to Printer: June 7, with a delivery date set for early July (exact date TBD)

Suggested new section topics for this year's edition: Salute to Centenarians, Pets, Showcase Homes (high end, atrium and unusual remodels) and Gardens (drought-tolerant or speciality), classic cars

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ADMINISTRATION

NEWSPAPER SERVICES

REWRITTEN DRAFT

Advertising Commissions

The Executive Director is authorized to use the following schedule of commissions to be paid for obtaining advertising:

Retail Display Advertising

1. Up to 25% commission is authorized for use with agencies procuring advertising.
2. Straight commission salespersons (no salary and/or wage)
 - a. 30% on the first month of new accounts
 - b. 25% existing accounts
 - c. 15% house accounts
3. Salaried or waged employees
 - a. Managing Editor – no commission
 - b. Salespersons – for wages earned, the Foundation retains 50% of all column inches sold; remaining 50% of column inches sold will be paid a commission of:
 - i. 20% on the first month of new accounts
 - ii. 15% existing accounts
 - iii. 0% house accounts

Classified Advertising

1. Salaried or waged employees
 - a. Managing Editor: no commission
 - b. Salespersons / Front Desk Staff: 5%

Payment of such commissions will not be made until after full payment for the advertising is received by the GRF Finance Department.

Definitions

New Accounts: corporations, companies and/or individuals that have never run or placed an ad with the Foundation or have not advertised with the Foundation for

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

REWRITTEN DRAFT

Advertising Commissions

more than one year.

Existing Accounts: corporations, companies and/or individuals which advertise with the Foundation on a consistent or recurring basis throughout a calendar year.

House Accounts: corporations, companies and/or individuals which place advertising with the Foundation on a consistent basis as defined as no less than 48 ads per calendar year.

Policy
Adopted: 9 Jul 77
Amended: 15 Jan 91
Amended:

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Position title correction made 06-02-09)

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

ORIGINAL

Display Advertising Commissions

The Managing Editor is authorized to use the following schedule of commissions to be paid for obtaining display advertising. All arrangements with the individuals concerned are subject to the approval of the administrator:

1. Up to 25% commission is authorized for use with agencies procuring advertising.
2. Straight commission salesmen are authorized commissions of not more than 25%. Payment of such commissions will not be made until after full payment for the advertising is received by the Foundation Accounting Department.
3. Advertising employees of the staff may be paid display advertising commissions of up to 12.5% for all advertising procured.

Policy

Adopted: 9 Jul 77
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 Jan 31, 2014

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	125.00				125.00
ALAMI03	ALAMITOS WEST HEALTH CARE	1,124.76				1,124.76
ALLEN01	ALLEN, SUSIE	186.40				186.40
ALLHA01	ALL HAPPY BARBERS		-50.00			-50.00
ALLIH01	ALLIED HEALTH CARE	130.55	75.00	144.00		349.55
ALLPR01	ALL PRO BUILDERS, INC.	-300.00				-300.00
ALPIN01	ALPINE HEATING & AIR CONDITIONI	504.60				504.60
ALZHE02	ALZHEIMER'S FAMILY SERVICES CT	-1,202.50				-1,202.50
AMERM01	AMERICAN MEDIA LLC	1,777.42	354.40			2,131.82
BALLE01	BALLERINI CHIROPRACTIC	-796.00				-796.00
BEAUT01	BEAUTY SUPPLY, KATELLA	-100.00				-100.00
BINGO01	BINGO CLUB	643.80				643.80
BIXBY03	BIXBY PLAZA CARPETS, INC.	304.40				304.40
BLUES01	BLUE SEA CARE SERVICES	23.60				23.60
BRENN01	BRENNAN, KATHERINE	209.70				209.70
BREUL01	BREUL ELECTRIC	9.07			100.00	109.07
BRIST01	BRISTOW TAX SERVICE		-250.00			-250.00
BUDST01	BUDGET STORAGE	125.00				125.00
BUSTE01	BUSTER'S BEACH HOUSE	-128.00				-128.00
CARNA01	CARNATION DRAPERIES	125.00				125.00
CERRI03	CERRITOS FORD / LINCOLN / MERC	65.00				65.00
CERRI05	CERRITOS FORD LM-HYUNDAI	32.50				32.50
CHARL01	CHARLES BRISKEY REAL ESTATE, I	3,600.00				3,600.00
CHENG01	CHENG / BEACH PLAZA	763.20				763.20
CHEVR01	CHEVRON, SEAL BEACH	212.91	209.70			422.61
CHUML01	CHUMLEY, VERNA AND SY	447.80				447.80
CNPAS02	CNPA SERVICES, INC/CAPTIAL SOU	1,197.42	946.36			2,143.78
COAST02	COAST FACTORY BLINDS	175.00				175.00
COUNT01	SEAL BEACH HEALTH CARE & REHA	61.73		254.40	1,017.60	1,333.73
CUCAM01	CUCAMONGA PHARMACY	29.02	379.60	759.20		1,167.82
DANAN01	DANANDY, INC.	-225.00				-225.00
DBHAN01	DB HANDYMAN		-100.00			-100.00

GOLDEN RAIN FOUNDATION
Aged Receivables
As of Jan 31, 2014

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Customer ID	Customer	Current	31 - 60	61 - 90	Over 90 days	Amount Due
DENNY01	DENNY'S C/O W K S RESTUARANTS	1,597.73	375.00			1,972.73
DINOS01	DINOS	291.50				291.50
DRAPE01	DRAPER'S AND DAMON'S C/O MCA	607.20	279.60	559.20	586.80	2,032.80
ELDOR01	ELDORADO C.C. RESTAURANT				-268.60	-268.60
FAITH01	FAITH CHRISTIAN ASSEMBLY	318.00				318.00
FLOAM01	FLOORING AMERICA	12.49		50.00	241.49	303.98
FODEN01	FODEN, JAMES E	125.00				125.00
GENES01	GENE'S CARPET CLEANING	126.53	100.00			226.53
GENTL02	GENTLE CARE DENTAL CENTER	2,898.00				2,898.00
GLIND01	GLINDA DAVIS	-200.00				-200.00
GOLDF01	GOLDEN FUTURE EXPOS				-11.50	-11.50
GOODT01	GOOD TIMES TRAVEL	84.30				84.30
GOODY01	GOODYEAR TIRES	1,087.03	634.20	381.60	1,839.60	3,942.43
GRAY001	GRAY, ROBIN	1,964.34	1,592.00			3,556.34
GREEN01	GREENFIELD ACUPUNCTURE	66.60				66.60
GREEN02	GREENWOOD HEATING & AIR CON	766.60				766.60
GREEN04	GREEN-N-CLEAN	0.38	25.00			25.38
GROHD01	GROH, DEBRA HALVARSON	125.00				125.00
GSCUT01	G'S CUTTING BOARD RESTORATIO			-50.00		-50.00
GUNDE01	GUNDERSON CARPET	125.00				125.00
HADLE01	HADLEY, GLORIA & GUPTON, KATH	560.78				560.78
HARBU01	HARBOUR SENIOR CARE	12.04			128.00	140.04
HEALT05	HEALTH NET C/O SENIOR PUBLISH	11.30			249.03	260.33
HEINR01	HEINRICH MKTG/HUMANA	125.32		2,247.00	1,248.00	3,620.32
HUNTI05	HUNTINGTON TERRACE / MBK SENI	524.00				524.00
JAYSH01	JAY'S HEARING AID CENTER	392.23				392.23
JCKRE01	J. C. KRESS CONSTRUCTION	125.00				125.00
JEWEL01	JEWELRY DESIGN GALLERY	115.20				115.20
JHPRO01	JH PRODUCTIONS	200.00				200.00
JIMMI01	JIMMIE R. BOYD, INC.	2,724.40				2,724.40
JOHNB01	JOHN BERGKVIST CONSTRUCTION	75.00				75.00
JOHNB02	JOHN BLOESER CARPETS	255.83	163.10	163.10	81.55	663.58

GOLDEN RAIN FOUNDATION

Aged Receivables

As of Jan 31, 2014

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Customer ID	Customer	Current	31 - 60	61 - 90	Over 90 days	Amount Due
JOYCE01	JOYCE SPIGNER/D'AVERSA	2.24			49.40	51.64
JOYFU01	JOYFUL CARE	250.00				250.00
KANGC01	TOTAL HOME CONSTRUCTION	126.53	100.00			226.53
KARLT01	KARLTON RESIDENTIAL CARE	445.20				445.20
KATEL02	KATELLA SENIOR LIVING COMMUNI	1,658.80				1,658.80
KCBRA01	K C BRANAGHAN'S	244.65				244.65
KENGR01	KEN GRODY FORD	32.50				32.50
KITCH01	KITCHEN & BATH DESIGN	125.00				125.00
LAHSB01	LAHS BAND BOOSTERS BINGO	272.91	268.80			541.71
LBBRI01	LONG BEACH BRIDGE CENTER C/O	42.30				42.30
LBPLA01	L B PLAYHOUSE	530.00				530.00
LEISU01	LEISURE APARTMENT SALES	424.00				424.00
LEISU06	LEISURE WORLD DECORATORS	125.00				125.00
LEISU10	LEISURE LIVING RESALES	1,079.20				1,079.20
LEISU13	LEISURE WORLD-HCC PHARMACY	1,236.00				1,236.00
LEISU15	HEALTH CARE CENTER ON GOLDE	309.62			2,416.20	2,725.82
LENNI01	LENNING & CO., INC.	315.80				315.80
LEONA01	LEONA MONTANO	-300.00				-300.00
LEXUS02	LEXUS OF WESTMINSTER	32.50				32.50
LIFEL01	LIFE LINE SCREENING OF AMERICA	-315.00				-315.00
LOSAL01	LOS AL BUILDERS	325.00				325.00
LOSAL02	LOS ALAMITOS EYE PHYSICIANS/S	24.28		794.00		818.28
LOSAL06	LOS ALAMITOS MEDICAL CENTER	431.58			696.00	1,127.58
LOSAL07	LOS ALAMITOS DENTAL CARE	607.35	559.20	1,295.20		2,461.75
LOWEE01	LOWE, ELLEN M.	125.00				125.00
MALAR01	MALARKEY'S GRILL	3.91		128.00		131.91
MARTH01	MARTHA'S SENIOR GOURMET	126.53	100.00			226.53
MCINE01	MC INERNEY, CAROLYN	199.20				199.20
MCKEN02	Mc KENZIE CREMATION & BURIAL S	13.70		448.00		461.70
MCKEN03	MC KENZIE, TOM, ATTY. AT LAW	1,132.00				1,132.00
MERCU02	MERCURIO, JOHN	125.00				125.00
METRO01	METRO NEWSPAPER ADV - CARLS	767.20	375.00	375.00		1,517.20

GOLDEN RAIN FOUNDATION

Aged Receivables

As of Jan 31, 2014

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Customer ID	Customer	Current	31 - 60	61 - 90	Over 90 days	Amount Due
MIRAC01	MIRACLE MILE COIN CENTER	444.65				444.65
MIRAC02	MIRACLE EAR	1,333.95				1,333.95
MULHE01	BERKSHIRE HATAHWAY HOME SER	2,159.20				2,159.20
NEPTU01	NEPTUNE SOCIETY OF ORANGE	53.55	51.20	51.20		155.95
NEWFE01	NEW FEET STORE	300.00				300.00
NORIE01	NORIE WHITTAKER, G R I	3.13	204.80			207.93
NUKOT01	NU-KOTE REFINISHING	877.87				877.87
NUVIS01	NUVISION FEDERAL CREDIT UNION	1,804.69	1,156.00	1,734.00		4,694.69
OGAN001	OGAN CONSTRUCTION	200.00				200.00
OLDTO01	OLD TOWN FLOORING	307.20				307.20
ORALH01	ORAL HEALTH	-168.60				-168.60
ORANG04	ORANGE COUNTY MATTRESS			-430.00		-430.00
PALAC01	PALA CASINO C/O SENIOR PUBLISH	1,209.02	1,156.00	1,156.00		3,521.02
PARKE01	PARKER HEARING	424.00				424.00
PAUMA01	PAUMA CASINO	1,238.80				1,238.80
PENAC01	PENA CONSTRUCTION	125.00				125.00
PERMA01	PERMANENTLY BEAUTIFUL		-100.00			-100.00
PHARM01	PHARMACOLOGY RESEARCH, INC.	712.00				712.00
POLLY02	POLLYS INC.	703.41	667.80	333.90	334.80	2,039.91
PORCE01	PORCELLO, MARK, INC.	1,048.00				1,048.00
PUGAC01	PUGACH, M.D., ROBERT G.	279.60				279.60
QUAKE01	QUAKER GARDENS	633.54	624.00			1,257.54
RBGHI01	RBG HIGH INTEL ADV-HEAR USA	992.00				992.00
REEDJ01	REED, JOYCE	424.00				424.00
RITEA03	RITE AID C/O NSA MEDIA	1,515.26	1,325.00			2,840.26
ROSSM02	ROSSMOOR FAMILY DENTISTRY	699.20				699.20
RTATH02	RIGHT AT HOME HOME CARE	125.00				125.00
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	324.48	424.00			748.48
SENC01	SENIOR'S CHOICE	500.00				500.00

GOLDEN RAIN FOUNDATION

Aged Receivables

As of Jan 31, 2014

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
SENOI01	SENIOR RESOURCE ADVISORS	100.00				100.00
SHAPI01	SHAPIRO, ERIKA	664.00				664.00
SHELF01	SHELF GENIE	128.00				128.00
SHOHE02	SHOHET EAR ASSOCIATES	279.60				279.60
SKYLI01	SKYLIGHTS PLUS INC	124.95	454.40			579.35
SMART02	SMARTSOURCE	47.55			524.00	571.55
SOCIA01	L. W. FLEA MARKET	-81.55				-81.55
SONUS02	SONUS SF0010 C/O REBECKA NGU	-3,499.01				-3,499.01
SOTOL01	SOTO, LAW OFFICES OF ALLAN	200.00				200.00
SPETI01	SPECIALTY TIRES	51.20				51.20
SPITZ01	SPITZ, DR. MARC	224.96	127.20	360.40		712.56
STECA01	STEVE'S CARPET CLEANING	75.00				75.00
SUBWA01	SUBWAY	10.00				10.00
SUMME01	EMERITUS / VALLEY VIEW	1,134.00				1,134.00
SWENM01	SWENMAN CO.	250.00				250.00
THMAT01	THE MATTRESS PLACE	41.87	318.00	424.00	530.00	1,313.87
TOYOT04	TOYOTA OF HUNTINGTON BEACH	32.50				32.50
TRIDE01	TRIDENT SOCIETY/NEPTUNE	91.73			1,138.80	1,230.53
UNATI01	UNATIN, GILBERT, DDS	779.65				779.65
VINTA01	VINTAGE CERRITOS	8.55	559.20			567.75
WALTE01	THE WALTERS GROUP	-102.40				-102.40
WARRE01	WARREN / CRUISE STAR	212.00				212.00
WESTC02	WESTMINSTER CAFE	-4.52				-4.52
WILLE01	WILLED BODY PROGRAM - UC IRVI				-512.00	-512.00
ZBOBO01	BOB OGAN - CLASSIFIED	47.57	37.60			85.17
ZCOAS02	COAST FACTORY BLINDS	63.50				63.50
ZFRAN02	FRANK'S GARDENING-CLASSIFIED	49.00				49.00
ZJCKR02	J. C. KRESS CONSTRUCTION	49.25				49.25
ZJIMM02	JIMMY'S HANDYMAN SERVICE	224.50				224.50
ZJOHN01	JOHN BERGKVIST-CLASSIFIED	37.60				37.60
ZJOHN02	JOHN MERCURIO-CLASSIFIED	78.00				78.00
ZNOWE01	NOWELL, TED-CLASSIFIED	177.50				177.50

GOLDEN RAIN FOUNDATION
Aged Receivables
As of Jan 31, 2014

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Customer ID	Customer	Current	31 - 60	61 - 90	Over 90 days	Amount Due
ZPENA02	PENA CONSTRUCTION-CLASSIFIED	44.00				44.00
Report Total		55,098.13	13,142.16	10,980.20	10,389.17	89,609.66